

CHAPTER I

INTRODUCTION

This chapter presents research background, statement of problems, research objectives, research significances, and definition of key terms. They will be explained below:

1.1 Research Background

Humor is something that invites laughter. Humor is a phenomenon that can be found easily anywhere, anytime. In daily activities, in a conversation, in a movie, on the TV screen, in newspapers, magazines, comics, and many other humor media. Our reaction to humor is called laughter, but not all humor is laughter. Sometimes humor can cause problems if the time and place are not conducive to humor, such as during a time of grief, or when things are serious and formal. However, humor actually has no theme limitations, anything can be used as material to make humor ranging from politics, sex, education, sports, and others (Morreal, 1983). Even so, we must know the limits when we want to make humor so as not to disturb our surroundings, because usually sensitive humor will only be expressed in closed events, or only to friends who are very familiar, because it can hurt someone who is the object of humor.

Humor is categorized by Arthur Asa Berger into 4 humor techniques, namely Language Humor, Logic Humor, Identity Humor, and Action humor. Language is humor that uses language as its medium and is verbal. Logic humor is humor that plays with the mind and reason. Identity humor is humor that uses a person's identity as a medium of delivery, usually related to a character. And Action which is non-verbal humor, related to action, movement, and time. According to Arthur Asa Berger, knowing how the mechanism of techniques used in humor is better than just knowing the traditional categories of humor. These four techniques can be used as reference materials to examine humor in a story presented in literary works such as novels, comics, and films. However, it should be noted that humor often uses more than one technique in its delivery.

Humor in the movie serves to provide interesting entertainment for the audience. According to (Verstraten, 2016), in the superiority theory, the function of humour is predominantly reactionary, for the effect of the scene is that we, as viewers, can feel ‘better’ than any of the characters. Humour inserts are often present in various genres even though the genre is quite serious such as action, adventure, horror, to romance even though in terms of genre humour has its own genre type, namely the comedy genre. Humour has another function, which is to bridge the initial plot conflict, towards the end of the conflict so that a plot in a movie is not monotonous and the audience is not bored waiting for the conflict to escalate and finish.

Film is an inventional form of previous literary forms, such as novel, drama, poetry. Some movies are based on novels, dramas, poetry, even comics. The difference between movies and other types of literature is that films rely on visual images while other literature such as novels, dramas, poetry and comics rely on verbal (textual) images. According to (Arulnayagam, 2023), Literature, as an art form, largely depends on verbal images and the film relies on visual images. The existence of film proves to be an invention in art, or literature. Films are able to visualize verbal images, even films are a combination of verbal images and visual images, because in films there is usually writing such as script writing and dialogue writing, which is a form of verbal image.

Along with the massive production of films because literary works have become a rapidly growing industry, films are starting to be categorized according to their themes, this film categorization is known as genre. Genre is the result of a grouping of films that have been made a lot. The classification of films into genres can be seen from the plot, characters and themes. But usually, a film has a distinctive story pattern depending on what genre the film is (Fauzi, 2019). Genres are classified into many types such as adventure, action, romance, fantasy, horror, fiction, comedy, documentary, etc.

According to (Saricks & Joyce G, 2009), essence of a Fantasy genre story usually tells the story about mythology, legends, and fairy tales. The fantasy genre

usually brings stories about the world of magic, fairies, black magic, and enchantment, stories full of knights, dragons, witches, and the Golden Fleece. This genre has influenced its audience on how good and evil, heroes and sacrifices, and courage and fear. Fantasy is packed with worlds of imagination, teaching the audience how vast the imaginary world is. New worlds are created, and imaginary characters that one would never imagine to exist are portrayed in this genre. This genre contains a lot of humor, keep in mind that even if the title contains a strong element of humor, it does not mean that the title is not quality. Just like any other genre, the fantasy genre's humor stories only discuss important issues in a different way, they can be read on many levels.

One of the popular films in 2022 and still quite popular today is the film *Thor: Love and thunder* (2022) directed by Taika Waititi. This film is a trilogy of Thor films produced by Marvel Studios. The 29th film produced by the Marvel Cinematic Universe received a lot of praise because it was named the 11th highest grossing MCU film debut globally. However, even though it was quite successful, this movie also received a lot of criticism because it was considered to have too much comedy and sometimes the comedy tended not to be funny. Chris Hemsworth, who plays the main character in the film as Thor, also thought that the film was too ridiculous. The genre is adventure, because of the mass production of films, often films with the same theme have their own formulas, for example usually in adventure genre films produced by Marvel with superhero themes which are usually related to myths. The culture, folklore that exists there. For example, Thor, Thor is a superhero character used by Marvel because it is inspired by mythology that developed in the West, namely Norse mythology with its world of Asgard, which Marvel film fans may be familiar with. Because swashbucklers and pirate adventures often included humorous elements, the genre retains viability even as it is parodied (Tasker, 2015).

Different cultures, different characters and storylines used, in Indonesia the superhero whose main character is Gatotkaca, Gundala, and Wiro Sableng, has its own cultural background, such as in China, maybe the superhero introduced in the

adventure genre is someone who is good at martial arts, because the culture there is famous with their local martial art, namely Kungfu. Genre is universal while formula is more cultural (Sudarisman, 2016). In line with what Cawelti said that adventure formulas can be categorized based on the location and nature of the hero's adventure. This appears to vary widely from one culture to another, perhaps related to the activities that different periods and cultures view as embodying a combination of danger, significance, and importance.

Quite different from the previous films, this Thor: Love and Thunder movie tends to be more dominant in its comedic elements. Not too serious but not too relaxed, this movie still presents elements of adventure about a superhero who has a noble mission and has a way of life to destroy evil. It's just that this movie is packed with comedic spices without making the whole story uninteresting and out of the core of the usual Thor movie stories. Although humour abounds in the Fantasy genre, note that just because titles include a strong vein of humour does not mean they are fluff. As in all genres, they can be read on many levels, and the humorous stories simply handle important issues differently (Saricks, 2019).

The first research used entitled 'The Fantasy Adventure Formula in Christopher Nolan's The Dark Knight Movie Trilogy' written by Ripal Pujirahayu. This research discusses what kind of adventure film formula the film The Dark Knight uses. It was found that this film is a fantasy adventure genre, the formula used is in line with what Cawelti said in his book entitled Adventure, Mystery, and Romance, that the Adventure formula is described as the central fantasy of the adventure story is that of the hero-individual or group overcoming obstacles and dangers and accomplishing some important and moral mission (Pujirahayu, 2023).

The second research used as a reference is 'Humour In Film Of The Suicide Squad (2021)' By James Gunn. In the techniques of humour, researchers use Berger's theory which according to him there are 45 techniques in creating humour. As for the function of humour using the theory of Nilsen. Based on this research, it can be concluded that every humour created is based on the technique used and

each humour has a different function. This research focuses more on verbal humor, such as allusion, bombast, insult, infantilism, irony, etc (Hikma & Mahmud, 2023).

The last research which is as a reference is 'Redefining The Adventure Formula In Barbie (2023) Directed By Greta Gerwig' written by Putri Nabilla. This research examines the Barbie film using Saricks formula genre theory. Saricks believes that the adventure formula is dominated by characters who are male protagonists, but in the Barbie film, which is an adventure genre, the main character is played by a woman. In researching this literary work, it is also discussed about the formula for the adventure genre if a woman is the main character. It is explained that this genre will tell the story of their love story, the genre will be romantic (Afifah, 2023).

The previous research is used as reference to serve as research examples, and also guides and helps this research. Researchers hope that by using previous research it can help the research process of examine Thor: Love and Thunder as the object being researched and also use theories in previous research to serve as a reference. The difference between this research and previous studies is in the object and focus of the research. This research explains how the fantasy formula in the film is formulated, and also has a novelty from previous studies by examining humour in the adventure genre formula which is not in previous studies.

1.2 Statement of Problem

Referring to the background of previous research, this research was conducted to find out how the hero in a character in an adventure genre film is built using a formula in a film genre, and strengthened Saricks Fantasy formula theory. In this research, researcher tried to examine what the adventure formula is and how the Humor in Fantasy formula is used in the film Love and Thunder. The following are 2 problem formulations that are tried to be discussed in this research:

1. What Humor techniques are presented in the movie Thor: Love & Thunder?

2. How are those Humor technique presented in the fantasy formula in the movie Thor: Love & Thunder?

1.3 Research Objectives

According to the formulation of the problem above, there are two objectives to be achieved in this study. They are:

1. Identifying the technique of humor used in the movie Thor: Love & Thunder based on Berger's Humor theory.
2. Describing how several aspects support the formulation of the Humour in Fantasy formula in the Thor: Love and Thunder movie according to the theory stated by Saricks.

1.4 Research Significances

This study is intended to give theoretical and practical advantages. Theoretically, the main aim of this research is to increase researcher understanding of the definition of the Fantasy genre and Humor in Fantasy genre, and also to update researcher understanding of how the Fantasy genre is formulated in a film. With the researcher efforts to examine the film Thor: Love and Thunder as a research object, it is hoped that readers and even researchers themselves can study the definition of the Fantasy genre again by looking at how the film is identified as an adventure genre film. Practically, this research is expected to be able contribute to the academic field of literature. because only a few researchers have conducted research on this matter and with this research, it is hopes that it can help other researcher in further research to find out how to analyze literary works with theory Fantasy formula.

1.5 Definition of Key Terms

There are some key terms in this research. The purpose of writing definition of key terms is the writer wants to explain the meaning some terms to avoid misunderstanding. Some key terms are defined as listed below:

1. Popular literature is literature that is meant to be read or enjoyed by the general public. Popular literature does have a different goal from high

literature, popular literature is produced in large quantities to make a profit.

2. Movie is one of the modern literary works, and belongs to popular literature.
3. Fantasy Formula is a structure of narrative or dramatic conventions used in a large number of individual works in the adventure genre.
4. Humor is something that invites laughter.
5. Thor: Love & Thunder is a trilogy of Thor films produced by Marvel Studios. The 29th film produced by the Marvel Cinematic Universe received a lot of praise because it was named the 11th highest grossing MCU film debut globally.

