

CHAPTER I

INTRODUCTION

This chapter, contains the introduction. It describes background, Statement of Problem, research objective, and research significance.

1.1 Background of Research

Literature is a creative activity, a work of art. Everything written or printed is literary. The literature today is called popular literature. That is why, because popular literature is a popular literature of its time and have many readers, especially the reader among teenagers. Popular literature does not show life's problems intensely. Because, popular literature will be heavy and turn into serious literature (Nurgiyantoro, Teori Pengkajian Fiksi, 1998, p. 18). Popular is a word related to modern society. Popular in any context will continue to follow the tastes of the public, as one fulfilling the needs of modern society, no exception in literature. Popular literature is a literature categorized as an entertaining and commercial literature (Nurgiyanto, 1998, p. 1). A work can be called a popular literary work because the theme, manner of presentation and writing follows a general pattern (Adi, 2011, p. 20).

Along with the times, in era of technological developments that increasingly rapidly, in the scope of literary work is not only about novel, but the movie is also a very popular literary work. Movie is an audio visual literary work that allows viewers to understand the storyline. The narrative that we usually encounter in the text with the density of the language will be realized so well with the cinematography designed by the director in the movie. This unconsciously makes the movie one of the most popular works because it is more interesting. Calculated from the efficiency of time it takes to watch a movie, will be shorter than the time it takes to read a novel. Watching a movie only takes 2-3 hours, while the novel takes a few days to complete 1 piece of the novel. The difference between movies and other works lies in the media used. The film is a visually audio communication

medium to convey a message to a group of people gathered in a particular place (Effendy, 1989, p. 239).

Talking about beauty in literary work is certainly not a boring thing, it is very interesting and will be very long explanation if we are thorough. But in the process, of course, we often find things that we think are the same in one work with another. When there are some things that we consider to be the same among the work of one literature with other literary works, it appears to compare which literary work is better among other literary works. Talking about comparisons, of course will be related to the theory of comparative literature. Comparative literature is an approach that comparing two or more literary objects by searching for similarities in both works. If we found the similarities of both movie, we can compare it. The purpose of comparative literature is to compare the similarities, so that it can be seen the difference between a work and another.

Literary works consist of 3 common types, namely poetry, prose and drama. The type of literary work is also a genre that characterizes the works. The Genre itself is a term used to classify media text into groups of similar characteristics (Rayner, 2004, p. 54). Every genre has its own formula. Formulas that exist in each genre are also called appeal elements. According to G.saricks, the appeal element include pacing, characterization, story line, frame (physical setting and atmosphere), tone and mood, and style and language (G.Saricks, 2009, p. 2). But what the researcher will use in this study is only Pacing, Characterization, Story Line, and Frame Settings (physical setting and atmosphere) because Tone and Mood, and Style and Language are theories used to discuss the research with novel objects. Tone and mood is how the reader feels and how the writer conveys his feelings towards the reader in a novel. Meanwhile, the Style Language is how the author's language style when writing a story, whether the language style is formal or not. Because the object that the researcher discusses is about film, therefore the writer does not discuss these two points in this research. The concept of the genre is important in increase the expectations of the audience and how they rate and select text. Viewers become familiar with the codes and conventions of a genre and make the audience understand and connect with the text (Rayner, 2004, p. 55). In reality, there are many genres that authors use in his literary works such as

Romantic, Adventure, Suspense, Thrillers, Horror, fantasy, etc. The genres are adapted to the story that will be conveyed to the reader or audience. Genre in the movie itself is very diverse, variations of the genre itself can reach hundreds. Most movies are a combination of several genres at once, but usually a movie still has one or two dominant genres (Himawan, 2008, p. 11). For example such as *Jumanji* (1995) and *Zathura* (2005) movies is a movie that adheres to Adventure-Fantasy genre, where the setting frame makes the audience unconsciously carried away by the atmosphere of the fantasy world in the movie. So it makes viewers interested to watch this movie.

The genre of fantasy is very different from other genres. As the fantasy genre often presents familiar stories, such as Legend or myth, and is more of a magic to captivate the audience and ensure the audience feels that they are in a fantasy world. Fantasy is not easily defined in a single phrase or two. If science fiction emphasize ideas, then fantasy delves more into relationships. The stories it tells appeal more to the emotions than to the intellect (G.Saricks, 2009, p. 265). A fantasy Genre is a fictional work that contains things that are magic, magical, or unexplainable using the laws of nature, faith, or dissolving in the real world (Burcher, Fantasy Fiction, 2009, p. 227). Meanwhile, according to Lin Carter's fantasy novel genre is a story that takes place in the world of imagination (Carter, Imaginary Worlds, 1973, p. 46). All genres have different formulas. Elements in a popular fiction context are called formulas. A literary formula is a structure of narrative or dramatic conventions employed in a great number of individual works (Cawelti, 1976, p. 5). It's just that many times there is little similarity between genres. Like the genre of fantasy and science fiction are almost identical, to distinguish it we can observe by analyzing. If there is a magic element in the story, it means the movie is a fantasy genre. But if the movie is a logic element, it means the movie is a genre of science fiction. Even we can tell that Fantasy exists in a world that most people believe never could be, while science fiction worlds are those we accept as possible, even if improbable (G.Saricks, 2009, p. 265).

In this study the researcher were interested in discussing the fantasy movie titled *Jumanji* (1995) and *Zathura* (2005). This is because both movies contain very strong magic elements. In addition, both movies are adapted from the novel

of the same author, the novel by Chris Van Allsburg. Both of these novels were later used as a movie and were directed by Joe Johnston (*Jumanji*) and Jon Faverau (*Zathura*). At first Chris only made the novel *Jumanji* into a movie, but without the thought of many viewers who liked the movie. Then, Christ made the *Zathura* novel to a sequel of the *Jumanji* movie. No wonder *Jumanji* movie still loved by the audience, proved from the latest *Jumanji* movie that is the best selling market, namely *Jumanji: Welcome to the Jungle* (2017) and *Jumanji: The next Level* (2019). Even the reportedly will be made a combined movie of *Jumanji* and *Zathura*.

Before the researcher take the Object *Jumanji* (1995) and *Zathura* (2005) movies, the researcher has watched several fantasy movies. The movie that researcher has watched are Maleficent 1 & 2, *Jumanji; Welcome to The Jungle*, *Jumanji; The Next Level*, *Game of Thrones*, *Aladdin*, and many more. The researcher wants to find similarities in the movie for a research object, which is by finding the movie of the same author because the researcher wants to compare between two movies. Therefore, researchers need some of the same elements in movies other than genres.

The researcher did not use *Jumanji; Welcome to The Jungle* and *Jumanji; The Next Level* movies to compare because according to researcher, the both of movie is adventure genre. It is true, there are the fantasy element in *Jumanji* movie; *Welcome to The Jungle* and *Jumanji; The Next Level* because both movie were squels from *Jumanji* (1995) but the fantasy elements were not as strong as in the *Jumanji* (1995) movies. Not only that, both movie also use modern games using console games. It makes the researcher not using both movie to be an object. In addition, the researcher also does not use *Maleficent* movie because the researcher has not found the same movie as the *Maleficent* movie. *Maleficent* movie is a Disney movie, seems like *aladdin* and *Beauty and The Beast*. Most Disney movies have significant differences although the genre is equally fantasy and usually has romantic elements. Therefore, the researcher prefer the *Jumanji* (1995) and *Zathura* (2005) movies which has a strong magic element, so it is suitable for researcher who discuss about the genre of fantasy.

In both of these movies there is a magic element, hence the movie is a fantasy genre. The game in the movie raises the magic element. The game board used in the movie brings out things that are beyond logic when played. Because it is basically a fantasy genre using magic to captivate the audience. The presence of magic or enchantment is the element that most clearly distinguishes fantasy from other genre (G.Saricks, 2009, p. 266)

The researcher is interested in discussing the fantasy formula in both movies because the magic element contained in the movie is very thick. Therefore, the researcher will discuss about The Topics of Fantasy Genre's Formula between *Jumanji* (1995) and *Zathura* (2005) movies. To compare both movies the researcher used the theory of Wellek & Warren that comparative literature as a study of relationships between two or more literatures (Warren, 1949, p. 40) and the appeal element include pacing, characterization, story line, frame (physical setting and atmosphere) (G.Saricks, 2009, p. 2) for Formula Fantasy.

1.2 Statement of Problem

Both movies have the same genre, both of them using a fantasy genre formula with the different characterization. Based on the explanation, the researcher summarizes a number of questions into the formulation of the problem, as follows:

- 1) What are the topics of fantasy genre's formula in *Jumanji* (1995) and *Zathura* (2005) movies?
- 2) How are these topics of fantasy genre's formula applied in *Jumanji* (1995) and *Zathura* (2005) movies?

1.3 Research objective

From the statement of problem above, the research objective is :

- 1) Knowing the topics of fantasy genre's formula in *Jumanji* (1995) and *Zathura* (2005) movies.
- 2) Knowing the application of fourth topics in fantasy genre's formula in *Jumanji* (1995) and *Zathura* (2005) movies.

1.4 Research Significance

Based on the background, the researcher expects the results of these studies to contribute both theoretically and practically to literary studies, especially the study of formula genres.

Theoretically, this research can be a reference to the study of literature and further research in the field of literature primarily on comparative study of Formula Fantasy in popular literature. This research is expected to strengthen the theory of fantasy formula in movie, especially in the *Jumanji* (1995) and *Zathura* (2005) movies.

Practically, the research is also expected to be a reference for readers who want to analyse the same literary work. Later, the study was also expected to provide knowledge to readers in a fantasy formula in the movie's breadth. In addition, this research is also useful for students of the Department of Literature in the Faculty of Adab and humanities at Sunan Gunung Djati State Islamic University Bandung. The results of this study can be a study of learning and further knowledge of the research of fantasy formulas in popular literature.

1.5 Previous Study

There are three previous studies which are related to this research. They consist of some information which will support this research. The first research by Mariatul Qibtiyah 2019. The title is "*The Comparative Study of Fantasy Genre's Formula in Spider-man (2002) and Spider-man: Homecoming (2017)*" from State Islamic University of Sunan Gunung Djati Bandung. The study discusses the comparison of fantasy genres in the Spiderman movie which are two movies which produce in different production house, from different director, different script writer, and from different era.

Second, the title is "*The Analysis of Fantasy Genre's Formula on Harry Potter Series*" by Risa Ambarisk from her jurnal on 2012. The research discusses the analysis of the fantasy genre in Harry Potter movies and aims to find and analyze the fantasy genre formula in Harry Potter's book.

Third, the title is "*Pengaruh Ilustrasi Dalam Novel Genre Fantasi Terhadap Nilai Jual*" by Shienny Megawati S from her jurnal on 2017. This research is about the illustrative influence of novels in fantasy genre and is

performed to know the effect of illustrations in novel against selling value. Based on an explanation from previous study above, This research is different from the previous studies before, because the researcher uses fantasy movie genre as an object to compare. But the movie compared to researcher is a movie adapted from the same author. So it will make this research different from previous research.

