

CHAPTER I

INTRODUCTION

In this chapter's introduction, the research is summarized. An outline of the research is given in this chapter. It includes the background of research, the statement of problem, research purpose, frame of thinking and previous studies.

1.1 Background of Research

Literature is creativity and works of art. All written or printed materials are literature. Popular literature refers to contemporary works. This is because popular literature is widely read and has a large audience, especially among teenagers. Popular literature is not very focused on life's problems. Life's problems are not fully explored in popular literature. This is because popular literature will become heavy and turn into serious literature (Nurgiyantoro, 1998). Popular is a word that refers to contemporary culture. In order to continue to meet the needs of today's society, popular culture in all contexts will continue to reflect people's tastes, including literature. A work can be called a popular literary work because the theme, way of presentation, and writing follow a general pattern (Adi, 2011).

Popular literature studies are increasingly popular in recent times and that is the reason why this research was conducted because of the importance of popular literature and the limited study of the formulation of the fantasy genre. The main objective of this study is to identify and analyze the formula for the fantasy genre in *Doctor Strange: in the Multiverse of Madness*. Furthermore, in line with the previous objective, this research also tries to reveal how the formulation of the story that is built in the entire film *Doctor Strange: in the Multiverse of Madness* is supported by a discussion of Mythical creatures and setting as its trademark in the fantasy genre. Currently, one of the most popular genres and the largest genre with the most sub-genres is fantasy.

Fantasy is a genre in which magical and supernatural events are a major component of a theme, storyline, and/or location. Stories can fall into the categories of historical fiction, romance, adventure, horror, and science fiction. If magic is

used to end the story, it must be fantasy. Of the people who try to explain the natural happenings around them from the start, the fantasy subgenre can be said to be the oldest in literature. This is due to the fact that almost everything that is impractical in reality can be considered to be a work of fiction. As described in the book *Fantasy: The Literature of Subversion* is also quoted from *The Game of the Impossible: A Rhetoric of Fantasy*, that fantasy is said to be ‘...a story based on and controlled by an overt violation of what is generally accepted as possibility (Jackson, 1991). According to him, fantasy is everything that cannot be accepted by reason.

. The market is growing with many fantasy-themed films and fiction novels. People fall in love with the fantasy genre for many reasons. Fantasy fans tend to believe that they will be happy in another world and unfortunately in their own. When reading fantasy novels, some people find that they may bring about experiences that most people could never imagine. The popularity of fantasy novels increased when they were adapted into films, which increased their appeal when they were first published. The reason is that contemporary society tends to appreciate and enjoy the latest technological developments that make life simpler. People can watch movies the same amount of time they read books, so they don't have to spend more of their precious time reading all the books. In some ways, the rise in popularity of film and literature have paralleled each other in significant ways. *Harry Potter* by J.K. Rowling, *The Chronicles of Narnia* by C.S. Lewis, and Peter Jackson's *The Hobbit trilogy* are some examples of works of popular literature that have grown rapidly in recent years due to their excellent cinematic adaptations. The fact that fantasy is the most popular of all genres shows how attracted people are to fantasy adventures. The fantasy genre is a literary work that displays imaginative life. The result of imagination built by humans to create their own world and along with the times. In an era of faster technological progress than before, literary works are no longer limited to novels, movies are also a very popular form of literature. and fantasy was included in the film as one of the present genres.

According to Barsam and Monahan (2010), film is a story recorded in a collection of film strips/celluloid, which is shown on the screen at a certain speed to give the impression of motion. Films are able to convey messages for many reasons, including entertainment, moral teaching, education, knowledge, and many more. Film is a literary work because in literature, language is a means to convey what the author wants to convey. because of that film is one of the works that is widely used by writers in conveying the contents of their work, such as the film *Lord of the rings*, he has a novel version written by Tolkien, but now there is an image version along with sound. Novels, which are literary works, also require other tangible literary works, such as films. Therefore, film is also a part of literature, just like drama, it's just that the way it is presented is different. Another opinion, (Rabiger, 2009) argues that every film is basically entertaining and also interesting so that it can make the audience think. the same is true with novels that can make readers think and imagine about the events that occur in the novel. *Doctor Strange: in the Multiverse of Madness* Film 2022 directed by Sam Raimi tells the story of Doctor Strange who teams up with a mysterious teenage girl from her dream who can travel across the multiverse, to fight various threats, including otherworldly versions of herself. universe, which threatens to wipe out millions of people. people in the multiverse.

From the background that has been written above, it can be concluded that “most people construct fantasies at times in their lives” (Freud in Adams, 1971). But the fact is, for many years, the importance of fantasy itself “has therefore not been sufficiently appreciated” (Freud in Adams, 1971). While the imagination cultivates openness to new experiences and teaches us to tolerate other people and places. We also learn how crucial it is to preserve our sense of amazement from it. *Doctor Strange: in the Multiverse of Madness*, one of the most successful films in the film industry, especially in the fantasy genre. The reason why the researcher chose this object is because this work has an interesting fantasy formula to explore and can show that each genre has a unique and different formula, this is what distinguishes the contents of stories in each genre in film literary works.

1.2 Statement of Problems

The use of formulas in a literary work must exist to determine a film genre. even though it's a fantasy genre whose ideas come from imagination, the formula must be in it, so that we can understand the film. Fantasy genre is also supported by mythical creatures as another foundation in completing the formula itself. Based on the research context, this study formulated the following three research questions:

1. What aspect fantasy formulas are presented in Sam Raimi's *Doctor Strange: in the Multiverse of Madness* (2022)?
2. How are fantasy formula built by mythical creatures and setting in Sam Raimi's *Doctor Strange: in the Multiverse of Madness* (2022)?

1.3 Research Purpose

This research has two research purposes in analyzing the fantasy genre formula as follows:

1. To describe the fantasy genre's formulas are represented in Sam Raimi's *Doctor Strange: in the Multiverse of Madness* (2022)
2. To describe how fantasy formula are built by mythical creatures and setting in *Doctor Strange: in the Multiverse of Madness* (2022)

1.4 Research Significance

The two components of research significance are separated. Theoretically and practically, respectively. It must be clearly determined by understanding the following points.

Theoretically, this research is expected to increase knowledge for readers about literary research. Especially on the fantasy analysis of Pamela S. Gates, the theory of John G. Saricks and other experts, and the formula itself based on John G. Cawelti. In addition, it can be used as material for further research to improve the ability to appreciate literary works.

Practically, the findings of this study can undoubtedly help readers understand literary works and offer a novel perspective on how to approach them.

To advance scientific understanding, this researcher makes an effort to define the fantasy subgenre in popular literature. It is also hoped that this research would inspire other academics to investigate other issues and concerns raised by films in the same genre. The researcher thinks that by utilising the Fantasy Genre Formula to analyse Sam Raimi's Doctor Strange: in the Multiverse of Madness, audiences will be better able to understand the fantasy that is present in the film. There are more books to read.

1.5 Definition of Key Terms

1 Fantasy

The fantasy subgenre typically includes magical and supernatural aspects in its themes, plotlines, and/or locales. Stories might be classified as belonging to the science fiction, horror, adventure, romance, or historical fiction genres. It must be fantasy if magic is utilized to wrap up the narrative. The fantasy subgenre is regarded as being the earliest in literature among those who attempt to explain the natural events taking place around them right away.

2 The Fantasy Genre's Formula

According to Cawelti (1976) "It is said that formula appears as a popular story type that can also decide a work of literature belonging to" thus the formula is the same as the type of story to be examined to determine what type of literature is the story. Therefore, while genre research primarily investigates elements that are in popular fiction, it can also examine formulae. is a characteristic or attribute that normally belongs to a person, place, or item and serves to distinguish it.

3 Setting

Setting is used to describe the place or type of environment where something is placed or where an event occurs. In a fantasy, the reader quickly realizes that things are not as they are used to viewing them. The presence of magic or enchantment distinguishes fantasy the most overtly from other genres. Its prevalence guarantees that readers are at least partly aware that they are in a magical environment, but the degree varies from genre to genre. There might

be characters that the reader is aware don't exist elsewhere in the magical world, or maybe there's just another sense, like an increasing sense of curiosity as the story progresses. Magic can manifest itself when magical powers or swords are present.

4 Mythical Creature

According to Saricks (2009: 271) That characters, clearly defined as good or bad, often attain special magical gifts, and the story lines explore ways to discover one's own potential, magical or otherwise. In all fantasy literature, there is a distinct understanding of the forces of good and evil as well as a feeling of right and wrong. One must act in order to see the confession clearly. Only one individual can do the act with complete confidence, even in the face of extreme examination and scepticism. As a result, one can read about crime as being wicked before encountering it in actual crime.

5 Doctor Strange: in the Multiverse of Madness

Doctor Strange: in the Multiverse of Madness is a film series from Marvel, the film directed by Sam Raimi tells the story of Doctor Strange teams up with a mysterious teenage girl from his dreams who can travel across multiverses, to battle multiple threats, including other-universe versions of himself, which threaten to wipe out millions across the multiverse.

1.6 Previous Studies

The researcher then conducted a review of previous research to support the development of this research. To emphasize research and provide researchers with a deeper understanding so that this research can run as smoothly as possible, the researchers reviewed the fantasy formula contained in previous studies. These related studies consist of:

The first research. is formula fantasy genre in Peter Jackson's The Lord of the Rings film trilogy by Nisa Parhan Nurhalim 2020. Sunan Gunung Djati State Islamic University, Bandung. she used the formula theory of Cawelti in analysing formulas in films discussed in the fantasy genre.

And the second was inspired by a journal titled *The Analysis of Fantasy Genres Formula on Harry Potter Series* by Risa Ambariski published in *Rainbow: Journal of Literature, Linguistics and Cultural Studies* volume 1. She used formula theory of Cawelti and fantasy genre of popular fiction theory by Ida Rochani Adi. She also uses a descriptive qualitative method. The sources of her study are taken from written materials in the library.

The third research entitled *The Comparative Study of Fantasy Genres Formula in Spider-Man (2002) and Spider-Man: Homecoming (2017)* written by Mariatul Qibtiyah (2019), Bandung: Faculty of Adab and Humanities, English Literature Department, State Islamic University of Sunan Gunung Djati Bandung. Her research was talking about the comparison of genre formulas in *Spider-Man (2002)* and *Spider-Man: Homecoming (2017)*, she used the formula theory of Cawelti and the comparative theory.

The fourth entitled *the topics of fantasy genre's formula between Jumanji (1995) and Zathura (2005) written by Anita Febrianti*, Bandung: Faculty of Adab and Humanities, English Literature Department, State Islamic University of Sunan Gunung Djati Bandung. Her research was talking about the topic of fantasy genre in both of film, and for the theory she uses the same expert that is Cawelti for the main Theory,

And the last research entitled *the topics of Formula Analysis in Jk Rowling's Harry Potter and The Sorcerer's Stone and Rick Riordan's Percy Jackson and The Olympians: The Lightning Thief: A Comparative Study on Fantasy Fiction written by Retno Wulandari*, Faculty of Humanities, Diponegoro University. *Her* research was talking about Formula Analysis in Fantasy fiction, even she talks about the comparative but for the theory she's still using Cawelti theory for the main theory, and can help researchers to explore further in their research.

The previous research above is used as a reference in research, because it can build on the research that I am currently doing, from these five studies they discuss the same theme, namely the formulation of fantasy. although with different

objects, the theory and analysis in determining what formulas are in this fantasy work have similarities that can help build this research to be even better for the final result and why the researcher chose the fantasy formula theme to be the title of this study, because the discussion of the formula itself is an interesting thing for us to study. each film has its own characteristic formula, such as Sci-fi, this genre has the same formula as fantasy, namely the Imaginary world, one of which is science, the world is filled with sophisticated advanced technology, while in fantasy the world is more imaginatively described as There are animals that can talk.

