

TABLE OF CONTENTS

| | |
|--|------------------------------|
| APPROVAL PAGE | Error! Bookmark not defined. |
| ABSTRACT..... | ii |
| TABLE OF CONTENTS | iv |
| CHAPTER I | vii |
| 1.1 Background of Research | vii |
| 1.2 Statement of Problems..... | x |
| 1.3 Research Purpose | x |
| 1.4 Research Significance | x |
| 1.5 Definition of Key Terms | xi |
| 1.6 Previous Studies | xii |
| CHAPTER II | xv |
| 2.1 Popular literature | xv |
| 2.1.1 Popular Fiction | xv |
| 2.2 Structuralism of Literary Criticism | xvi |
| 2.2.1 Structuralism and Literature | xix |
| 2.2.2 The Structure of Literary Genres..... | xx |
| 2.3 Genre Theory | xxi |
| 2.4 Fantasy Genre..... | xxiv |
| 2.4.1. Adventure..... | xxvi |
| 2.5 Formulaic Literature | xxvi |
| 2.5 The Fantasy Formula | xxix |
| 2.5.1 An Ignorant Beginning..... | xxx |
| 2.5.2 Imaginary World..... | xxx |
| 2.5.3 Imaginary Being | xxxi |
| 2.5.4 The Journey/Quest | xxxvi |
| 2.5.5 Treasure..... | xxxvii |
| 2.5.6. A Clear Sense of Good and Evil..... | xxxvii |
| 2.5.7. The Use magic and Supernatural Power | xxxviii |
| 2.5.8 Action Motives | xxxviii |

| | |
|---|--------------|
| 2.5.9 setting | xxxix |
| 2.5.10 Tone/mood | xl |
| 2.5.11 Pacing..... | xli |
| 2.5.12 Mythical Creature..... | xli |
| 2.5.13 Movie..... | xlii |
| CHAPTER III..... | 38 |
| 3.1 Research Design | 38 |
| 3.2 Research Approach | 39 |
| 3.3 Sample of Data..... | 39 |
| Data 1 | 39 |
| 3.4 Source of Data..... | 44 |
| 3.5 Technique of Collecting Data | 44 |
| 3.6 Technique of Analyzing Data | 46 |
| 3.7 Organization of Writing | 47 |
| CHAPTER IV | 49 |
| 4.1 The Fantasy Genres Formula Represented in Sam Raimi's Doctor Strange: in the multiverse of madness | 49 |
| 4.1.1 An Ignorant Beginning..... | 49 |
| 4.1.2 Imaginary World | 51 |
| 4.1.3 Imaginary Being..... | 55 |
| 4.1.3.1 Protagonist Characters | 55 |
| 4.1.3.1 Antagonist Characters..... | 68 |
| 4.1.4 Journey/Quest..... | 73 |
| 4.1.5 Treasure | 82 |
| 4.1.6 A Clear Sense of Good and Evil | 84 |
| 4.1.7 The Use of Magic and Supranatural Power | 86 |
| 4.1.8 Action Motives..... | 99 |
| 4.1.9 Tone/Mood | 102 |
| 4.1.10 Pacing | 101 |
| 4.2 Fantasy Formula Built by Setting and Mythical Creatures in Sam Raimi's Doctor Strange: in the multiverse of madness..... | 100 |

| | |
|--|------------|
| 4.2.1 Fantasy Formula Built by Setting in Sam Raimi's Doctor Strange: in the multiverse of madness..... | 102 |
| 4.2.2 Fantasy Formula Built by Mythical Creature in Sam Raimi's Doctor Strange: in the multiverse of madness..... | 105 |
| CHAPTER V..... | 107 |
| 5.1. Conclusion..... | 107 |
| 5.2. Suggestion..... | 108 |
| REFERENCE | 109 |

