CHAPTER I

INTRODUCTION

1.1 Background

Literature influences our perspective in various aspects of life. This means that, whether we realize it or not, literary works also have an influence on thinking. This also applies to popular literary works which have greatly influenced modern thinking. As a product of popular culture, of course this literary work is in great demand by the wider community. The literary works or stories presented are usually closely or closely related to people's daily lives, which then becomes one of the attractions of popular literary works. So readers don't have to bother interpreting what is contained in popular literary stories. The stories presented are usually uniform so they are very predictable and the tension or conflict in the story becomes the main aspect of the story so that readers become increasingly curious.

The study of literary works is essentially carried out by exploring the elements in fiction, such as characters and characterization, plot, setting and theme. Elements in the context of popular literature are called formulas proposed by John G. Cawelti in his book "Adventure, mystery, and romance: Formula stories as art and popular culture" published in 1976 by the publishers of the University of Chicago Press. Therefore, the formulation of popular fiction can also be considered an element of general fiction. Regarding the discussion of literary formulas, these formulas are defined as follows: "Formulas are more

conventional and more clearly oriented towards a form of escape, the creation of an imaginary world in which fictional characters who attract the reader's interest and attention go beyond boundaries and the frustrations that readers commonly experience." (Cawelti, 1976: 38).

In discussing popular literature, fiction has a crucial place to attract public attention. In general, fiction is a created story that refers to three main categories: novel, novella and short story (Klarer, 2004: 10-14). However, if we specifically talk about popular fiction, then this kind of fiction will be very influential in the development of literature. People's interest in reading popular novels can also be seen from the level of sales and also adaptations of other forms such as films from the perspective of the producer's business, as stated by Strinati (2004: 4) can be said to be commercial product to a certain extent. In this case, the formation of genres in popular fiction can be seen in the narrative and its content. Furthermore, the audience or readers will determine the flexibility of genre in popular fiction because genres in this field will experience a process of transition and adaptation..

According to the article (rtbookreviews.com) Taylor says that fantasy adventure is a genre that combines elements of fantasy with elements of adventure. It creates an immersive experience in a world filled with wonder and mystery, far removed from everyday reality. Fantasy adventure stories typically follow the journey of a hero or group of heroes who face various challenges and dangers. The hero may have a grand mission, such as saving the world,

defeating a villain, or finding an ancient artifact. This journey often involves combat, puzzles, and discovery that form the core of the plot. The central conflict in a fantasy adventure is often a struggle between the forces of good and evil. The villain may be an evil wizard, a terrifying creature, or a tyrant who wants to conquer the world. The hero must overcome various obstacles and enemies to achieve their goal and overcome the threat. In addition to entertaining adventure, many fantasy adventure stories also convey a moral or universal theme, such as courage, friendship, sacrifice, and the struggle between good and evil. This adds depth to the story and allows the reader or viewer to ponder the deeper meaning of the journey the characters face.

The hero in an adventure story is as a rule appears as a strong figure who has the goal of accomplishing a certain objective. It can show up in a single individual or a group. Even in novels and movies, heroes who have discovered or done something beyond the ordinary range of accomplishment and experience. According to Hourihan (1997:9) "The hero overcomes these opponents because he is strong, brave, resourceful, rational and determined to succeed. He may receive help from wise and benevolent beings who recognize him for who he is". This quote explains that when a hero battles an enemy, he must be strong and brave to face every trial he faces. In addition, heroes can get offered assistance from other individuals and reflect the moral value in adventure story.

One of the popular works of fiction is the novel by Rudyard Kipling entitled "The Jungle Book" published in 1894, according to the article (bookanalysis.com) Igbokwe says that novel "The Jungle Book" has over 500 print editions, 100 audiobooks, and has been translated into over 30 languages. Its popularity has hardly waned since and has been adapted into diverse media, including live-action movies, animated films, musicals, radio dramas, comic books, audiobooks, and video games.

"The Jungle Book" is an animal fiction of fantasy adventure genre novel that tells the story of Mowgli, a man cub whose parents abandoned him and was raised by wolves in the Indian jungle. Mowgli grew up in a jungle environment and learned various skills from the animals around him. As time goes by, he faces various challenges, including a conflict with Shere Khan, a tiger who threatens his life. During his journey, Mowgli forms close relationships with other animals such as Baloo (bear) and Bagheera (panther). This novel explores Mowgli's journey and adventures to find his identity and shows moral values that Mowgli are the brave and smart character.

Researcher use a literary formula in examining the popular literature interpretation of adventure. The theory used in this research from John G. Cawelti's adventure plot formula and the supporting theory from Margery Hourihan about the hero's attitude character.

1.2 Statements of Problem

Based on the explanation above, the problem that will be examined in this research are:

1.2.1 How the adventure plot formula are constructed in Rudyard Kipling's novel The Jungle Book?

1.2.2 How is the hero character of adventure story presented in Rudyard Kipling's novel The Jungle Book?

1.3 Scope of the Research

According to the statements of problem above, this research is limited only to analysis how adventure plot formula are construction and how the hero character of adventure story are presented in the novel "The Jungle Book" by Rudyard Kipling.

1.4 Objectives of the Research

Based on the statements of the problem above, this research has the following objectives:

1.4.1 To analyze the adventure plot formula constructed in novel 'The Jungle Book" by Rudyard Kipling.

1.4.2 To elaborate the hero character of adventure story are presented in novel "The Jungle Book" by Rudyard Kipling.

1.5 Significances of the Research

1.5.1 Theoretical Significance

Using the novel as the object of research and the literary formula theory from John G. Cawelti, this research can be analyze the adventure plot formula that constructs in the story and the hero's character in the adventure story presented. This research is about plot formulating adventures as part of popular literature, then the hero is presented as a figure who reflects moral values, sacrifice and a figure who has a mentor and guide in his adventures in novel "The Jungle Book" by Rudyard Kipling.

1.5.2 Practical Significance

The practical significances of this research is in order to help students or readers and expected to increase knowledge, especially in researching adventure formula based on John G. Cawelti and describing how the hero's character presented of adventure story are contained in novel "The Jungle Book". It can be found an analysis in a novel based on adventure formula as the part of popular literature.

1.6 Review of Related Literature

In this section, the researcher collects several previous studies related to the title of this research. Research on the adventure formula in popular literature uses a literary formula and the object of research is a fiction novel by Rudyard Kipling with the research title " the adventure formula in novel the

jungle book by rudyard kipling (viewed from cawelti's adventure formula)" and previous research used as comparisons, including:

The first is titled "The Construction of Adventure Formula Through Heroes In Rick Riordan's The Red Pyramid" written by Andriyani (2019). This study focuses on discussing the heroes who construct the adventure formula in the Red Pyramid novel. Therefore, Andriyani's study is formulated into two discussions. The first is how the hero is depicted in the novel Red Pyramid. Second, how the heroes construct the adventure formula in the novel The Red Pyramid using Joseph Campbell's theory of the hero's journey, the stages of the hero and uses qualitative description methods. While this research not only focuses on the plot construct of adventure formula in novel "The Jungle Book" this research also analyze the hero's character presented in adventure story and reflect the moral value by using an hero attitude theory by Hourihan.

The second is from Munawir (2022) entitled "Formula of Adventure In The Novel Lord Of The Flies by William Golding". This study focuses on hero characters and how to describe themes in novels. In this study, Munawir found elements of popular literary formulations that were more directed towards the adventure genre, so in this study he analyzed hero characters who often experienced problems, suffering and danger, then he also explained the adventure theme using popular literary themes with John George Cawelti's theory of literary formulation and uses descriptive analysis methods. The difference between this research and Munawir's study is Munawir study

focuses to analyze the theme in Novel Lord Of The Flies by William Golding while this research focuses on how the hero's character of the adventure story presented in Rudyard Kipling's popular literary fiction novel "The Jungle Book" using literary adventure formula by Cawelti.

The third is a study by Kardiansyah (2023), entitled "Philip Pullman's Northern Lights: Exploring Children and Myths as the Intrinsic Formulation in an Adventure Story". This study focuses on analyzing the significance of children and myth in the formulation of the novel Northern Lights as popular fiction. Revealing the importance of children in stories, telling the importance of myths in stories, and explain all the intrinsic formulas of the story. As a textual study, Kardiansyah uses a narrative analysis method which can help explore the intrinsic elements of fictional prose. The relevant data collected and analyzed in this study is narrative or dialogue which refers to certain actions and utterances of characters, settings, themes and plots in the novel. Apart from that, he also explains how these things are formulated intrinsically in an adventure story using John G. Cawelti's theory of literary formulation. While this research focuses on how the construction of plot in adventure formula and the presenting of the hero character in Rudyard Kipling's popular literary fiction novel "The Jungle Book" seen from John G. Cawelti's adventure formula.

The last one is from Pujirahayu (2023) entitled "The Fantasy Adventure Formula In Christopher Nolan's The Dark Knight Movie Trilogy". In this study, Pujirahayu focuses to analyse the representations of fantasy adventure

presented and the setting that builds fantasy adventure in that movie. This study used a combination of Structuralism approach along with qualitative method for data analysis with John G. Cawelti's theory. This study depicts a different fantasy with presenting realistic nuances in the analysis. The use of a formulaic structure as the basis of the story can leads to a predictable narrative that is readily enjoyed by readers and viewers. The difference between this research and Pujirahayu's study is this research focuses on how the adventure plot formula construct in novel "The Jungle Book" by Rudyard Kipling viewed from literary formula theory by John G. Cawelti.

From the description of previous study as a support, there are similarities and differences. The similarity in this research is how the writer presents on the same formula of popular literature, and also theory of research in analyzing the problem from John George Cawelti. While the difference between this research and previous study are the object of literary works.

1.7 Theoretical Base

1.7.1 Formula of Popular Literature

In analyzing of popular literature, formulas are valuable things that we must pay attention. According to John G. Cawelti in his book: Adventure, Mystery, and Romance: Formula stories as Art and Popular Culture (1976: 5) formulas are narrative constructions or dramatic principles used in a number of literary works and can be used to name plots. Then, formulas refer to plots that embody the type of story that inspired the writer to write the story. Thus, the

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formulation is part of the structural component (plot) which has detailed themes that make up a type of literary work. Cawelti also stated that the formulation of the definition in popular literature is the same as the term genre in the discussion of classical literature. A formula is a configuration or combination of certain cultural conventions with a more general form of story or archetype (Cawelti 1976: 6).

1.7.2 Adventure Plot Formula

In the adventure formula, the creator of a literary work presents a journey or search for something that is motivated by the character's trigger for traveling. There are three elements in the adventure formula that can be mentioned. Cawelti (1976: 41) contends that "group or individual hero, obstacle danger, and the triumph" According to the quote, adventure stories are the journeys of heroes, both individuals and groups, who carry out several dangerous missions filled with achievements in completing. To complete their mission, they must fight against enemies who put them in danger. Thus, novels in the adventure genre are action-packed, characterized by a hero on a mission, and often set in mysterious places across time and giving the moral value to reader. The plot patterns of adventure formula according to John G. Cawelti are group or individual hero, the obstacle dangers, and the triumph as shows as follows.

1.7.2.1 Group or Individual Hero

In the adventure formula, both the individual hero and the group hero play significant roles in shaping the narrative and structure of the story. The

individual hero is the main character who goes on an adventure alone or is the center of the journey while the group hero involves a group of characters working together to achieve a goal or confront a threat. The individual hero meets a mentor who provides the guidance, tools, or knowledge necessary to face a series of trials, enemies, and challenges that test their skills and character which often includes a major battle against evil forces until they achieve their goal by triumphing over the enemy and returning to their regular lives, the individual hero also often experiences significant changes or lessons learned from their adventures.

The hero will go through the stages of a journey to achieve a certain goal, the hero also builds an adventure formula in the story. This character is designed to be the good guy in the story. A hero who is kind, honest, honorable, and has a passion for justice. They fight whatever evil forces are around them. They not only engage in dangerous adventures or wars, but also in unparalleled feats and courage, he has extraordinary mental abilities and physical abilities.

1.7.2.2 The Danger Obstacles

Danger obstacles can be physical or mental threats faced by the main character in a story. This could include a fight against a dangerous creature, an extreme situation, or a challenging inner conflict. Such obstacles are generally designed to provide suspense and spur character development in the narrative. Dangerous obstacles in the context of adventure in formula literature often

include elements such as terrible monsters, dangerous environments, deadly traps, and fierce battles. This aims to challenge and test the courage and skills of the main characters on their journey. For those who enjoy adventure, there are moments of danger, which the protagonist and his friends heroically face and overcome; (Cawelti, 1976: 286).

In the adventure formula, the danger obstacles are the challenges or obstacles that the hero must overcome to achieve their goal. These obstacles are essential elements of adventure stories because they create tension, test the hero's abilities and character, and advance the plot. Dangerous obstacles add tension and urgency to the story. They ensure that the hero not only progresses smoothly toward their goal, but must face and overcome significant difficulties. Dangerous obstacles often serve as turning points in the plot. They can introduce new conflict, provide opportunities for character development, or change the direction of the story. Dangerous obstacles often serve as turning points in the plot. They can introduce new conflict, provide opportunities for character development, or change the direction of the story. Confronting and overcoming obstacles helps in character development so that the hero demonstrates qualities such as courage, wisdom, intelligence, and resilience through the way they deal with these obstacles.

1.7.2.3 The Triumphs

Triumphs is a positive accomplishment or success in overcoming obstacles, achieving goals, or defeating challenges. In the context of adventure

stories in the popular literary formula, triumphs usually involves the main character successfully overcoming obstacles and defeating the enemy or overcoming the main conflict. These achievements are often driven by the development of the character's character, skills, and perseverance. Triumphs can take the form of discovery, wisdom, or sometimes an epic physical battle. The main character's success in facing challenges becomes the peak of their adventurous journey.

In the adventure formula, the triumph is the key stage where the hero achieves their ultimate goal and overcomes the greatest obstacle. It is the culmination of the hero's journey and is often the most dramatic and satisfying moment in the story. The triumph gives the reader or viewer an emotional satisfaction in that all of the hero's hard work and struggles have finally paid off, providing a sense of accomplishment and resolution. This moment resolves the major conflict that has been the focus of the story. The hero usually faces their greatest enemy or challenge and ultimately overcomes the threat. The triumph often reflects the hero's growth and development. They have passed the test, learned from their experiences, and become stronger or wiser as a result.

Cawelti's theory helps the researcher identify the typical conventions of the adventure genre, such as the journey motif, the battle between good and evil, and the quest or mission that is the main focus of the story. Cawelti also offers an in-depth look at narrative structure in adventure stories that includes a discussion of how conflict is developed, how characters develop, and how the

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plot is organized. By understanding these conventions and frameworks, the researcher can analyze the way Kipling constructs narratives in the adventure stories in "The Jungle Book". Besides that, it also helps the researcher in understanding the construction of adventure plot in the novel. The plot are constructed from exposition until resolution or denouement. In "The Jungle Book," the researcher also to analyze how the hero character such as Mowgli presented and developed throughout the story and how this affected the overall plot of the story. Thus, the use of Cawelti's theory in analyzing "The Jungle Book" helps the researcher to gain a deeper understanding of how the main characters often face challenges or conflicts that allow them to grow and learn, and then return to a more mature or wiser state in the future end of story.

1.7.3 The Archetype of Adventure Formula

Archetypes refer to characteristics that frequently appear in works of literature and popular culture. The archetype pattern of the adventure story is fictional materials dealing with the settlement of the wilderness. The adventure archetype is a journey through obstacles, danger, and the search for identity that shapes the hero's character in growth and learning during his journey in an adventure story. The element that most clearly de-fines the western is the symbolic landscape in which it takes place and the influence this landscape has on the character and actions of the hero. Characters are important in a story, because they influence the plot of the story.

Elements in an adventure story refer to the basic components that make up the structure and content of the adventure story with suggested that special artistic quality of formulaic literature was the result of striking a balance, appropriate to the intended audience, between the sense of reality or mimesis essential to art of any kind and the characteristics of escapist imaginative experience: an emphasis on game and play, on wish-fulfilling forms of identification, on the creation of an integral, slightly removed imaginative world, and on intense, but temporary emotional effects like suspense, surprise, and horror, always controlled by a certainty of resolu-tion (Cawelti, 1976: 34).

1.7.4 The Concept of Hero

In adventure story, the hero's journey is a narrative pattern that appears in drama, stories, myths, religious rituals, and psychological development. His mode is domination of the environment, of his enemies, of his friends, of women, and of his own emotions, his own 'weakness' (Hourihan, 1997:57). A hero (masculine or gender neutral) or heroine (feminine) is a person or character in a literary work. In fact, they are depicted as characters facing danger. Heroes combat adversity through ingenuity, courage, or impressive military might. Often these characters sacrifice their personal interests for the greater good. The character of a hero is a person who reflects moral values through his attitude, who often has certain characteristics that reflect ethical and moral values in their actions.

Hourihan (1997:9) also states that "The hero overcomes these opponents because he is strong, brave, resourceful, rational and determined to succeed. He may receive help from wise and benevolent beings who recognize him for who he is". Researchers found that heroes are presented as brave characters who also have strong personalities, smart characters who represent resourceful and rational characters, and characters who are determined to succeed who are referred to as winner characters who reflect moral values as shows as follows.

1.7.4.1 Strong

A strong attitude in a hero refers to character qualities that demonstrate extraordinary determination, courage, and self-confidence. This attitude plays a significant role in the hero's journey and influences how they overcome challenges and achieve their goals. A strong attitude usually develops through the hero's journey. Through various trials and challenges, the hero demonstrates personal growth and develops a more assertive and confident attitude.

1.7.4.2 Brave

The brave attitude of a hero's character reflects the traits and behavior that show courage, toughness and strong determination in facing various challenges and conflicts. Heroes with a brave attitude are not afraid to face danger or risk, they are ready to take the risks necessary to achieve their goals or protect those they love, they also often become leaders who inspire others

and motivate their team or group with their example of determination and courage lead with integrity and fairness.

1.7.4.3 Resourceful

The resourceful attitude of heroes refers to their ability to use resources, ideas, and skills creatively to overcome the obstacles and challenges they face. This attitude reflects the hero's ingenuity, creativity, and adaptability in difficult situations. Heroes often face situations where standard solutions are ineffective. A resourceful attitude allows them to think creatively and find unconventional solutions and can utilize all the resources around them, be it tools, knowledge, or help from other characters so that they are not trapped in resource limitations and use what is available effectively.

1.7.4.4 Rational

The rational attitude of heroes refers to a logical and planned approach to facing challenges and making decisions. This attitude emphasizes the importance of analytical thinking, using reason and critical judgment to solve problems, and formulating effective strategies. The rational attitude helps heroes approach challenges in a planned and effective manner. They use logic and analysis to find appropriate solutions and avoid rash or unmeasured approaches. By using strategic planning and logical thinking, heroes help shape the structure and direction of the story. Their analytical decisions often affect the course of the story and the outcome of the adventure.
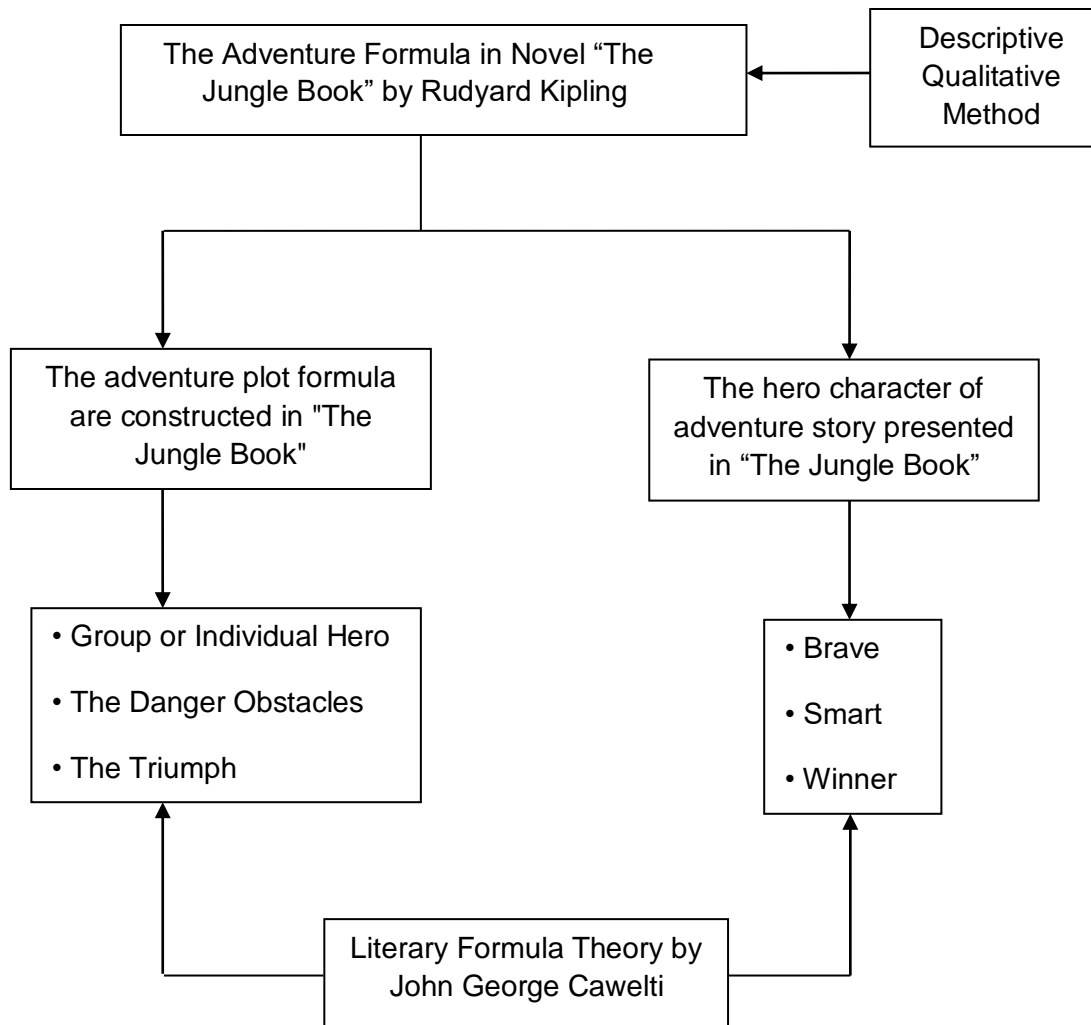
1.7.4.5 Determined to Succeed

Determined to succeed attitude shows the hero's commitment to achieving their goals despite the obstacles or difficulties they face. This attitude reflects the hero's determination, resolve, and resilience in the face of challenges. Heroes demonstrate a deep commitment to their mission or goal. They are prepared to do whatever it takes to achieve the desired outcome. This attitude is often driven by a strong internal motivation, such as a sense of duty, personal drive, or a goal that is meaningful to the hero.

In general, values can even be a reflection and image of life and the order of society that helps each other to build social order. According to Cawelti (1976: 24) to construct empirical studies of the relation between these formulas and the attitudes and values that individuals and groups show in other forms of behavior, analysis of formulas may be a promising method of beginning to study long-term effects, for formulas do shape the greater part of the literary experiences of a culture. Reflection of values in popular literature refers to how a work of art, such as literature, film, or visual art, reflects the values that exist in the society or culture in which the work was created. Cawelti's view of values in adventure stories highlights how moral, social and philosophical values are reflected in adventure narratives.

Hourihan's theory helps researchers explain how a person's attitude and motivation in facing challenges and crises affect their decisions and actions. This is important to understand how individuals behave in situations that require

courage and risk taking. By examining heroic attitudes, researchers can identify effective leadership qualities, such as courage, determination, and the ability to inspire others so that researchers can draw conclusions to examine the five attitudes into three continuous attitudes based on Hourihan's theory, namely brave attitude, smart attitudes, and winnier attitudes of the hero's character. This helps in the development and training of better leaders or heroes in adventure stories in popular literature.

1.8 Conceptual Scheme

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┌─────────────────────────────────┐        ┌──────────────┐
│  The Adventure Formula in Novel │◄───────│ Descriptive  │
│  "The Jungle Book" by Rudyard   │        │ Qualitative  │
│          Kipling                │        │   Method     │
└─────────────────────────────────┘        └──────────────┘
             │
      ┌──────┴──────────────────────┐
      ▼                             ▼
┌──────────────────┐       ┌──────────────────┐
│ The adventure    │       │ The hero character│
│ plot formula     │       │ of adventure story│
│ are constructed  │       │ presented in "The │
│ in "The Jungle   │       │ Jungle Book"      │
│ Book"            │       │                   │
└──────────────────┘       └──────────────────┘
      │                             │
      ▼                             ▼
┌──────────────────┐       ┌──────────────────┐
│ • Group or       │       │ • Brave          │
│   Individual Hero│       │                  │
│ • The Danger     │       │ • Smart          │
│   Obstacles      │       │                  │
│ • The Triumph    │       │ • Winner         │
└──────────────────┘       └──────────────────┘
      ▲                             ▲
      │   ┌─────────────────────┐   │
      └───│ Literary Formula    │───┘
          │ Theory by John      │
          │ George Cawelti      │
          └─────────────────────┘
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Based on the conceptual scheme above, the researcher took several of the best steps for this research, the researcher used the novel "The Jungle Book" by Rudyard Kipling published in 1894, the researcher decided to analyze the construction of adventure plot formula in the novel "The Jungle Book", and the presenting of hero character in adventure story in the structure of popular literature that show as hero is a brave, smart, and winner character that reflect

the moral value. The method that researcher used is a qualitative descriptive method and uses the literary formula theory by John G. Cawelti.

1.9 Method of The Research

Researcher use description as a method to complement qualitative research in examining a literary work. Researcher use qualitative method because researcher want to be clearly integrated and combined with descriptive analysis. Therefore, this research uses qualitative method because the research will be explained clearly with descriptive analysis.

1.10 Technique of Collecting Data

In this research, the data sources obtained were divided into two, namely primary data and secondary data. Primary data is needed to be used as a reference for this research, therefore the primary data from this research is a novel from Rudyard Kipling with the titles "The Jungle Book". The secondary data in this research as additional data that used to references in the form of films, books, articles, journals, and theses related to this research.

1.11 Technique of Analyzing Data

First, the researcher reads the novel "The Jungle Book" by Rudyard Kipling, at this stage the researcher determines the topic used. After read the novel, then researcher find the discourse about the adventure formula in popular literature. The next step is for researcher to look for some sources from the internet such as journals or theses that have been done by previous

researcher, and look for sources from articles related to popular literature in adventure genre and read for learn the literary formula of the novel that researcher analyze.

The next step in addition to searching for sources from the internet researcher also collected equivalent information that supports this research, researcher watched the film that remake from novel with the same title to add some things such as supporting references to complete this research.

The last, researcher try to do the classification, interpretation, and explanation. Classify conversations in novel or content related to the topic, interpreting the contents of the novel including conversations, dialogues, letters or expressions used by the author, and explain the work or continuation of the interpretation in the form of text, quotes, meanings, and messages related to the topic.