

ABSTRACT

Irma Pebriawati. 1215030120. *Cultural Reimaginings of The Classic Western Formula in the Film The Harder They Fall (2021) and Buffalo Boys (2018)*. An Undergraduate Thesis. English Literature. Faculty of Adab and Humanities. State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Dian Nurrachman, S.S., M.Pd. 2. Pepen Priyawan, S.S., M.Hum.

This thesis was motivated by the many adaptations and additions of new cultural elements to the classic Western formula convention. The films *The Harder They Fall* (2021) and *Buffalo Boys* (2018) are two films identified as having novelty, namely cultural reimaginings. This thesis examines the classic Western formula found in the films *The Harder They Fall* (2021) and *Buffalo Boys* (2018). There are two objectives in this study. The first is to find out the representations of the classic Western formula seen through conventions in the films *The Harder They Fall* (2021) and *Buffalo Boys* (2018). Second, to find cultural reimaginings of the classic Western formula seen through inventions in the films *The Harder They Fall* (2021) and *Buffalo Boys* (2018). The research method used in this study is the comparative method. This method is used to compare cultural reimaginings of the classic Western formula in the films *The Harder They Fall* (2021) and *Buffalo Boys* (2018). Meanwhile, the data sources obtained are in the form of screenshot, dialogues, and narratives from these two films. In analyzing the data, the researcher used Cawelti's formula theory (1999), which was reinforced by several other related theories. The results of the study show that the films *The Harder They Fall* (2021) and *Buffalo Boys* (2018) represent the classic Western formula convention. In addition, these two films also display several novelties or inventions, namely by modifying and adding new cultural elements to the classic Western formula convention. So, the innovation or invention in both films reflects cultural reimaginings because it adapts Western culture combined with the local culture of each film, thus creating cultural reimaginings.

Keywords: Cultural reimaginings, convention, formula, invention, representations, Western

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Skripsi ini dilatar belakangi karena melihat banyaknya adaptasi dan adanya penambahan unsur-unsur budaya baru terhadap konvensi klasik Western formula. Film *The Harder They Fall* (2021) and *Buffalo Boys* (2018) merupakan dua film yang teridentifikasi memiliki kebaruan yaitu adanya reimajinasi budaya. Skripsi ini meneliti classic Western formula yang terdapat pada film *The Harder They Fall* (2021) and *Buffalo Boys* (2018). Terdapat dua tujuan dalam penelitian ini. Pertama yaitu untuk mengetahui representasi classic Western formula yang dilihat melalui konvensi dalam film *The Harder They Fall* (2021) and *Buffalo Boys* (2018). Kedua, menemukan reimajinasi budaya dari formula Western klasik yang dilihat melalui invensi dalam film *The Harder They Fall* (2021) and *Buffalo Boys* (2018). Metode penelitian yang digunakan dalam penelitian ini yaitu metode komparatif. Metode ini digunakan untuk membandingkan reimajinasi budaya formula Western klasik dalam film *The Harder They Fall* (2021) and *Buffalo Boys* (2018). Sementara itu sumber data yang diperoleh berupa tangkapan layar, dialog, dan narasi dari kedua film ini. Dalam menganalisis data, peneliti menggunakan teori formula dari Cawelti (1999) dan diperkuat oleh beberapa teori yang terkait lainnya. Hasil penelitian menunjukkan bahwa film *The Harder They Fall* (2021) and *Buffalo Boys* (2018) merepresentasikan konvensi klasik Western formula. Selain itu, kedua film ini juga menampilkan beberapa kebaruan atau invensi yaitu dengan memodifikasi dan menambahkan unsur-unsur budaya baru kedalam konvensi klasik Western formula. Sehingga kebaruan atau invensi dalam kedua film tersebut mencerminkan reimajinasi budaya karena mengadaptasi budaya Western yang digabungkan dengan budaya lokal dari masing-masing film tersebut, sehingga menciptakan reimajinasi budaya.

Kata Kunci: Reimajinasi budaya, konvensi, formula, invensi, representations, Western