

CHAPTER I

INTRODUCTION

In this chapter's introduction, the research is summarized. An outline of the research is given in this chapter. It includes the background of the research, the statement of the problem, the research purpose, the frame of thinking, and previous studies.

1.1 Background of Research

A movie, also known as a film, is a form of visual and auditory entertainment or storytelling that is created by recording a series of moving images, often accompanied by sound, on a screen. Movies are a popular medium of artistic expression, communication, and entertainment. Also, movies have many genres, such as Action, adventure, fantasy and more.

Fantasy movies have always been a popular genre in the movie industry, captivating audiences with their imaginative worlds and supernatural elements. One such movie that embodies the fantasy genre is "Clash of the Titans," a 2010 remake of the 1981 classic. The movie follows the story of Perseus, a demigod on a mission to save Princess Andromeda and defeat the monstrous Kraken. The term "fantasy formula" in literature typically refers to the recurring and recognizable patterns, themes, and elements commonly found in fantasy fiction. These formulas are not rigid rules but rather a set of conventions that writers often use to create immersive and imaginative worlds and stories within the fantasy genre.

The success of the "Clash of the Titans" franchise can be attributed to its adherence to the fantasy formula, a narrative structure that has been used in numerous successful fantasy movies. The formula typically includes a hero's journey, where the protagonist embarks on a quest, faces various challenges, and eventually overcomes them to achieve their goal. The formula also incorporates mythical creatures, magical powers, and otherworldly settings to create a fantastical world that captures the audience's imagination.

"Clash of the Titans" is often considered an object of popular culture rather than a work of literature. However, one could argue that it is a modern retelling of the Greek myth of Perseus, which has been passed down through generations of storytelling and has a place in the literary canon. The story of Perseus is a classic hero's journey, in which the protagonist overcomes great obstacles and faces off against supernatural foes to achieve a noble goal. This theme is a one reason why researcher take it. Also, literature, and the myth of Perseus has inspired many writers and artists throughout history.

In addition, the movie version of "Clash of the Titans" is not just a visual spectacle but also contains themes and messages that are relevant to human experience. For example, the movie explores the conflict between gods and mortals, the struggle for self-discovery and identity, and the power of love and sacrifice.

Therefore, the researcher could make the argument that "Clash of the Titans" is a work of literature in its own right, or at the very least, a modern interpretation of a classic myth that has literary significance.

This is because popular literature will become heavy and turn into serious literature (Nurgiyantoro, 1998). Popular is a word that refers to contemporary culture. In order to continue to meet the needs of today's society, popular culture in all contexts will continue to reflect people's tastes, including literature. A work can be called a popular literary work because the theme, way of presentation, and writing follow a general pattern (Adi, 2011).

Popular literature studies are increasingly popular in recent times, and that is the reason why this research was conducted because of the importance of popular literature and the limited study of the formulation of the fantasy genre. The main objective of this study is to identify and analyze the formula for the fantasy genre in Clash of the Titans. Furthermore, in line with the previous objective, this research also tries to reveal how the formulation of the story that is built in the entire movie Clash of the Titans

is supported by a discussion of Mythical creatures and setting as its trademark in the fantasy genre. Currently, one of the most popular genres and the largest genre with the most sub-genres is fantasy.

Fantasy is a genre in which magical and supernatural events are a major component of a theme, storyline, and/or location. Stories can fall into the categories of historical fiction, romance, adventure, horror, and science fiction. If magic is used to end the story, it must be fantasy. Of the people who try to explain the natural happenings around them from the start, the fantasy subgenre is the oldest in literature. This is because almost everything impractical in reality can be considered a work of fiction. As described in the book *Fantasy: The Literature of Subversion* is also quoted from *The Game of the Impossible: A Rhetoric of Fantasy*, that fantasy is said to be '...a story based on and controlled by an overt violation of what is generally accepted as a possibility (Jackson, 1991). According to him, fantasy is everything that cannot be accepted by reason

This proposed research aims to analyze how the "Clash of the Titans" remake adheres to the fantasy formula and how it contributes to the movie's commercial success. Additionally, this research will explore how the formula has been used in other successful fantasy movies and how it has evolved over time. By examining these factors, this research aims to provide insights into the narrative structures and elements that contribute to the success of fantasy movies and how moviemakers can use them to create captivating stories that resonate with audiences.

The market is growing with many fantasy-themed movies and fiction novels. People fall in love with the fantasy genre for many reasons. Fantasy fans tend to believe that they will be happy in another world and, unfortunately in their own. When reading fantasy novels, some people find that they may bring about experiences that most people could never imagine. The popularity of fantasy novels increased when adapted into movies, which increased their appeal when they were first published. The reason is that contemporary society tends to appreciate and enjoy the latest

technological developments that make life simpler. People can watch movies for the same amount of time they read books, so they don't have to spend more of their precious time reading all the books. In some ways, the rise in popularity of movie and literature have significantly paralleled each other. Harry Potter by J.K. Rowling, The Chronicles of Narnia by C.S. Lewis, and Peter Jackson's The Hobbit trilogy are some examples of works of popular literature that have grown rapidly in recent years due to their excellent cinematic adaptations. The fact that fantasy is the most popular of all genres shows how attracted people are to fantasy adventures. The fantasy genre is a literary work that displays imaginative life. The result of imagination is built by humans to create their own world and along with the times. In an era of faster technological progress than before, literary works are no longer limited to novels, and movies are also a very popular form of literature, and fantasy was included in movie as one of the present genres.

According to Barsam and Monahan (2010), a movie is a story recorded in a collection of movie strips/celluloid, which is shown on the screen at a certain speed to give the impression of motion. Movies are able to convey messages for many reasons, including entertainment, moral teaching, education, knowledge, and many more. The movie is a literary work because, in literature, language is a means to convey what the author wants to convey. Because of that movie is one of the works that writers widely use in conveying the contents of their work, such as the movie Lord of the Rings, he has a novel version written by Tolkien, but now there is an image version along with sound. Novels, which are literary works, also require other tangible literary works, such as movies. Therefore, movie is also a part of literature, just like drama; it's just that the way it is presented is different. Another opinion (Rabiger, 2009) argues that every movie is basically entertaining and also interesting so that it can make the audience think. The same is true with novels that can make readers think and imagine the events that occur in the novel. Clash of The Titans Movie 2010, directed by Louis Letterier, tells the story of Perseus, son of Zeus, a teenage boy

from his dream to find true purposes for fighting various threats, including otherworldly versions of himself. Universe, which threatens to wipe out millions of people. People in Greece.

From the background that has been written above, it can be concluded that "most people construct fantasies at times in their lives" (Freud in Adams, 1971). But the fact is, for many years, the importance of fantasy itself "has therefore not been sufficiently appreciated" (Freud in Adams, 1971). At the same time, the imagination cultivates openness to new experiences and teaches us to tolerate other people and places. We also learn how crucial it is to preserve our sense of amazement from it. "*Clash of Titan*" one of the most successful movies in the movie industry, especially in fantasy. The reason why the researcher chose this object is that this work has an interesting fantasy formula to explore and can show that each genre has a unique and different formula, this is what distinguishes the contents of stories in each genre in movie literary works.

1.2 Statement of Problem

As according to the background above, concluded that "most people construct fantasies at times in their lives" (Freud in Adams, 1971). However, the fact is for many years, the importance of fantasy itself "has therefore not been sufficiently appreciated" (Freud in Adams, 1971). At the same time, the imagination cultivates openness to new experiences and teaches us to tolerate other people and places. We also learn how crucial it is to preserve our sense of amazement from it. "*Clash of Titan*" one of the most successful movies in the movie industry, especially in fantasy. The reason why the researcher chose this object is that this work has an interesting fantasy formula to explore and can show that each genre has a unique and different formula, this is what distinguishes the contents of stories in each genre in movie literary works. Therefore, the problem can be formulated into research questions as follows:

- a. What aspects of fantasy formulas are presented in “*Clash of the Titans*” movie?
- b. How are the fantasy formula built by Mise-en-Scene in the “*Clash of The Titans*” movie?

1.3 Research Objectives

The research objectives to be achieved are:

- a. To describe the fantasy genre's formulas are represented in “*Clash of the Titans*”.
- b. To describe how fantasy formulas are built in by Mise-en-Scene in “*Clash of the Titans*”.

1.4 Research Significance

1.4.1 Theoretical Significance

For the reader, this research can provide an understanding of what is formula fantasy process in “*Clash of Titan*” movie.

For another researcher, this research can get beneficial for learners and encourage other researchers to conduct a similar study. Moreover, it can be used as a reference for other researchers who have the same interest in the same field.

Theoretically, this research is expected to increase the knowledge of readers about literary research. Especially on the fantasy analysis of Pamela S. Gates, the theory of John G. Saricks and other experts, and the formula itself based on John G. Cawelti. In addition, it can be used as material for further research to improve the ability to appreciate literary works.

1.4.2 Practical Significance

a. For readers and connoisseurs of literature

This study can be used as a benchmark against other research, particularly comparative literary analyses of movies with social themes and character development.

b. For Language and Literature students

For the progress of students and majors, it is anticipated that this research will be utilized as a practical consideration for students to inspire new ideas or new concepts that are more original and creative in the future.

c. As a research reference for English Literature

After the researcher conducts this research, new research will emerge so that it can foster motivation in literature. The reader is expected to be able to grasp the intent and formula conveyed by “*Clash of Titan*” movie.

1.5 Definition of Key Terms

a. Fantasy

The fantasy subgenre typically includes magical and supernatural aspects in its themes, plotlines, and/or locales. Stories might be classified as belonging to the science fiction, horror, adventure, romance, or historical fiction genres. It must be a fantasy if magic is utilized to wrap up the narrative. The fantasy subgenre is regarded as being the earliest in literature among those who attempt to explain the natural events taking place around them right away.

b. The Fantasy Genre's Formula

According to Cawelti (1976), "It is said that formula appears as a popular story type that can also decide a work of literature belonging to" thus the formula is the same as the type of story to be examined to determine what type of literature is the story. Therefore, while genre research primarily investigates elements that are in popular fiction, it can also examine formulae. is a characteristic or attribute that normally belongs to a person, place, or item and serves to distinguish it.

c. Clash of the Titans

Clash of the Titans is a fantasy action movie released in 2010. Directed by Louis Leterrier, it is a remake of the 1981 movie of the same

name. The movie stars Sam Worthington, Liam Neeson, Ralph Fiennes, Gemma Arterton, and Mads Mikkelsen. The story is set in ancient Greece and follows the demigod Perseus (played by Sam Worthington) on his quest to save the city of Argos and Princess Andromeda.

1.6 Previous Studies

The researcher then conducted a review of previous research to support the development of this research. To emphasize research and provide researchers with a deeper understanding so that this research can run as smoothly as possible, the researchers reviewed the fantasy formula contained in previous studies. These related studies consist of:

The first research entitled the topics of fantasy genre's Formula between Jumanji (1995) and Zathura (2005) written by Anita Febrianti, Bandung: Faculty of Adab and Humanities, English Literature Department, State Islamic University of Sunan Gunung Djati Bandung. Her research talks about the topic of fantasy genre in both of movie, and for the theory she uses the same expert that is Cawelti for the main Theory.

The second was inspired by a journal titled The Analysis of Fantasy Genres Formula on Harry Potter Series by Risa Ambariski, published in Rainbow: Journal of Literature, Linguistics and Cultural Studies volume 1. She used formula theory of Cawelti and the fantasy genre of popular fiction theory by Ida Rochani Adi. She also uses a descriptive qualitative method. The sources of her study are taken from written materials in the library.

The third research, entitled The Comparative Study of Fantasy Genres Formula in Spider-Man (2002) and Spider-Man: Homecoming (2017) written by Mariatul Qibtiyah (2019), Bandung: Faculty of Adab and Humanities, English Literature Department, State Islamic University of Sunan Gunung Djati Bandung. Her research was talking about the comparison of genre formulas in Spider-Man (2002) and Spider-Man: Homecoming (2017), she used the formula theory of Cawelti and the comparative theory

The previous research above is used as a reference in research, because it can build on the research that I am currently doing, from these five studies they discuss the same theme, namely the formulation of fantasy. although with different objects, the theory and analysis in determining what formulas are in this fantasy work have similarities that can help build this research to be even better for the final result and why the researcher chose the fantasy formula theme to be the title of this study, because the discussion of the formula itself is an interesting thing for us to study. each movie has its own characteristic formula, such as Sci-fi, this genre has the same formula as fantasy, namely the Imaginary world, one of which is science, the world is filled with sophisticated advanced technology, while in fantasy the world is more imaginatively described as there are animals that can talk.

