

CHAPTER 1

INTRODUCTION

A. Background of the Problem

Popular literature is often seen as art that has low taste, but popular art is not a form of reductio of taste but only the start of taste (Damono, 2010). From the definition above, popular literature can be interpreted as a literature produced and created with a purpose as an entertainment, and marketed as one of the efforts for profit. Popular literature has two roles, 1) oral for example drama, theater, film and 2) writing for examples, stories, fairy tales, etc.

To a certain extent, film is a literary genre that is created from cultural results and is the result of artistic expression (Kalesaran, 2017). From the above understanding, film is one of the results of popular literary works which are a combination of various technologies such as photography and sound recording, fine arts and theater arts, literature and architecture and music. In addition, film also has a complex cultural, social, and psychological values which are spread on its plots. The story topics in a film can be fictitious, true stories, and modifications. Films also have several types such as action, drama, comedy, horror, and superhero. Every film genre has its formula, or common characteristics, which is identical in every work under the same genre, as what we can see in the superhero genre.

Among all those genres, superhero stories is one of the most popular and best-selling ones. This genre has been experiencing a quite significant development, beginning with its emergence in comic books and now becoming more popular in films. Superhero as a genre has some typical characteristics, or formula, especially in terms of the common characteristics of the superhero(es), which is the story's protagonist.

Since 2000s, however, superhero stories have been a little bit different from in terms of plot and character personality compared to its common formula, as indicated in the *Avengers: Endgame* (2019), a sequel of the Avengers films. This triggers the researcher to do a research on formula modification in this movie.

This research focuses on analysis the superhero formula in the representation of the character of Tony Stark, or the Iron Man. This research is entitled “Modification of the Superhero Formula as Shown in the Character of Tony Stark in the *Avengers: Endgame* (2019) Film”.

B. Statement of the Problem

Based on the background of the research, the problem of the research is formulated as follows:

1. How is the Character and characterization of Tony stark in the *Avengers: Endgame* (2019) film?
2. How is the modification of the superhero formula in the representation of the Character of Tony Stark in the *Avengers: Endgame* (2019) film?

C. Purpose of the Research

Based on the background of the research, the purpose of the reserach as follows:

1. To investigate the character and characterization of Tony Stark indifference in superhero characteristics in the *Avengers: Endgame* (2019) film.
2. To conclude the modification of the superhero formula in the representation of the Character of Tony Stark in the *Avengers: Endgame* (2019) film?

D. Significance of the Research

This research has two benefits. They are practical and theoretical significances. Those benefits are explained as follows:

1. Practical significance

Hopefully, this research may give enlighment to readers about literary works on film, especially on *Avengers: Endgame* (2019) film and can be used as a reference in future literature analysis.

2. Theoretical significance

Theoretically, the results of this research are hopefully able to give some contributions to the knowledge about genre studies, especially literary formula and its potential modifications. It shall be helpful for future researchers who will focus on topics that are similar to this research.

E. Scope of the Research

It is a study on literary formula, which is a kind of genre studies. Scope of this research includes analysis on character and characterization of Tony Stark in the *Avengers: Endgame* (2019) and the modification of the superhero formula as represented in the character of Tony Stark in this film.

F. Underlying Theories

Based on the purpose of the study, this study uses structural theories of character and characterization, the theory of genre, and the formula of the superhero as a genre. The superhero genre in the 19th century has the simplest, oldest and widest storyline. This storyline is also the one that was first used by people that are the superhero character is a figure who can complete a mission, moral task and defeat the crime (Cawelti, 1969). It also states that in the 19th century the superhero genre was fighting crime, pro-social and no individualist and do not showing off in his action as a superhero. Some superheroes also swear to protect people from crime. (Heer & Worcester, 2009). The development of technology and the progress of the times, making the superhero formula from the 19th century to the 21st century becomes several changes. Changes in the times have also made the superhero film genre happen a formula modification on film characters, starting from the characteristics, background, purpose, goal of superhero.

G. Method of the Research

In this research, there are four points dealing with the method of the research. They are kind of research, technique of data collection, technique of data analysis, and technique of data presentation. Each point is explained below:

1. Kind of Research

Based on the purpose, this research is a type of library research, which means that the resources to obtain the data are taken in library like from books and other references, in opposition to field research. This research focuses utterances in the film, which are based on the screenplay (movie script).

2. Technique of Data Collection

In this study, researchers determined two categories of data. They are primary data and secondary data. Primary data consist of utterances that are transcribed from the spoken utterances in the film, as well as the screenshots that are relevant to the needed utterances, meanwhile, the secondary data are in the form of references, books, learning materials and others that help researchers in analyzing the data.

Data for this research are taken by listening to the spoken utterances while watching the film, in order to take note the utterances relevant to the research.

3. Technique of Data Analysis

Data are analysed through several steps. They are:

- a. The researcher analyzes the character and characterization from the main character to know how is his background.

- b. The researcher investigates the character and characterization with the superhero formulas theory
 - c. The researcher analysis the modification of superhero formula
 - d. The researcher makes a conclusion of this research.
4. Technique of Data Presentation

Data are presented in form of quoted transcribed utterances and relevant screenshots.

H. Thesis Organization

There are five chapter in this research, which will be explained below:

CHAPTER I INTRODUCTION

This chapter covers background of the problem, statement of the problem, purpose of the research, significance of the research, scope of the research, underlying theories, method of the research, and thesis organization.

CHAPTER II LITERATURE REVIEW

This chapter consists of description of the previous studies and theoretical review, including the character and characterization, theory of popular literature, superhero movies as 21th century popular literature, and deviation formulas of superhero.

CHAPTER III RESEARCH METHOD

This chapter describe about with description of kind of research, technique of data collection, technique of data analysis, and technique of data presentation.

CHAPTER IV ANALYSIS

This chapter explore about with three sub-chapters. They are analysis of the character and characterization of psychological from the main character, theory popular literature, superhero movies as 21th century popular literature, and deviation formulas of superhero.

CHAPTER V CONCLUSION AND SUGGESTION

This chapter contains conclusions and suggestions for future research and hopes will be better than previous stud



