

CHAPTER I

INTRODUCTION

In this chapter, the researcher introduces the Background of the Problem, Statement of Problems, Research Purposes, Research Significances, and Definition of Key Terms.

1.1 Background of the Problem

A genre is a classification of books, movies, or other forms of artistic expression that is identified by a set of rules or traits. The term genre refers to the classification of media materials into groups that share comparable qualities. “Genre has a function as a label, which gives an idea of the audience's pleasure and what kind they can feel when they enjoy the product (Hesmondhalgh, 2009:23).” Genres are used to categorize works of art according to their themes, styles, and other components. Genre classification can allow audiences know what to expect from a particular work. “Classification of film genres helps audiences know what we can expect from a film (Stokes, 2007:91)”. Romance, mystery, science fiction, fantasy, horror, and other genres are some of the more popular genre. But it is also frequent for works to bridge or combine genres, fusing aspects from several genres in fresh and creative ways. Movie genres can be categorized based on the sort of narrative being presented, such as action, comedy, drama, horror, or romance. They may also be based on the setting, like in science fiction, westerns, or historical dramas. Movie genres can also be classified according to the target demographic, such as children's movies, teen movies, or adult movies.

Popular culture has become a feature of modern life. Its rapid development has made popular culture a part of daily life. According to Storey, (2018:5), “any attempt to describe popular culture should start by stating that it is simply culture that is widely favored or well appreciated by many people.” The term “popular” means something that is generally admired or accepted by a big number of people. According to Williams in Storey (2018:5), “there are a few

words about the term 'popular'. He suggests four current meanings: 'well liked by many people'; 'inferior kinds of work'; 'work deliberately setting out to win favour with the people'; 'culture actually made by the people for themselves'. One of the many items produced by popular culture that appeals to many people is popular fiction.”

One of the many items produced by popular culture that appeals to many people is popular fiction. “Popular fiction is, essentially, genre fiction” (Gelder, 2004:1). The most prominent thing of popular fiction is the plot. According to Murphy, (2017:6), “one of the features that is frequently used to differentiate popular fiction from literary fiction is that plot is always more essential than language, style, or tone.” That is the reason why popular fiction is often considered to be less serious because it is never focused on grammatical, but instead it is focused primarily on the plot. The plot is what moves the story and keeps the reader interested. Numerous genres can be included in it, such as romance, mystery, science fiction, fantasy, horror, and more. Readers of various ages can enjoy it and it is frequently viewed as a sort of entertainment.

“Currently, fantasy genre is one of the most popular genres” (Nurhalim, 2020:4). Fantasy works are enjoyed by many people. A fantasy story is one that could never exist in our current world. According to Farah Mendlesohn and Edward James in Murphy (2017:115) “The most obvious construction of fantasy in literature and art is the presence of the impossible and the unexplainable”. There are many reasons why people enjoy fantasy. For some, it provides an escape from the real world and allows them to immerse themselves in a different, often more imaginative, universe. For others, it lets them to experience new ideas and concepts who can not be done in the real world. Fantasy can also be a way for people to work through their own personal issues or to process their emotions. “Through a process of de-familiarization, excellent fantasy helps us rediscover the delight and wonder of our main world and enables us to view it from a new angle” (Tolkien in Fowkes, 2010:39).

Additionally, many people find fantasy to be a fun and enjoyable form of entertainment.

The researcher in this study used the fantasy formula. Each genre of literary or cinematic work must have a formula. According to (Cawelti, 1977:5), “a formula is a structure of dramatic or narrative convention that appears in numerous different works.” A formula is used to examine popular literary works in a genre. A formula used in certain genres will produce similar stories and plots in each genre. For example, in the romance genre, there is often a love story between two lovers with happy ending, or in the horror genre, there are often tragedy stories and creepy settings. Fantasy formula is a formula that is present in the fantasy genre. In the fantasy genre, the formulas used are often related to things that don't happen in the real world. “Fantasy frequently takes a familiar story, legend, or myth and adds a twist, a new way of looking at things that brings it to life again (Saricks, 2009:265).” Fantasy stories frequently take place in imagined worlds or alternate realities, and may include aspects of folklore and myth. Magic and other supernatural components like magical creature are frequently employed to progress the plot of fantasy literature and to settle conflicts.

Magical creature or mythical creature is one of the most important elements in fantasy story. “The term mythical creatures merely implies a being of legend or tradition with attributes such as giant size, impossible anatomy, or supernatural powers not found in ordinary animals or people (Godfrey, 2009:13).” Magical creatures are supernatural beings that do not exist in the real world. Legendary creatures are inspired by old mythologies, legends, and folklore and can be found in books or movies. For the most part, magical creatures appear in the form of humans who have supernatural ability. Some magical creatures can also found in the form of half-human.

Many kind of bestsellers in the fantasy genre have been successfully adapted into the movies, television, and other media adaptations. “Movie is a popular entertainment, a product produced and marketed by a large commercial studio”

(Barsam and Monahan, 2016:3) Movie adaptation is the most common form of adaptation. A movie is a form of visual entertainment that typically consists of a number of moving pictures that are displayed on a screen and sound effects. “Movies are made for the largest possible audiences” (Roberge, 1992:8). They are broadcast on television, in cinemas, or through streaming services. Movies come in a wide range of genres and media, including live-action, animated, and documentaries.

“*Fantastic Beasts and Where to Find Them (2016)*” is a Warner Bros. production movie directed by David Yates and written by J.K Rowling who is also part of the producing team (CNN INDONESIA). It is a prequel to the *Harry Potter* series and also the first in the *Fantastic Beasts* series. This movie received 54 nominations and 15 awards including Best Costume Design at the Oscars (IMDb). According to The New York Times (2016), With their bright hues and flashes of gold, the title critters in "Fantastic Beasts" are whimsically fascinating and occasionally as mesmerizing as those genuine and imagined beasts creeping through a medieval illuminated text.

The story of the movie takes place in New York in the year 1926, sixty-two years before the events of the “*Harry Potter*” series. The main character in this movie is Newt Scamander. He is a Magical Zoologist, a wizard who studies and handles magical creatures. The focus on this movie is about the adventures of Newt Scamander in dealing with magical creatures. He carries magical creatures in his trunk. The story begins when a non-wizard or what is known in the movie as a No-Maj named Jacob Kowalski accidentally causes the magical creature in Newt's suitcase to escape. Even though it is still in the same world as the world of “*Harry Potter*”, this movie has its own uniqueness. Set in New York, audiences can see a different side of the wizarding world that has never been seen before. Apart from that, there are many magical creatures which are the main attraction in this movie.

There are some previous research that related to this study. Therefore, the following would be a thorough explanation of earlier studies:

An undergraduate thesis entitled “*Fantasy formula in Riordan's Percy Jackson and The Lightning Thief Novel*” written by Anggi Sagita (2022), Bandung: Faculty Of Adab And Humanities, English Literature, State Islamic University Of Sunan Gunung Djati Bandung. In this study, the researcher discusses the characteristics of the heroes in “*Percy Jackson and the Lightning Thief*” and the formula for the fantasy genre. The primary theory in this study is genre theory. The researcher focuses on aspects of the fantasy genre in this study alongside theories from a number of experts, including Saricks, Gates, Howard, and numerous more experts. The Cawelti formula theory is used in this study. This study utilized a descriptive method with a qualitative approach to analyze the data. The findings of this research suggest that fantasy novels typically follow a similar pattern.

An undergraduate thesis entitled “*The fantasy genre's formula in Peter Jackson' The Lord of the Rings film trilogy*” written by Nisa Parhan Nurhalim (2020), Bandung: Faculty Of Adab And Humanities, English Literature, State Islamic University Of Sunan Gunung Djati Bandung. The discussion in this thesis is focusing on the formulaic fantasy genre in “*The Lord of the Rings*” movie trilogy by Peter Jackson. The main theory in this study is genre theory. This study's focus was on the fantasy elements of the fantasy genre as described by experts like Saricks, Gates, Howard, and a few others. Additionally, Cawelti's theory of formulae is used in this study. In this study, the researcher used a descriptive method in literary criticism alongside a qualitative approach to data analysis. “*The Peter Jackson trilogy of The Lord of the Rings*” movies (2001–2003) was the primary source of data, and movie scripts provided as the secondary source. The findings of this research indicate that fantasy genre movies will generally follow a similar pattern.

An undergraduate thesis entitled “*Invention of fantasy genre films in drama series Game of Thrones*” written by Ramadhan, Fikri Tsulutsi (2021), Bandung: Faculty Of Adab And Humanities, English Literature, State Islamic University Of Sunan Gunung Djati Bandung. The purpose of this research is to identify

and evaluate invention in the fantasy drama series “*Game of Thrones*”. The focus of the researcher's study is on the genre invention in the “*Game of Thrones*” drama series using Joyce G. Sarricks' and John G. Cawelti's theories on fantasy genre formula. The Appeal Element is the name of the formula used in the fantasy genre. Characterization, Frame, Setting, Tone, and Storyline are the Appeal Elements be the focus of this study. The data was gathered from the fantasy series “*Game of Thrones*”. This study used a descriptive analytic methodology. The data comes from the HBO drama series “*Game of Thrones*”. This research use the descriptive analysis method. The findings of this study suggest that the fantasy series “*Game of Thrones*” contains an Appeal Element. According to the findings of this study, there is an Appeal Element in the HBO drama series “*Game of Thrones*”. It departs from the known stereotypes or formulas for producing fantasy genre movies; this is referred to as an invention. The invention in the drama series “*Game of Thrones*” is included in the Appeal Element; Story Line.

Those previous research overall are focusing on analyzing the fantasy formula, the differences are on the objects analysis. In this research, the researcher will discuss about fantasy formula in “*Fantastic Beasts and Where to Find Them (2016)*” movie. The researcher is interesting in analyzing the fantasy formula in this movie because the researcher wants to know how formula fantasy was built in this movie.

1.2 Statement of the Problem

Based on the scientific background described above, the problem can be formulated into the research questions as follows:

1. What are elements of fantasy formula presented in “*Fantastic Beasts and Where to Find Them (2016)*” movie?
2. How is the magical creatures' significance to built the fantasy formula in “*Fantastic Beasts and Where to Find Them (2016)*” movie?

1.3 Research Purpose

Based on the formulation of the research question above, the purposes of the study are aim in:

1. To find out the elements of fantasy formula constructed in “*Fantastic Beasts and Where to Find Them (2016)*” movie.
2. To find out how is the magical creatures significance in building the fantasy formula in “*Fantastic Beasts and Where to Find Them (2016)*” movie.

1.4 Research Significance

The findings of this study are expected to have theoretical and practical implication. Theoretically, this study is anticipated to make a distinctive input, particularly in the field of literary research. The researcher seeks to provide more knowledge and data regarding the examination of fantasy formula genre. And practically, the researcher hopes that the findings of this analysis serves as a reference and source of knowledge for others, particularly those who carry out research of a similar nature.

1.5 Definition of Key Terms

To assist the audience in comprehending and avoid misunderstandings about the terms used in this study, the researcher provides the following definitions of key terms:

1. **Popular culture** : According to Storey, (2018:5), “any attempt to describe popular culture should start by stating that it is simply culture that is widely favored or well appreciated by many people.” The term “popular” means something that is generally admired or accepted by a big number of people.
2. **Popular fiction** : “Popular fiction is, essentially, genre fiction” (Gelder, 2004:1). Popular fiction is focusing on the plot. That is the

reason why popular fiction is often considered to be less serious because it is never focused on grammatical, but instead it is focused primarily on the plot.

3. **Genre** : “Genre has a function as a label, which gives an idea of the audience's pleasure and what kind they can feel when they enjoy the product” (Hesmondhalgh, 2009:23). A genre is a classification of books, movies, or other forms of artistic expression that is identified by a set of rules or traits.

4. **Fantasy genre** : According to Farah Mendlesohn and Edward James in Murphy (2017:115) “The most obvious construction of fantasy in literature and art is the presence of the impossible and the unexplainable”. Fantasy is a literary or cinematic genre that frequently incorporates aspects of magic, mythological beings, and other paranormal phenomena.

5. **Formula** : According to Cawelti (1977: 5), “a formula is a structure of dramatic or narrative convention that appears in numerous different works.” A formula is used to examine popular literary works in a genre. A formula used in certain genres will produce similar stories and plots in each genre.

6. **Fantasy formula** : “Fantasy frequently takes a familiar story, legend, or myth and adds a twist, a new way of looking at things that brings it to life again (Saricks, 2009:265).” In the fantasy genre, the formulas used are often related to things that don't happen in the real world.

7. **Magical creature** : “The term mythical creatures merely implies a being of legend or tradition with attributes such as giant size, impossible anatomy, or supernatural powers not found in ordinary animals or people” (Godfrey, 2009:13). Magical creatures are supernatural beings that do not exist in the real world.

8. **Movie** : “Movie is a popular entertainment, a product produced and marketed by a large commercial studio” (Barsam and Monahan,

2016:3). A movie is a form of visual entertainment that typically consists of a number of moving pictures that are displayed on a screen and sound effects.

9. Fantastic Beasts and Where to Find Them Movie: *Fantastic Beasts and Where to Find Them (2016)* is a Warner Bros. production movie directed by David Yates and J.K Rowling who is also part of the producing team (CNN Indonesia). It is a prequel to the *Harry Potter Series* and also the first in the *Fantastic Beasts Series*. The focus on this movie is about the adventures of Newt Scamander in dealing with magical creatures.

