

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research which consists of background, statement of the problem, research objectives, research significances, definition of key terms, and organization of writing.

1.1 Background

The Notebook is a novel in popular literary works that belong to the romance genre, written by a best-selling author Nicholas Sparks. The novel was very popular since the novel published in 1996. It gets five of five stars by 532.845 ratings based on the goodreads.com. After the novel gets the popularity, the novel adapted into a movie with the same title in 2004 then the movie won several awards.

The writer chooses *the Notebook* as the object of the research because the genre is romance. It can be seen from the plot, the characters, and the myth of season that used in the story. Meanwhile, the novel is different with the others romance novel because of the story based on the true story. As quoted in Nicholas Sparks' official website that *The Notebook* was inspired by his wife's grandparents and two wonderful people who spent over sixty years together with him. Then, the writer analyzed the novel to find out the romance formula using Cawelti's theory.

In the romance, there is the formula that makes the story called as romance genre. It can be called as romance genre if plot and characters exist. Here are some examples of plot and character like boy meets girl, boy and girl have

misunderstood, boy gets the girl and a happy ending. These general plot patterns are not necessarily to specific culture or period (Cawelti, 1976: 6). The story can be called romance if there is the formula used in the story. When the plot begins with the first meeting of major characters, they love each other, face and fight the obstacles, then happily ever after. Those plots can be classified to the romance genre.

Formulas are cultural products and in turn presumably have some sorts of influence on culture because they become conventional ways of representing and relating certain images, symbols, themes, and myths; the process through which formulas develop, change, and give way to other formulas is a kind of cultural evolution with survival through audience selection. (Cawelti, 1976: 20). The processes that develop, change, and apart from other formulas are a kind of cultural evolution with salvation through reader selection or the audience. The formula is a pattern when the reader is successful to define the formula they have classified one of popularity works. When it becomes a successful formula, a story pattern clearly has special interests and meanings for many people in its culture.

Cawelti (1976: 6) states that formula is a combination or synthesis of a number of specific cultural conventions with a more universal story form or archetype. The concept of the formula is to show a conventional way of treating specific things. The specific things are referred to pattern the specific conventions of a culture in each period. Formula refers to a broader type of flow. That is, formulas refer to the types of grooves that represent types of stories that are universal to become popular in different cultures and at different times. Thus,

formulas are ways in which specific cultural themes and stereotypes become formed in more universal archetypes.

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Popular literature has become mass products that keep developing by time to time, especially in the popular novel. A popular novel is very popular in this era and has so many devotees, especially teenager. It usually often tells about the actual problems and follows the new era. However, it is not showing the depth of a problem until the reader does not take the essence. Usually, a popular novel has artificial, temporary, and antiquated (Nurgiyantoro, 2007: 18). The function of popular literature itself is to entertain the reader. So, in popular literature, it does not show the intensity of life problems such as politics, economy, or security issues.

In this case, *The Notebook* novel can be classified as a popular literature. It can be seen from people's interest that makes the novel adapted into a movie with the same title in 2004. Besides *The Notebook* novel, romance story from Jane Austen entitled *Pride and Prejudice* in 1813, has the romance formula. It can be seen from the storyline when the characters meet at the first time, then they love each other and then has the obstacles. *The Notebook* and *Pride and Prejudice* novel have the same plot and they have two main characters called hero and heroine that make the romance story begins.

Nowadays, some people are interested in reading popular fiction such as romance novel, because the story is always interesting. Some of the romance fiction is succeeded in stealing the heart of the reader because the story of the novel and the ending of the story are always happy. The meaning of being happy is not about to read a perfect love story like marriage but the love of the characters can be a love-triumphant.

Romance formula is much complex in the terms of plot, characteristics, and setting. Therefore, this research is focused on the romance formula analysis. There are several previous studies about romance formula that supported this research. Those previous studies are mentioned in the following table below:

No	Researchers	Objects	Theories	Differences	Similarities
1	NovindiaNurratnasari	<i>The Fault in Our Stars</i> novel by John Green.	The Romance Formula by Cawelti.	The object of the research.	The theory that used is from Cawelti.
2	EstyDiliyani R.	<i>The Notebook</i> novel by	The Ideal of Romance Formula by	The theory that she used is from	The object of the research.

		Nicholas Sparks.	Radway.	Radway about the thirteen narrative functions of ideal romance formula.	
3	Saktiningrum	<i>Scarlet Letter Movie</i>	The romance formula and compared the differences and similarities the novel with the movie	The object of the research.	

There are some studies or research that discussed the same topic. The first is a paper conducted by Novindia Nurratnasari (2015) *The Formula Romance in John Green's The Fault in Our Stars* discusses romance formula. The result of her research is *The Fault in Our Stars* novel showed some elements of popular literature formula that reflected by hero and heroine character, intrinsic and extrinsic elements, and the plot of the love story is constructed in the novel.

The second study is a research that "*The Ideal Formula of Romance Represented in Nicholas Sparks' The Notebook*" by Esty Diliyani Resfayanda (2017). She used the Radway's theory about the ideal formula of romance (thirteen narrative functions). Based on her research about ideal romance formula *The Notebook* can be categorized having the ideal formula of romance. It was proved by the formula of *The Notebook* is Pamela Formula and it has ten functions from thirteen Radway's ideal narrative functions.

The third is *Romance Formula pada Novel the Scarlet Letter dan film The Scarlet Letter (2002)* by Saktiningrum. The purpose of this research is to find out the functions and roles of romance formulas in novels and *The Scarlet Letter* movie, and the aim of finding similarities and differences, and also to explore the causes or backgrounds of the differences between the two different works. This research uses an intertextual approach. From this research, it can be seen that text changes occur in the process of adapting a literary work into a new form and that this is a natural one.

The differences between some previous research and this research are the object and also the problem of the research. The first research discusses the elements of literature formula that reflected by hero and heroine. This is different because the researcher took *The Notebook* novel as the object. The second research discusses to find out the changing character of the heroine using Radway's theory about the thirteen narrative functions. This is clearly different because the researcher only focuses on the plot and character in this novel. The third research is about to find the complicated plot of melodrama formula. It is clearly different because the researcher has the other object to analyze and this research discusses romance formula which has the different formula with melodrama.

Those previous studies provide a reference analysis of the pattern of the romance formula. Then, this research will focus to discuss the plot of the story and the role of the main characters that become the specialty in the romance formula. The object of the analysis is the novel. There may be a lot of works that concerning on the same topic. There may be not much paper that discussed The

Notebook as a research in UIN Sunan Gunung Djati Bandung. Then, in this opportunity, the writer chooses Nicholas Sparks' *The Notebook* as the object of the research in order to improve the comprehension of literature research in UIN Bandung. The writer chooses this topic in order to more understanding and to find out the romance formula that used in the novel. By analyzing romance formula in this novel, it becomes important to find out how each of the popular fiction elements in this novel applied.

1.2 Statement of Problems

Based on the research background above, the writer limits the analysis on the plot, characters, and myth pattern in Nicholas Sparks' *The Notebook* novel. The discussion will be elaborated into three research question, as follows:

1. How does the plot of Nicholas Sparks' *The Notebook* novel construct the romance formula?
2. How do the characters of Nicholas Sparks' *The Notebook* novel construct the romance formula?
3. How do the myths construct the romance formula in Nicholas Sparks' *The Notebook* novel?

1.3 Research Objectives

Based on the research question above, the main objectives of this research are:

1. To find out the plot of *The Notebook* novel construct the romance formula.

2. To find out the characters of *The Notebook* novel construct the romance formula.
3. To analyze the myth of *The Notebook* novel construct the romance formula.

1.4 Research Significances

There are two kinds of significances in this research that is practically and theoretically purposes. The first is practically, this research is useful to be a reference for the next researcher who wants to analyze the same problem. Then, this research is expected to provide the knowledge to the reader in understanding the romance formula. The second is academically, this research can be used for literature students who interest the romance formula. This research can be used for readers to provide knowledge in understanding the romance formula.

1.5 Definition of Key Terms

To avoid any misunderstanding some words in this research, the writer explains the definition of key terms in this section which are related to this research, the definitions are:

1. Romance: part of popular literature. This genre tells about the romantic love story between two characters called hero and heroine without tells about the complicated life story such as economics, politics, and the others.
2. Formula: a structure in popular literature which serves as a differentiator of genres that exist in the popular literature. The formula can be used to describe plot. Thus, the formula also is a part of the structural component that have a specific theme and it is form of the type of literary work in popular literature. The formula certainly different for each genre, for the romance formula there

are character and plot, for adventure settings and characters, for melodrama character and the complicated plot.

3. Popular literature: a literature categorized into entertaining and commercial literature. Those entertainment and commercial are related to the reader. The reader will be amused by the story in popular literature and commercial aspects will arise from the sale of the literary work.
4. The myth of Season: shows about myths that reflected in the novel through the season. Summer is identical with the cheerfulness and the weather which makes the situation more perfect for the romance genre.
5. *The Notebook*: a title of Nicholas Sparks' novel. This novel was very first published in New York by Bantam Book in 1997.

1.6 Organization of Writing

This chapter is divided into five chapters as follows:

Chapter I: Introduction

This chapter presents the background, statement of the problem, research objective, research significances, definition of key terms, and organization of writing.

Chapter II: Theoretical Foundation

This chapter presents the sources which contain the several theories that related to the research.

Chapter III: Research Method

This chapter presents the method of the research and techniques that used to analyze data. The researcher describes the research

method such as the research design, sample of data, technique of collecting data, and technique of analyzing data.

Chapter IV: Findings and Discussion

This chapter presents the analysis of data which consist of some findings in order to answer the questions in the statement of the problem.

Chapter V: Conclusion and Suggestion

This chapter presents the conclusion based on the result of the research from chapter four and the suggestion from the writer for further writer.

