

CHAPTER I

INTRODUCTION

This chapter presents the general description about this paper that consist of background study, statement of problems, research objectives, research significances, previous studies, and definition of research key terms.

1.1 Background

Literature gives so many readers pleasure and exciting experience form a long time ago. Literature work with general taste and easily understood is a typical work that popular among the readers, and they call it Popular Literature. The story of popular literature oftentimes resembling the social life of the reader and related to the context of time and content. Unlike literature works that more concern to the element of art and values, popular literature is more oriented towards the era and its reader. As the result for being oriented to the era and its reader, popular literature has a variety of genres.

Romance is one of many genres that can be found in a popular literary works such as Novel, Movie and even in Digital Comic. Romance genre is one of the popular genres and has a good demand in popular literature. Its stories often tell about romance that evoked the reader emotion of the joyful experience about love strength and sacrifice that faced by the female and male protagonists to be able to unite. Oftentimes, the reader's emotions are unconsciously carried away by the story. Readers can feel either excited or nervous by the story that the author presents. Also, the reader find it quite difficult when it comes to explain to other people about what is actually they enjoy when they are reading romace.

Romance genre itself constructed by a formula or a plot pattern to create a romance storyline. The formula is like a rule in popular literature to gain popularity and fame. Formula is used to create a kind of stories that most people like to meet their expectations. The stories are not necessarily limited to a specific culture or period and those all play an important role to create a genre and allows the reader to determine the genre of a story itself

According to Cawelti formula is the concept to shows a conventional way of treating specific things that are referred to pattern the specific conventions of a culture in each period (1976, p. 5). The plot constructs the formula and story pattern to make it more interesting and accepted in society and become a general pattern and following the reader taste. In popular literature romance genres has become one of the most popular genre in literature work. The formulas of romance are certain of a plot pattern that can be classified as a formula or structure to constructed romance story.

Romance has a unique formula and characteristics than other popular literature genres that makes the story flows, it brings fantasy, enjoyment and satisfactory to the reader. In a typical romance genre mostly the central focuses of the stories are heroine. Heroine is a female character or female protagonist plays the important element in romance genre and became a central character. However, little bit we knew hero is also part of the romance. A hero also plays an important role in romance genre as well as the heroine and became one of character that constructed romance besides the heroine. The two protagonists in romance story can attracted more the reader, because the market of the reader is mostly women that dreamed about love. Plot of romance genre always tells a story about how hero and heroine love blooms, and how they are overcome the problems (or misunderstandings) to eventually achieve unity together and achieve an eternal love.

The story is usually focuses in the development of love story heroine with the hero or with something she loves, and/or someone she loves or she desire. According to Sarick (2009, p. 132) romance is a genre with a love story as a central focuses and the development and satisfactory resolution of the love relationship between the two main characters, written in such a way as to provide the reader with some degree of vicarious emotional participation in the courtship process. But the story would not go as smooth as it is, there will be a conflicts to make the story more complicated and makes it more interesting to the reader.

Formula also contains of conflicts as the part of the story pattern. Conflicts presented by an author in order to make the stories much more resemble to social life. The relateable conflict is created also as the resulted of being oriented to the reader. The conflicts that rises in romance are usually not way too far from the heroine's and

hero's ability to solve it. It is often related to how they are get back their love. The conflict will make the heroine become independent and strong character, as for the hero the conflict will make him even more struggling to get heroine's love because he has fallen helplessly in love with the heroine. Commonly the scenario of romance genre love story is reflected the reality that readers faced or familiar with. Oftentimes, the reader's emotions are unconsciously carried away by the story.

In this study, the writer took the object of digital comic entitled *My Pre Wedding*. *My Pre Wedding* is a webtoon that has a romance genre and more than a million reader per episode. It written and drawn by Annisa Nisfihani. It is a new form of popular literature type as digital comic or nowadays we call it as a *webtoon*. webtoon itself is a graphic (pictured) novel consist of a composition pictures in some sequence in order to give an information, create a differences perspective and have a main goal to deliver the stories to the readers (1993, p. 151).

My Pre Wedding webtoon with romance as its genre published for the first time in webtoon platform on 5th December 2015 with more than one billion reader each chapter. The focus on the story is following a girl named Adellia as the heroine, who has suddenly been proposed in her office by her senior Adimas as the hero. She was confused because she knew nothing about Adimas but suddenly Adimas gave her a marriage proposal and from that moment their love story has just begun.

The reasons writer took *My Pre Wedding* webtoon as an object is the consideration that my *My Pre Wedding* webtoon is a popular literary work with romance genre in it. Formula is the important aspect to creating the story about love relationship between hero and heroine, their love development also become the important part in order to creating romance formula. Romance formula that constructed the love story makes a popular romance genre in literature, that issues will be discussed further in this study.

As the one of a popular works, the writer interested in this webtoon to analyze the romance formula that construct *My Pre Wedding* as the important part to create story love development story using Cawelty's formula theory and also analyzes romance the characteristics that constructed in *My Pre Wedding* webtoon using Sarick's theory. The writer discovered several things about the formula and

characteristics of romance genre in *My pre Wedding* webtoon that made it a popular webtoon. For this reason, the writer uses literary criticism's objective approach, structuralism as a method and the grand theories be use are theories from Jhon. G Cawelti and Joyce. G Sarick, to analyze Annisa Nisfihani's webtoon *My Pre Wedding*.

1.2 Research Questions

Romance tells the story of the development of relationship that have become one of the popular literature genres that constructed by formula and characteristics. The formula and characteristics of it story makes romance a popular genre and different with other genres in popular literature. The writer wants to find out the formula and the characteristics of romance that constructed in a digital comic (webtoon) named *My Pre Wedding* by Annisa Nisfihani which made it popular and successful in making readers carried away by the story. Based on the background explanation above, the research will discuss more specifically through the following questions below:

1. How is romance formula constructs the story in *My Pre Wedding* webtoon by Annisa Nisfihani?
2. What romance characteristics are in *My Pre Wedding* webtoon by Annisa Nisfihani as a popular literature work?

1.3 Research Objectives

Based on the research questions, therefore the purpose of this study is as follows:

1. To find out romance formula that constructed *My Pre Wedding* webtoon by Annisa Nisfihani.
2. To find out romance characteristics in *My Pre Wedding* webtoon by Annisa Nisfihani as a popular literature.

1.4 Research Significances

The The significance the writer expects from this research is divided into some part, those are:

1. Theoretically

The result of this study are expected to enrich a knowledge about romance formula in popular literature especially on digital comic or

webtoon form and provide additional knowledge about the characteristics of Romance in *My Pre Wedding* webtoon by Annisa Nisfihani.

2. Practically

The writer also expects some practical significance from this research.

a. The Readers

The writer hopes this research can provide knowledge related regarding formula and characteristics of romance. The writer also hopes the reader could learn about popular literature, genre and its formula especially in Romance.

b. Other Writers

The writer hopes this research gives benefits and becomes reference for other writers. In addition, the writer hopes this research can be a trigger for other writer to be more critical and creative regarding the topic about formula and romance.

c. English Literature

The writer hopes it can give contribution at least for popular literature courses and literary criticism.

1.5 Previous Studies

The writer had found a several previous studies that really inspiring and related to the topic. Research related romance written by Achmad Zulkifli, it is an Ungraduate Thesis entitled *Romance In Stephenie Meyer's Twilight*. He was a student of English Literature in Faculty of Adab and Humanities, UIN Alauddin Makassar. This previous study is taken by writer because it related to writer's romance topic. His main topic is about tendency of love between Edward Cullen and Bella Swan in Stephanie Meyer's novel entitled Twilight.

The second of previous studies is Diploma Thesis written by Yunita Setiani Aisyah, the Thesis title is *The Romance Formula in Nicholas Sparks's The Notebook Novel*. Yunita Setiani Aisyah was a student of English Departement in Facultu of Adab and Humanities, UIN Sunan Gunung Djati Bandung. This previous study is taken by

writer because the discussion is related to the research question in writer study about Romance Formula. She finds several things about plot, characters, and myth by using popular literature and fiction formula to analyzed her thesis. She also used descriptive analysis and structuralism (literary criticism) method to explain the object and choosed plot as her thesis topic.

The last previous studies is a Undergraduated Thesis written by Hesti Handayani, the Thesis entitled *The Analysis of Antonymy in Orange Marmalade Webtoon*. The writer choose this thesis because it has the same type of literary work that is webtoon. She found several things about the type of antonymy that exist in *Orange Marmalade webtoon* and the pair of antonym. She used the theory of Saraceni to analyze the object and had used structuralism to analyzed the main topic of her Thesis.

1.6 Definition of Key Terms

To avoid misunderstanding, in this section the writer will explain several definitions of words that will often appear in this research thus it becomes clearer and more understandable.

1. Popular Literature

Is a literature work that entertaining and related to market demand with a story taste many people that follows general plot pattern and popular only on its period (Nurgiyantoro, 2009).

2. Webtoon

A form of a literature work with graphic (pictured), consist of a composition pictures to deliver the stories to the readers (McCloud, 1993). It has a component, there are panel, gutter, balloon and caption (Saraceni, 2003).

3. Formula

A plot pattern that related to the structure of popular literature that create a story line and genre (Cawelti, 1976).

4. Romance

Is a genre with a love story as a central focuses and the development and satisfactory resolution of the love relationship between the two main

characters, written in such a way as to provide the reader with some degree of vicarious emotional participation in the courtship process (Saricks, 2009).

5. Heroine

A female main character in a story that has strong, bright, independent and beautiful (Saricks, 2009).

6. Hero

A male character that characteristically attracted to the heroine early in the story.

7. Conflict

A certain event that appear to be a misunderstanding between the main character. conflict is an important structure in the plot which is one of the main elements in a fiction. (Saricks, 2009).

