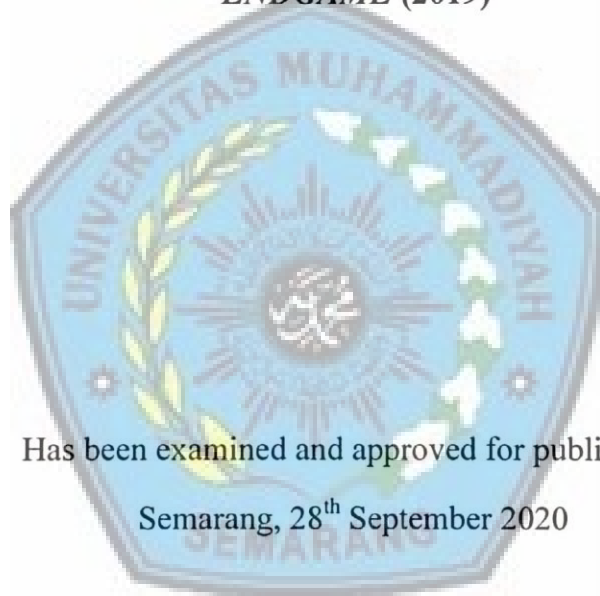


STATEMENT OF AGREEMENT

Manuscript Entitled:

**MODIFICATION OF THE SUPERHERO FORMULA AS SHOWN
IN THE CHARACTER OF TONY STARK IN THE *AVENGERS:
ENDGAME* (2019)**



Has been examined and approved for publication

Semarang, 28th September 2020

First Examiner

Budi Tri Santosa S.S, M.A.

NIK.CP 1026.075



Second Examiner

Yunita Nugraheni S.S, M.Hum

NIP. 1981 06132005012019

MODIFICATION OF THE SUPERHERO FORMULA AS SHOWN IN THE CHARACTER OF TONY STARK IN THE *AVENGERS: ENDGAME* (2019)

Dede Arian

Dedearian1002@gmail.com

Program Studi S1 Sastra Inggris, Fakultas Bahasa dan
Budaya Asing Universitas Muhammadiyah Semarang
Jl. Kedungmundu Raya No.18 Semarang

ABSTRACT

Avengers: Endgame is a Marvel superhero genre film, and is a sequel to The Avengers on 2012, Avengers: Age of Ultron(2015) and Avengers: Infinity War (2018) and the twenty-second film in the Marvel Cinematic Universe (MCU). The purpose of this research is to describe the character and characterization of the main character of Tony Stark and also the representation and modification of the superhero formula. The method used is a qualitative method with two research approaches that examine, and the characterization of Tony Strak, while a psychological approach with the theory of Peter Coogan and Jhon G. Cawelti about the superhero (protagonist) formula. The results showed that Tony has 4 characters, i.e. 1) Tony Stark is the main character, 2) In terms of role, Tony Stark is the protagonist, 3) Tony is a round character, where at the beginning of the scene Tony is a character who is indifferent, angry but in the middle and the end Tony becomes a very heroic figure, 4) Tony is also a dynamic character. Then in the characterization analysis, Tony has 2 characterizations, i.e. 1) Tony Stark is described as a character with direct behavior explanations, and 2) The depiction of Tony's two characters is a dialogue with himself. In the analysis of the representation and modification of the superhero formula, three points are obtained which represent the superhero formula (protagonist), i.e. 1) mission, 2) strength, and 3) costume, obtained 2 points which are a modification of the superhero formula (protagonist), namely 1) identity, and 2) ends. The conclusion of this study is that the superhero formula has changed from time to time depending on culture, civilization, and technological sophistication.

Keywords: Character, characterizations, superhero formula, and modification of superhero formula

ABSTRAK

Film Avengers: Endgame adalah film genre superhero Marvel, dan merupakan film sekuel dari The Avengers 2012, film 2015 Avengers: Age of Ultron dan film 2018 Avengers: Infinity War, dan film kedua puluh dua di Marvel Cinematic Universe (MCU). Tujuan penelitian ini merupakan untuk mendeskripsikan karakter dan karakterisasi tokoh utama yaitu Tony Stark dan juga representasi dan modifikasi formula superhero dari Tony Stark. Metode yang digunakan yaitu menggunakan metode kualitatif dengan dua pendekatan penelitian yaitu struktural untuk meneliti tokoh, dan penokohan dari Tony Stark, sedangkan pendekatan psikologi sastra dengan teori dari Peter Coogan dan Jhon G Cawelti tentang formula superhero (protagonis). Hasil penelitian menunjukkan bahwa Tony mempunyai 4 karakter yaitu 1) Tony Stark merupakan tokoh utama, 2) Dari segi peran, Tony Stark adalah tokoh protagonist, 3) Tony merupakan tokoh bulat, dimana pada awal scene Tony merupakan tokoh yang acuh, pemarah namun pada pertengahan dan akhir Tony menjadi sosok yang sangat heroic, 4) Tony juga merupakan tokoh dinamis. Kemudian pada analisis penokohan Tony mempunyai 2 karakterisasi yaitu 1) Tony Stark digambarkan sebagai karakter dengan penjelasan tingkah laku langsung, dan 2) Penggambaran kedua karakter Tony adalah dialog dengan dirinya sendiri. Dalam analisis representasi dan modifikasi formula superhero, diperoleh tiga poin yang merupakan representasi dari formula superhero (protagonis) yaitu, 1) misi, 2) kekuatan, dan 3) kostum, sedangkan diperoleh 2 poin yang merupakan modifikasi dari formula superhero (protagonis) yaitu 1) identitas, dan 2) ending. Kesimpulan dari penelitian ini adalah formula superhero mengalami perubahan dari masa ke masa tergantung dari budaya, peradaban, dan kecanggihan teknologi.

Kata kunci: Karakter, karakterisasi, formula superhero dan modifikasi formula superhero.

INTRODUCTION

Popular literature is often seen as art that has low taste, but popular art is not a form of reduction 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 identic 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".

THEORETICAL REVIEW

In this research there are several theories that are used, i.e. theories of character and characterization, the literary formula, and the traditional formula of the superhero genre.

1. Character and characterization

According to Barnet (1988) Character is a figure that appears in a literary novel, poetry, drama etc. The term "figure" refers to the person or actor of the story.

a. Types of Characters

There are three categories of character types. they are complexity of personal or traits, development of change in the story, and the role characters (Aminudin, 2013). The explanation of each point is as follows:

i. Types of Character based on Complexity of Traits

Complexity of personal has two categories namely flat characters and round characters. According to Aminudin (2013) flat characters are

stereotypes that often occur in fiction. This character, can be seen from the figure who has several traits. While the round character is a very complex character and has many sides (Aminudin, 2013).

ii. Types of Character based on Development or Change in the Story

Development of change is a character that has a change in a story. These are divided into two categories namely static characters and dynamic characters. Static characters are characters that have a permanent character and have no change or development from the beginning of the story to the end of the story. While dynamic characters are characters that have change and appearance in terms of character, personality, views, etc.

iii. Types of Character based on The Role of the Character

Role characters have two categories, namely the main character and supporting characters. The main character is a character who has a problem in the story or a character who has an important role in a story. The main character is divided into two namely the protagonist character and the antagonist character. Characters who have good characterization so people like this character are called protagonists. While characters who have bad characterizations, and sometimes people do not like to be called antagonists. (Aminudin, 2013). And then supporting character is that support the main character.

b. Methods of Characterization

Characterization is the author's way of describing a character in a story. Physical portrayals are also useful for giving connoisseurs of literary works about how the character is in the story (kamalia, Pratiwi, 2019). For example how the character responds to a conflict, through dialogue, or through the character's description. There are several methods that can be used to determine the characterization of a character in a story. According to Aminuddin (2013), there are nine ways for reader or audience of literary works to understand the characters in a story .They are:

- a) direct explanation from the author
- b) a direct description by the writer through visuals and appearance
- c) shows how it behaves;
- d) character dialogue with himself
- e) understanding ways of thinking;
- f) how other characters talk about it;
- g) how other characters talk to him;
- h) how other characters react to it, and

i) how the character reacts to other characters

2. Literary Formula

Studies on literary formula is commonly conducted on popular literature, also called genre fiction or popular fiction. This genre commonly has exact formula. Literary formula can be understood as a structural pattern or common characteristics of a certain genre of literature. According to John G. Cawelti in (Grella, 1976). In general, the literary formula is a narrative structure or called a dramatic convention (Grella, 1976). Formulas in popular literary works can be represented in the formulaic storylines, plots, conflicts, and also characters; e.g. in love stories, the plots are just the same.

3. Traditional Formula of the Superhero Genre

Another example popular literature with certain formula is the superhero genre. One of the manifestations of the superhero genre formula is in the character of the protagonist, or the superhero itself (Heer & Worcester, 2009) i.e. 1) Mission: A superhero always has a selfless, pro-social mission (non-selfish character), 2) Powers: A superhero has superpowers, e.g. extraordinary abilities, advanced technology, highly developed physical mental or mystical skills, 3) Identity: A superhero usually has dual identities, i.e. as an ordinary person (kept secret) and as a superhero, 4) Costume: A superhero has a superhero identity manifested iconic costume, expressing his biography, character, powers, or origin (transformation from ordinary person to superhero, and 5) Ending: Super heroes always have happy endings, whether they got beautiful women or Popularity.

RESEARCH METHOD

This chapter discusses the method of this research. This chapter is divided into 4 (four) subchapters, i.e. kind of research, technique of data collection, technique of data analysis, and technique of data presentation.

A. Kind of Research

This research is a type of library research, and focused on utterances in the film, which are based on the screenplay (movie script).

B. 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 and the secondary data are in the form of references, books, learning materials and others that help researchers in analyzing.

C. Technique of Data Analysis

The data of this research is going to be analyzed by the researcher analyses the character and characterization from the main character to describe about his his background, the researcher investigates the character and charaterization with the superhero formulas theory, then the researcher analysis the modification of superhero formula and finally the researcher makes a conclusion of this research.

D. Technique of Data Presentation

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

ANALYSIS

This chapter discus related to various problems which will be presented in several points. There are 3 points, that are character, characterizations, then representation and modification of formula (protagonist) superhero that the researcher will present, namely the character, which will focus on the main character in the *Avengers: Endgame* film of Tony Stark (Iron Man), then an analysis of the characterization of the main character, namely Tony Stark (Iron Man), then the third analysis is an analysis of some modification of the superhero formula in the *Avengers: Endgame* film.

A. Character and Characterizations of Tony Stark in *Avengers: Endgame* (2019) Film

This chapter contains discussion related to research problems stated in Chapter I. The discussion is presented in 3 (three) points, that are character, characterizations, and modification of superhero formula.

1. Tony Stark as the Main Character, Protagonist, Round, and Dynamic Character.

This character is one of the superheroes in the story. Based on the 4 (four) criteria, about the character of Tony Stark is categorized as a main character in terms

of importance, protagonist in terms of role, round character in terms of complexity, and dynamic character in terms of consistency.

a. Tony Stark As Main Character

Tony Stark is the main character in *Avengers: Endgame* (2019). Tony has crucial problems that he gives a big contribution in the story.



Screenshot A1



Screenshot A2

Tony :”And I needed you as in, past tense. That trumps what you need. It’s too late, buddy. Sorry. You know what I need? I need a shave. And I believe I remember telling all youse...”

James Rhodes :”Tony, Tony..” (Shooting)

Tony :”...alive and otherwise that what we needed was a suit of armor around the world. Remember that? Whether it impacted our precious freedoms or not, that’s what we needed.”

Steve :” well, that didn’t work out, did it?

Tony :”I said we’d lose. You said “we’ll do that together, too” and guess what, cap? We lost. And you weren’t there!” But that’s we do, right? Our best work after the fact? We’re the “Avengers” We’re the “Avengers” not the “Pre-Vengers”

James Rhodes :”You made your point, just sit down okay...”

Tony :”Okay no, no, here’s my point. You know what? Bunch of tired old mules. I got nothing for you cap. I got no coordinates, no clues, no strategies, no options. Zero. Zip. Nada. No trust. Liar.(TONY BREATHING SHAKILY) here, take this, you find him, you out that on... you hide.

(*Avengers: Endgame*, 2019: 00:11:03 – 00:12:13)

From C1 screenshot excerpt and conversation between Tony and Steve. Tony feels ignored by his friends when trapped on the spaceship. And Tony feels really failed because he lost his friend Peter (Spiderman) and lost the battle against Thanos plus Tony feels very hopeless when in space as if he can't return. He didn't find any sign from Steve and his friends, no coordinates, any help, etc. until he finally felt hopeless. Tony felt so furious and angry that he passed out.

b. Tony Stark As Protagonist Character

Tony Stark is the central figure of this film. The existence of Tony in this film is a problem and also the main topic of the story. Tony goes to the Avengers office to meet his friends by bringing a space-time GPS to help time travel to the past and find Infinity stones.



Screenshot B1

Screenshot B2

Tony :”well, thank God I’m here. Regardless, I fixed it. A fully functioning time-space GPS. I just want peace. Turns out resentment is corrosive, and I hate it”

Steve :”me, too”

Tony :”we got the shot at getting these stone, but I gotta tell you my priorities. Bring back what we lost, I hope, yes. Keep what I found, I have to, at all cost. And maybe not die trying. Would be nice.

Steve :”sounds like a deal”

(Avengers: End Game, 2019: 00:46:29 – 00:47:07)

It can be concluded that Tony Stark a heroic character, which is helping others.

c. Tony Stark As Round Character

At the beginning Tony get angry to everything, until his friend Steve (America's captain), Natasha, Scott (Ant Man) visited him and invited him to join us again to do time travel together, but Tony refused.



Screenshot C1



Screenshot C2

Natasha :”Tony... we have to take a stand”
 Tony :”we did stand. And yet, here we are”
 Scott :”I know you got a lot on the line. You got a wife, a daughter. But I lost someone very important to me. A lotta people did. And now we have a chance to bring her back.. to bring everyone back, and you’re telling me that you won’t even..”
 Tony :”that’s right, Scott. I won’t even. I can’t”
 Morgan :”Mommy told me to come and save you” (Tony’s daughter)
 Tony :”Good job, I’m saved”...”I wish you were coming here to ask me something else, anything else. I’m honesty happy to see you guys, I just....”
 Steve :”Tony, I get it..and I’m really happy for you. I’m really am. But this is second chance”
 Tony :”I got second chance right here Cap. Can’t roll the dice on it”

(*Avengers: Endgame*, 2019: 00:35:39 – 00:36:30)

the researcher concluded that Tony Stark experienced a change in character to become an antagonist because he felt disappointed and very angry with his other Avengers friends who did not have any rescue action to save him and his friend Nebula when they stranded in outer space.

Tony Stark has revenge and disappointed with his friends, but finally Tony changed his mind, he thought that there is no point in being vengeful

and also will not be able to live in peace by seeing the condition of his friends. Finally Tony decided to work together to make a time machine and finally Tony and his friends took a time travel to the past and took the Infinity stones.



Screenshot D1



Screenshot D2

Tony :”I got it. There’s another way to retake the Tesseract and acquire new particles. Little stroll down memory lane. Military installation garden state.

Steve :”when were they both there?”

Tony :”they were there at a time.. I have vaguely exact idea.”

Steve :”how vague?”

Tony :”I know for a fact, they were there. And I know how I know”

Steve :”looks like we’re improvising?”

Tony :”great”....

(Avengers: End Game, 2019: 01:37:48 – 01:38:32)

From the screenshots and dialogue above, Tony is the main figure in thinking and one of the problem solving, this of course shows Tony is very heroic and a smart helper.

d. Tony Stark As Dynamic Character

Tony Stark is dynamic character, because in the story he keeps changing his character from start to finish.



Screenshot F1



Screenshot F2



Screenshot F3

Thanos: "I am inevitable"

Tony : "I am Iron Man"

(Avengers won the battle; Tony is dying because of the stone effect)

Peter : "Mr. Stark? Hey! Mr. Stark, can you hear me? It's Peter. Hey. We won Mr. Stark..." (Crying) "We won. You did it, sir you did it. I'm sorry.. Tony"

Potts : "Hey"

Tony : "Hey, pep"

Potts : "Tony, look at me. We're gonna be okay. You can rest now"

(Avengers: End Game, 2019: 02:30:00 – 02:34:30)

The heroic actions are taken by Tony to save the earth. But finally Tony is died because the stone effect.

2. **Methods of Characterization of Tony Stark in *Avengers: Endgame* (2019) Film**

In the characterization analysis of the character Tony Stark, there are three analyzes, that are:

a. Shows How Tony Stark behaves

This analysis show that Tony Stark is portrayed as a character who has a character with an explanation of Tony's direct behavior in the film Avengers: End game.



Screenshot G1



Screenshot G2

Tony :” why didn’t we think of this before? Oh, because it’s laughable. Because it’s a pipe dream.”

Steve :” the stones are in the past. We could go back, we could get them.”

Natasha :”we can snap our own fingers. We can brig everybody back.”

Tony :”or screw it up worse than he already has, right?

Steve :”I don’t believe we would”

Tony :”Gotta say it. I sometimes miss that giddy optimism. However high hopes won’t help if there is no logical, tangible way for me to safely execute said time heist. I believe the most likely outcome will be our collective demise.”

(Avengers: End Game, 2019: 00:34:48 – 00:35:15)

From the screenshot and dialogue excerpt above, the researcher concludes that the characterization of Tony Stark's character is direct from the character's behavior, namely Tony refuses to join his friends on a time travel mission to restore half of the human population on earth.

b. Character Dialogue With Himself

The second depiction of Tony's character is dialogue with himself, where Tony makes a recording before he and his friends travel to the past to get the Infinity stones and take them then return half of the earth's population.



Screenshot H1



Screenshot H2

Tony :” everybody wants a happy ending, right? But it doesn’t always roll that way. Maybe this time I’m hoping if you play this back... it’s in celebration. I hope families reunited. I hope we get it back. And something like a normal version of the planet has been restored. If there ever was such a thing. God, what a world, universe, now. If you told me 10 years ago, that we weren’t alone... let alone to this extent, I mean, wouldn’t have been surprised... but come on, who knew? The epic forces of darkness and light that have come into play. And for better for worse that’s the reality. Morgan’s gonna have to find a way to grow up in.

So, I thought I’d probably better record a little greeting in the case of an untimely death. On my part. No that death at any time isn’t untimely. This time travel thing that we’re gonna try and pull of tomorrow it’s got me scratching my head about the survivability of it all. That’s the thing. Part of the journey is the end. What I am even tripping for? Everything is gonna work out exactly the way it’s supposed to. I love you 3.000.”.

(Avengers: End Game, 2019: 02:35:32 – 02:37:02)

From the screen-shot quote and Tony's dialogue above, the researcher concludes the picture of Tony's character through dialogue with him when he has decided to help his friends on a time travel mission to the past.

B. Representation and Modifications of Superhero (Protagonist) in Tony Stark Character

1. Representation of The Characteristic of Superhero (Protagonist) in Tony Stark Character

Out of the five characterization of protagonist i.e. (mission, power, identity, costume, and ending) in superhero genre, 3 (three) of those are represented in Tony Stark character, they are: mission, powers, and costume. Meanwhile the other 2 characteristics are modified in Tony Stark that will be discussed in next part.

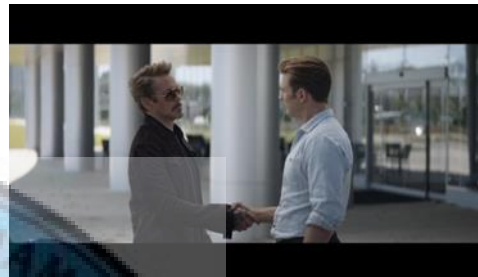
The Formulaic Character of a Superhero (Protagonist of the Superhero Genre)		Tony Stark's Character in Avengers: Endgame (2019) film	
1.	MISSION: A superhero always has a selfless, pro-social mission (non-selfish character)	1.	MISSION: Tony Stark and his friends (Avengers) have a mission to protect the earth by stopping Thanos and his troops who wants to destroy the earth.
2.	POWERS: A superhero has superpowers, e.g. extraordinary abilities, advanced technology, highly developed physical mental or mystical skills.	2.	POWERS: Tony Stark has super power in form of an advanced technology planted in his body as in his Iron Man suit
3.	COSTUME: A superhero has a superhero identity manifested iconic costume, expressing his biography, character, powers, or origin (transformation from ordinary person to superhero.	3.	COSTUME: Tony Stark has an iron robot Costume called Iron Man.

a. Mission

Tony Stark and his friends (Avengers) have a mission to protect the earth by stopping Thanos and his troops who wants to destroy the earth. Tony started this mission with his new innovation that is Time Space-GPS (a machine for time travel to the past).



Screenshot I1



Screenshot I2

Tony :”well, thank God I’m here. Regardless, I fixed it. A fully functioning time-space GPS. I just want peace. Turns out resentment is corrosive, and I hate it”

Steve :”me, too.”

Tony :”we got the shot at getting these stone, but I gotta tell you my priorities. Bring back what we lost, I hope, yes. Keep what I found, I have to, at all cost. And maybe not die trying. Would be nice.

Steve :”sounds like a deal”

(*Avengers: End Game*, 2019: 00:46:29 – 00:47:07)

The researcher concluded that the Tony Stark character above represents the "**mission**" point in the superhero protagonist formula, that are *a superhero always has a selfless, pro-social mission (non-selfish character)*.

b. Powers

Tony Stark has super power in form of an advanced technology planted in his body and in his Iron Man suit. In the beginning, Tony Stark

create a Time space-GPS time machine which is used to travel back in time.
And Tony Stark also Iron Man character.

i. Tony is an expert at technology



Screenshot J1



Screenshot J2

Tony :” I’ve got a mild inspiration. I’d like to see if it checks out. So, I’d like to run one last sim before we pack it in for the night. This time, in the shape of a Mobius strip, inverted please.”

Comp. Friday :”Processing”

Tony :”Right, give me the eigenvalue of that practice...factoring in spectral decomp. That’ll take a second.”

Comp. Friday :”Just a moment”

Tony :”And don’t worry if it doesn’t pan out. I’m just kinda...”

Comp. Friday :”model rendered”

Tony :”shit”

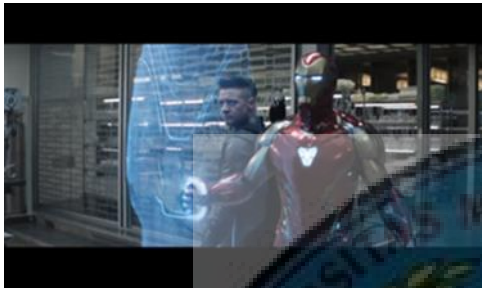
(Avengers: Endgame, 2019: 00:39:36 - 00:40:18)

Tony Stark is a super hero who has expert in the technological science. The source of Tony Stark's strength is himself creative technology named armor (Iron Man) with the help of his computer called Friday. Tony Stark is also someone who is expert in technology science for example time space-GPS.

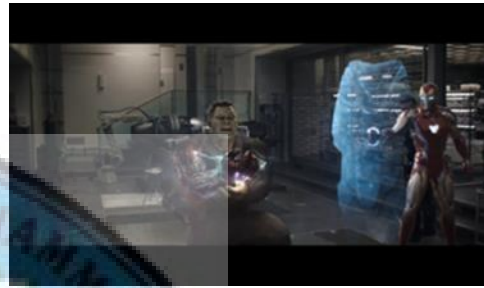
ii. Iron Man's Powers

Iron Man have many powers that he use to fight or protect him or other person, that are:

a) Holographic Projector



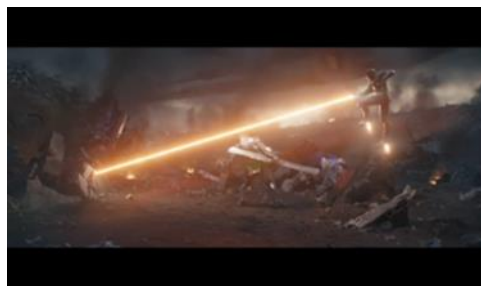
Screenshot J3



Screenshot J4

The Holographic projector is one of the weapons of protection from Iron Man which is a shield, a hologram and is transparent. It is designed to protect themselves from attacks such as explosions, blow, shot, etc. Shaped like a shield. This holographic weapon can also change according to what Iron Man want, for example, it can duplicate itself a lot to cheat the enemies.

b) Laser Gun



Screenshot J5



Screenshot J6

From the data of screenshot and dialog above, the researcher know that Tony Stark has many powers included in his body, first Tony Stark is a man who has the expert of science technology and he creates the time space-GPS for time travel to the past. And second, in Iron Man suit, he has the super power weapons that are; Holographic Projectors, Laser gun, etc.

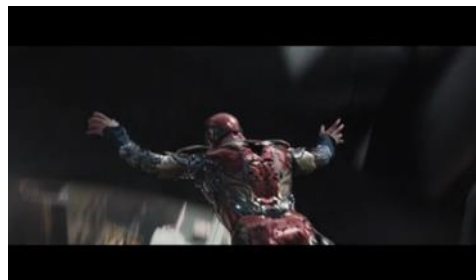
Therefore, the researcher conclude that Tony Stark's powers are represented by the formula superhero (protagonist) genre in "powers" point, that are a superhero has superpowers, e.g. extraordinary abilities, advanced technology, highly developed physical mental or mystical skill.

c. Weapons

Tony Stark has an iron robot Costume called Iron Man. The Iron Man costume looks really cool and also has many functions in the adventure of superhero. His shoes have a jet, on both palms there is also a laser that can put out repulsor rays. The Iron Man's helmet also has a system that can do everything and is connected to an AI called Friday, and in it is a Holographic-based Head up Display (HUD). All Iron Man costumes are equipped with a lethal weapon system, and all of them can be controlled through the helmet that has been mentioned earlier. There are anti-tank rockets, machine guns, and rockets that can attack several targets simultaneously.



Screenshot K1



Screenshot K2



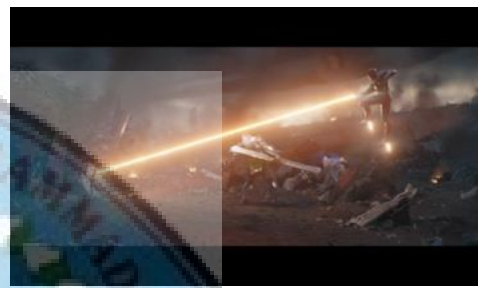
Screenshot K3



Screenshot K4



Screenshot K5



Screenshot K6

In the screenshot K1 and screenshot K2, it is explained in the visual image when Tony Stark makes an instant change to Iron Man by pressing a button on Tony Stark's chest and immediately Tony Stark turns into Iron Man which appears that he can fly. In the screenshot K3 and screenshot K4 it can be seen that the Iron Man use the jet in his foot and laser in his palm to fly. Then in screenshot K5 it can be seen that Tony has ask to his smart assistant named Friday, and he can instruct anything to Friday. The last screenshot we can see that Tony has his laser to fight with Thanos.

From the screenshot picture above, the researcher conclude that Tony Stark has a costume named Iron Man suit that have many powers. Tony's costume is represented by the formula superhero (protagonist) genre in "costume" point. That are *a superhero has a superhero identity manifested iconic costume, expressing his biography, character, powers, or origin (transformation from ordinary person to superhero).*

2. **Modified aspects of superhero characteristics in the representation of Tony Stark**

There are two of Characteristic who are modified i.e. identity and ending in superhero genre;

The Formulaic Character of a Superhero (Protagonist of the Superhero Genre)		Tony Stark's Character in Avengers: Endgame (2019) film	
1.	IDENTITY: A superhero usually has dual identities, i.e. as an ordinary person (kept secret) and as a superhero	1.	IDENTITY: Tony Stark has two identities, first Tony Stark is a man who lives with his daughter and wife, and is an expert in the science of technology and second, Tony Stark as Iron Man Superhero.
2.	ENDING: Super heroes always have happy endings, whether they got beautiful women or Popularity.	2.	ENDING: Tony Stark does not have a happy ending in this film; he died when he flicked his fingers to destroy Thanos and his troops.

a. Identity: Tony Stark's unhidden identity

Different from other superhero characters, who usually hide their personal identity. The identity of Tony Stark, both personal and as Iron Man, is known by people and is not hidden, In the first story of *Iron Man* film, Tony Stark is the main character and he is a famous entrepreneur.



Screenshot L1



Screenshot L2

Tony :”What are you doing up, little miss?”

Morgan :”shit”

Tony :”Nope. We don’t say that. Only mommy says that word. She coined it. It belongs to her”

Morgan :”why are you up?”

Tony :”Cause I’ve got some important shit going on here. What do you think? No. I got something on my mind”

Morgan :”what is juice pops?”

Tony :”sure was. That’s extortion. That’s a word. What kind of you want? Great minds think alike. Juices pop exactly was on my mind. You done. Yah. Here wipe... good that face goes there”

Morgan :”Tell me a story”

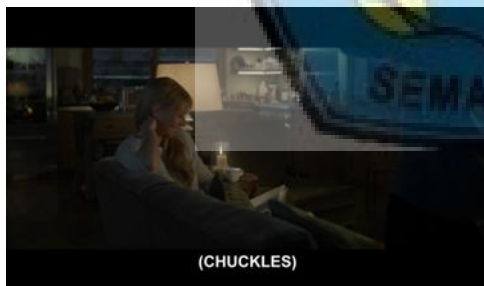
Tony :”A story. One upon time, Maguna went to bed. The end.”

Morgan :”that is a horrible story”

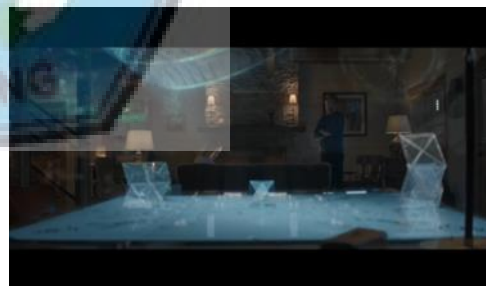
Tony :”Come on, that your favorite story. Love you tons”

Morgan :”I love you 3.000”

Tony :”Wows. 3.000 that’s crazy. Go to bed, or I’ll sell your toys”



Screenshot L3



Screenshot L4

Tony :”Not that is a competition, but she loves me 3.000”

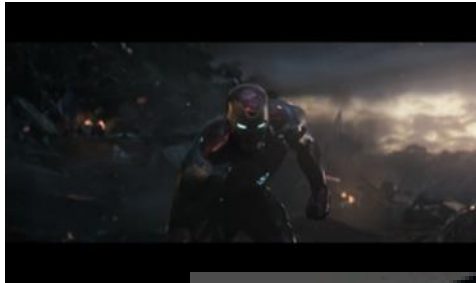
Pep :”Does she now?”

Tony :”you were somewhere in the low 6 to 900 range”

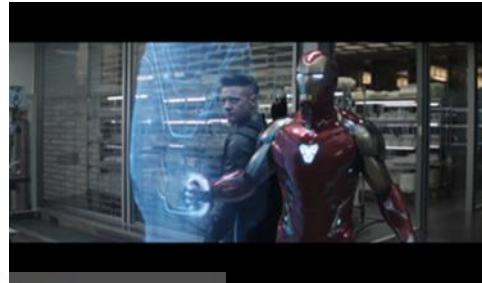
Pep :(chuckles)

(*Avengers: Endgame*, 2019: 00:40:24 – 00:41:48)

From the dialog and screenshot above, we know that Tony had a small family and he also had a quality time in his daily same as ordinary people.



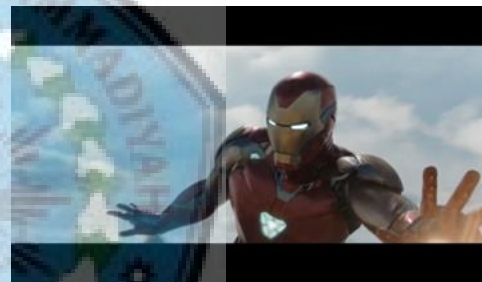
Screenshot L5



Screenshot L6



Screenshot L7



Screenshot L8

From screenshot picture above, we know that Tony Stark as the Iron man, it the second Tony's identity.

Therefore, from the two of data the researcher conclude that Tony Stark's identity are modified in “**identity**” point, because in superhero (protagonist) genre, say that *a superhero usually has dual identities, i.e. as an ordinary person (kept secret) and as a superhero*. And then in Tony Stark's identity he is not secret identity or we know that all people know Tony's identity on Tony Stark or Iron Man.

b. Ending: Unhappy Ending of Tony Stark's Life

In general, superhero stories will always end with a happy ending, getting beautiful women, famous prestige, etc. for example the superhero series of Captain America. Tony Stark does not have a happy ending because

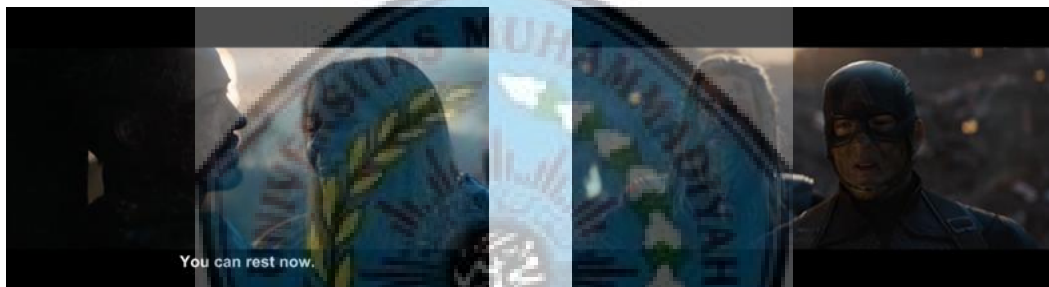
in this film he died when he flicked his fingers to destroy Thanos and his troops.



Screenshot M1



Screenshot M2



Screenshot M3

Screenshot M4

Thanos :” I am inevitable”

Tony :” I am Iron Man”

(Avengers won the battle, Tony is dying because of the stone effect)

Peter :”Mr Stark? Hey! Mr. Stark, can you hear me? It’s Peter. Hey. We won Mr. Stark..” (crying) “we won. You did it, sir you did it. I’m sorry.. Tony”

Potts :”Hey”

Tony :”Hey, pep”

Potts :”Tony, look at me. We’re gonna be okay. You can rest now”

(Avengers: End Game, 2019: 02:30:00 – 02:34:30)

In the screenshot F1, Thanos is trying to flick his fingers to destroy the earth. But the last choice made by Tony that it get it back the infinity stones

and then in the F2 screenshot Tony does the same thing that Thanos did by using the stones to destroy Thanos and his troops.

The heroic action taken by Tony to save the earth caused him died. In the screenshot F3, Tony died from saving the earth. Then in the F4 screenshot, Avengers friends cried because Tony Stark died.

From the explanation above, the researcher concluded that Tony Stark has a sad ending because he was given his life to save people and earth from Thanos. and then Tony's ending is modified on “**ending**” point, it is different from superhero formula (protagonist) which is said that superhero always have *super heroes always have happy endings, whether they got beautiful women or Popularity.*

CONCLUSION AND SUGGESTION

This chapter describes the conclusion of the research conducted by the researcher, and suggestion for prospective researchers or readers of this research report to develop this research on this topic or related to this film, either using the same or different methods.

A. Conclusion

The conclusion of this research covers the conclusions on several structural elements, i.e. character, characterizations, literary formula, and traditional formula of the superhero genre that is representation and modification of superhero (protagonist) formulas on Tony Stark's character in *Avengers: Endgame* (2019). From the analysis, it is concluded that Tony Stark as the main character that must exist and has an important position in the story. In terms of role, Tony Stark is the protagonist, because he has some problems and also the main topic of the story. Tony is a round character because he has of personality that contradicts each other. Tony Stark is Dynamic Character, because in the story he changes and changes his character from start to finish.

Tony Stark has 2 (two) methods of characterizations i.e. 1) Showing how Tony Stark behaves means that in this film Tony Stark is portrayed as a character who has a character with an explanation of Tony's direct behavior. 2) Dialogue with himself, where Tony makes a recording before he and his friends travel to the past to take Infinity stones and take them then return half of the earth's population.

There are 3 (three points) of representation of the characteristics of superhero (protagonist) in Tony Stark's character i.e. 1) mission, Tony Stark and his friends (Avengers) have a mission to protect the earth by stopping Thanos and his troops who wants to destroy the earth. This point is represented from mission formula superhero (protagonist) genre point because this point says that a superhero always has a selfless, pro-social mission (non-selfish character). 2) Powers: Tony Stark has super power in form of an advanced technology planted in his body as in his Iron Man suit. This point is represented from powers formula superhero (protagonist) genre point because this point says that a superhero has superpowers, e.g. extraordinary abilities, advanced technology, highly developed physical mental or mystical skills. 3) Costume: Tony Stark has an iron robot costume called Iron Man. This point is represented from costume formula superhero (protagonist) genre point because this point says that a superhero has a superhero identity manifested iconic costume, expressing his biography, character, powers, or origin (transformation from ordinary person to superhero).

At last, there are two points of modifications of the characteristics of superhero (protagonist) in Tony Stark character i.e. 1) Identity: Tony Stark has two identities, first Tony Stark is a man who lives with his daughter and wife, and is an expert in the science of technology and second, Tony Stark as Iron Man Superhero. This point is modified from identity formula superhero (protagonist) genre point because this point says that a superhero usually has dual identities, i.e. as an ordinary person (kept secret) and as a superhero, so Tony's identity not be secret never. 2) Ending: Tony Stark does not have a happy ending in this film; he died when he flicked his fingers to destroy Thanos and his troops. This point is modified from ending formula superhero (protagonist) genre point because this point says that super heroes always have happy endings, whether they got beautiful women or popularity.

B. Suggestion

After completing this research, the researcher hopes this research can be useful for prospective researchers and also readers of this research. This research is still limited to one character, namely Tony Stark. Therefore the researcher suggests to the next researchers still can make a research with the same theory but on different figure because there are several figures that can be analyzed. For example the character of Bruce (Hulk), because this character is very interesting about his heroic action that is Hulk will be strong if he felt angry, sad, or disappointed.

BIBLIOGRAPHY

Aminudin. (2013). *An analysis of intrinsic elements and hall's audience's responses in spike lee malcolm x (1992)*. 1992.

Cawelti, J. G. (1969). The Concept of Formula in the Study of Popular Literature. *The Journal of Popular Culture*. https://doi.org/10.1111/j.0022-3840.1969.0303_381.x

Damono. (2010). NUSA, Vol. 12. No. 4 November 2017 Redyanto Noor, Sastra Populer dan Masalah Mutu Penelitian Sastra di Perguruan Tinggi. *Sastra Populer Dan Masalah Mutu Penelitian Sastra Di Perguruan Tinggi*, 12(4), 265–275.

Grella, G. (1976). *The Study of Literary Formulas*. 16–18.

Heer, J., & Worcester, K. (2009). *A Comic Studies Reader* (K. Heer, Jeet, worcester (ed.)).

Indah. (2013). Nama : Shafira Indah M NIM : D2C009036 Judul : *Batman Sebagai Pahlawan Borjuis (Analisis Semiotika pada Film Batman Returns)*.

Kalesaran, E. R. (2017). *e-journal "Acta Diurna" Volume VI. No. 1. Tahun 2017. VI(1)*.

kamalia, Pratiwi, and S. (2019). *KARAKTERISTIK TOKOH DAN PENOKOHAN DALAM CERPEN KARYA BURUH MIGRAN INDONESIA DI HONG KONG*.

Sangianglili. (2012). *UNIVERSITAS INDONESIA DEKONSTRUKSI DAN REKONSTRUKSI KONSEP HERO DALAM FILM MEGAMIND*.