

CHAPTER I

INTRODUCTION

1.1 Backgrounds

Romance novels have become one of the most popular genres in popular literature. Rich in emotion, intrigue, and relationships between characters, romance novels are often an effective means of telling deep love stories. In understanding popular literature, especially the romance genre, the theory proposed by John G. Cawelti has become an important basis. Cawelti explores narrative patterns and general elements found in popular novels, including those in the romance genre.

One writer who brings uniqueness to the romance genre is Elizabeth Hoyt, and one of her works that stands out is the novel "The Ice Princess." In this context, this research aims to investigate and analyze the romance formula that appears in the novel. By referring to John G. Cawelti's perspective, this research will identify typical elements in the narrative structure and characters in "The Ice Princess."

The selection of this novel was not only based on its popularity, but also because of the presence of interesting elements to examine, such as complex main characters, deep conflicts, and the development of relationships between characters that stir feelings. By understanding the

romance formula used by Elizabeth Hoyt, it is hoped that this research can contribute to a deeper understanding of the structure and attraction in contemporary romance novels.

Ice Princess is a historical romance novel that tells the love story of Coral Smythe, the mistress of the famous brothel in London, Aphrodite's Grotto, with a ship captain named Captain Wargate. Coral built his business by insuring people's sins and pleasures. At a time when women had little choice, she found a way to support herself and protect the people she worked with. Coral has complete control over what happens and doesn't happen in Aphrodite's house until an unexpected expense causes her to take out a loan from a man named Willy. At that time Willy made a game where the bet was seven nights with Coral.

Captain Wargate also visited Aphrodite to gather his men and ensure they returned to the ship. He actually didn't agree to get involved in the game. However, his wish is moved by a woman in a golden mask (Coral). As the prize was announced, Wargagate looked behind the mask at the unsure and perhaps frightened woman. All the honorable Captain could do was try to save this woman. Wargagate wins the game and is entitled to the promised prize. The love story between the two of them began.

The researcher chose to analyze the "Romance Formula" in the novel "The Ice Princess" by Elizabeth Hoyt because the novel had never been analyzed before so that later as a starting point for understanding the work, researchers or other readers could easily understand the contents of the novel. This research uses Cawelti's perspective regarding romance formulations to better understand popular literary works objectively. This research aims to analyze the archetype of romance formulas as well as the process of forming a storyline based on the Pamela Formula in the novel "The Ice Princess" by Elizabeth Hoyt. Thus, it is hoped that this research can provide new insights regarding the diversity and dynamics of the romance genre in popular literature.

1.2 Statements of Problem

1.2.1 What is the archetype of romance formulas presented in the novel "The Ice Princess" by Elizabeth Hoyt?

1.2.2 What is the process of forming a storyline based on the Pamela Formula in the novel "The Ice Princess" by Elizabeth Hoyt?

1.3 Scope of Study

In this study, the research will focus on the Romance Formula series both in terms of archetype and the aspect of dividing the storyline based on the

characteristics (Pamela's Formula) of the novel. Apart from that, this research is limited to the Romance Formula concept put forward by John G. Cawelti in his book entitled "***Adventure, Mystery, and Romance Formula Stories as Art and Popular Culture.***"

1.4 Research Objectives

In accordance with the research statement, the research objectives are:

1.4.1 To identify archetype of romance formulas found in the novel "The Ice Princess" by Elizabeth Hoyt.

1.4.2 To analyze process of forming a storyline based on the Pamela Formula in the novel "The Ice Princess" by Elizabeth Hoyt.

1.5 Significance of Research

In connection with the problem formulation and problem limitations that have been described, the benefits of this research can be explained according to its theoretical and practical significance as follows:

1.5.1 Theoretical Significance

This research can provide knowledge about how to analyze literary works, especially from archetype of romance formula in novels. Apart from that, this research can be a reference for other researchers in relation to the issue of Romance Formulas in popular literary works.

1.5.2 Practical Significance

This research can add to the literature in the Department of English Literature, Faculty of Cultural Sciences, Khairun University, or be a good introduction for readers in elaborating their understanding of the novel "The Ice Princess" by Elizabeth Hoyt and the theories used.

1.6 Review of Related Literature

The literature review is intended as a guide that is commonly used by many researchers to determine the unity and differences with research that has been carried out by other researchers, both in the aspects of formal objects and material objects. The aim of this activity is so that research can be free from plagiarism. Apart from that, literature reviews can be useful for researchers as reference material. Generally, literature studies are carried out on other scientific papers in the form of journals, theses, dissertations and books, both in electronic form and in physical form. However, electronic literature studies need to pay attention to citations to determine the credibility of the literature in question. In this regard, several previous studies that can be used as indicators to determine the unity of this research are as follows.

Firstly related literature from Afra, Nz Ghaliyah Azhar (2017). An Analysis Of Romance Formula In One Day Novel By David Nicholls. This research aims to find and organize situations, characters and their relationships, places

and plots using the romance formula. Abram's objective approach and Cawelti's romantic formula theory were used in this research to analyze objects. This research also uses qualitative descriptive methods to analyze data in the form of dialogue and narrative in the novel *One Day* by David Nicholls. There are four steps taken by researchers in analyzing the novel to answer the problem formulation.

First, read the novel *One Day* first to understand the contents of the novel. Second, identify parameters in data collection and propose the types of data that should be collected. Third, look for information that is relevant to the research topic. Then the final step is to organize, analyze and explain the data. Based on the existing analysis, a lot of evidence was found that meets the requirements for the novel *One Day* to be categorized as a romance genre story. In this research, the discussion focuses on Emma and Dexter's struggle for their love story. That's why the romance formula in this novel was found, such as: their first meeting, when they fell in love, several obstacles in their relationship, marriage and the end of their love story. These sections clearly perfect the requirements for the romance formula that must be fulfilled as mentioned by John G. Cawelti.

Second, related literature from Novindia Nurratnasari (2015). This research analyzes the novel entitled *The Fault in Our Star* by John Green. The aim of writing this thesis is to describe the formulas in popular literary

novels. In analyzing this research, the process of searching for data and information that supports writing, the author used the library search method. The theory that guides the work on this thesis is the theory of popular literature (romance) by John G. Cawelti. The results of the analysis show that the novel contains elements of popular literary formulas, namely the hero and heroine characters and the romance plot that is developed is the focus and character. who is likened to a hero in a romance story.

In this section the researcher uses two previous studies as a review in mapping comparisons objectively. In the two previous studies, materially the object used was a novel that was different from the one analyzed by the researcher this time, because after the researcher carried out a search, the researcher had not found anyone who had researched the thesis or journal. analyze the novel "The Ice Princess" by Elizabeth Hoyt. Meanwhile, formally there are similarities in the objects used by the two previous researchers, namely using John G Cawelti's point of view in analyzing general literature formulations carried out by researchers in the first review and more complex romance formulations by researchers in the second review. In the first researcher's review there were clear differences, but the researcher used it as a review because the researcher wanted to see and understand the description of the literary formulation in a structured manner, while in the second review the researcher found similarities in the literary aspects. uses

Cawelti's point of view in dissecting the formulation of romance in a literary work. especially novels.

1.7 Theoretical Base

In analyzing this novel, formula theory is used. Literary formula according to Calweli is a narrative structure or dramatic conventions used in many individual works. According to him, there are two uses for the term formula used which can be related to the conception that will be made later. The first use simply shows the conventional way of treating certain people or things. The second use indicates the term formula refers to a larger type of flow.

1.7.1 Archetypes of Romance Formulas

Formula refers to plot types that represent story types (1976: 5). These story types are then referred to as archetypes (1976: 6). Cawelti states that formulas are more conventional and oriented towards some form of escape, the creation of an imaginary world whose fictional characters direct the reader to interest and focus that exceeds the limit of frustration experienced by the reader (1976: 38).

1.7.2 Plot Of Romance Formula

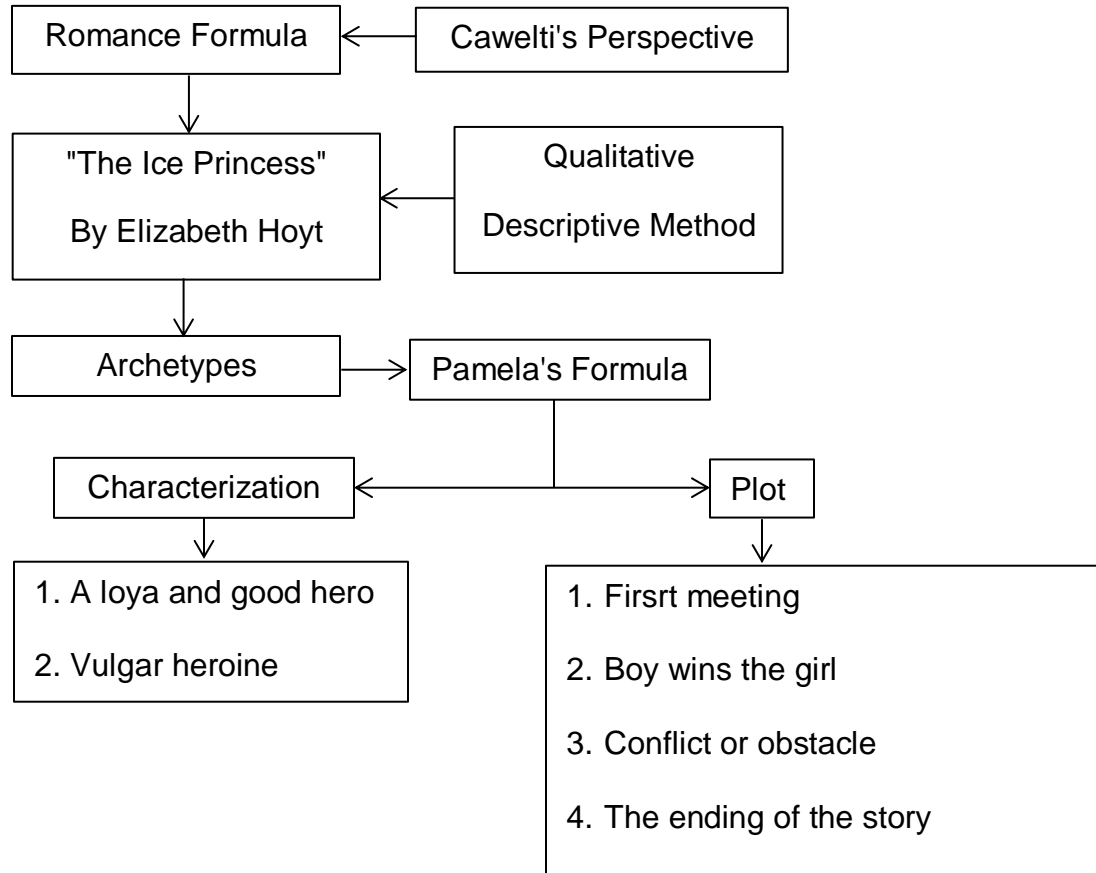
One genre that can be an escape for readers is romance. The important defining characteristic of romance is not the female play but the organization of the action, namely the development of a love relationship, usually between a man and a woman. Romances often contain elements of adventure, but danger serves as a means of challenging and thus strengthening the love relationship. The moral fantasy in romances is the triumph and permanence of love, overcoming all obstacles and difficulties. The formulaic plot of this story is that a poor girl falls in love with a rich and respectable man who is called the Cinderella formula or what is called the Pamela formula whose heroin overcomes the threat of meaningless desires to build a complete romance. There is also a more contemporary formula, namely a career woman who rejects love because of wealth or fame, only to find true love (Cawelti, 1976: 41).

The writer uses the theory proposed by Cawelti from his book *Adventure, Mystery and Romance* which explains what the formulas of popular literature are. According to Cawelti, the general plot in romance contains the development of love story itself (1976: 5-6). 1). Their first meeting: It tells the beginning of a love story itself, the meeting of the hero and heroine characters. 2). Boy wins the girl: After going through the first stage, they can make a decision whether they take it more seriously or merely stop at the stage. The woman usually allows the man to have sex with her if

the man really loves her. 3).Conflict or obstacle: Usually in romance genre the conflict is about love affair or misunderstanding. These obstacles unintentionally lead them to keep their commitment. 4).The ending of the story: Every story has its ending. In every fiction there are two possibilities, happy or sad ending. In romance, it is crucial to have a happy ending.

From the conceptual explanation above, several structures can be traced that form the storyline of the novel analyzed by the researcher. The archetype which is the basis for the formation of the storyline suggests a story structure that was born based on the results of the researcher's reading. It is in this aspect that the researcher then looked at and chose Pamela's formula as a characteristic that forms the storyline, because the researcher felt that the formula was in accordance with what depicted the storyline of the novel. researched by researchers.

1.8 Conceptual Scheme



The conceptual framework above explains that researcher will conduct research on romance formulas using the novel "The Ice Princess" by Elizabeth Hoyt as a material object. This research also uses the concept of Romance Formula from the perspective of John G. Cawelti and uses Qualitative Descriptive as a method which is also a formal object in this research.

John G. Cawelti (1929 – 2022) was an American scholar and writer known for his significant contributions to the fields of popular culture studies

and genre theory. He is particularly known for his work in understanding and analyzing the conventions and patterns found in popular literature, film, and television.

John G. Cawelti was born on April 2, 1929 in La Crosse, Wisconsin. From a young age, he had a great interest in literature and stories. He earned a Bachelor's degree in English from the University of Wisconsin-La Crosse in 1950. Subsequently, he continued his education and earned a Master's degree in English from the University of Wisconsin-Madison in 1952. Cawelti continued his studies at Indiana University and earned Doctorate degree in English in 1957.

Cawelti began his career as a professor of English at the University of Kentucky in 1957 and remained there until his retirement in 1991. Throughout his career, he focused on popular culture studies, genre fiction, and detective fiction, and became one of the pioneering figures in the field. this research.

His famous book entitled "Adventure, Mystery, and Romance: Formula Stories as Art and Popular Culture" published in 1976, had a significant role in establishing genre theory as a legitimate and important field of study. In this work, Cawelti analyzes general narrative structures and archetypal characters found in popular genre fiction, such as detective stories, westerns, and romance novels.

Cawelti's research also engages with the cultural and social implications of popular culture. He examines how popular narratives reflect and shape the values, beliefs, and anxieties of the societies that produce and consume them. His works expand the understanding of popular culture beyond mere entertainment and recognize its broader cultural significance. In addition to his influential books, Cawelti has also published numerous articles and essays in prestigious academic journals, contributing to scholarly conversations about popular culture and genre theory. His work continues to be widely cited and influential in this field.

John G. Cawelti's career and contributions have helped establish the academic study of popular culture as a legitimate and valuable field of research. His insights into genre fiction and popular narrative have influenced generations of scholars and continue to shape our understanding of popular culture today.

From the results of the researcher's reading and the concepts offered by Cawelti, in this research, the researcher formulated two problem formulations which were instruments in forming the romance formula. The researcher will research the archetype of character and the plot of the romance formula. In the first problem, namely the archetype of character, the researcher found in the novel two forms of character which Cawelti theoretically calls Hero and Heroine, hero is the term used to refer to male

characters, while heroine is used to refer to female characters. These two characters will then be combined in a plot to form a romance story. In analyzing the plot of the novel, researchers found that there were four aspects that formed the story, namely starting from the first meeting between the hero and heroine, then the boy wins the girl, the emergence of conflict, and the happy ending of the story.

1.9 Qualitative-Descriptive Research Method

This research uses a qualitative descriptive method, where all data obtained is then verified according to each situation, followed by content analysis. According to Ratna (2010:47) qualitative-descriptive research maintains the essence of value and the power of description. One of the aims of this research is to analyze and understand the Romance Formula in the novel "The Ice Princess" by Elizabeth Hoyt. Therefore, researchers will carry out the following steps; collect, select relevant data, analyze data, confirm interpretively and make conclusions to write so as to achieve more optimal results.

1.10 Data Sources

Researchers use data sources, as follows:

1.10.1 Main data

The primary data used in this research is the novel "The Ice Princess" by Elizabeth Hoyt published by Grand Central Publishing, New York, USA

published in 2010 with a total of 118 pages. Elizabeth's work was read several times so that researchers could formulate problems and then analyze them using predetermined methods and approaches.

1.10.2 Secondary Data

The secondary data used by researchers comes from literature studies, namely the process of collecting data from books, e-books, journals and other internet-based materials that are significantly related to this research, namely formulas in popular literary works.

1.11 Technique of Collecting Data

1.11.1 Library Research

In this research, researchers used literature studies to collect primary and secondary data, primary data was taken from novels "The Ice Princess" by Elizabeth Hoyt while secondary data was taken from several reference books, journals and theses. Some of the data used by researchers comes from previous research as explained in the previous section.

1.11.2 Internet Research

Internet research is used to complement library research, if the data in the library is very limited and to understand the topic in the novel in more depth.

1.12 Technique of Analyzing Data

After collecting data, the next step is analyzing the data. To analyze it, researchers used several techniques. The explanation is as follows:

1.12.1 Reading Comprehension

In this research, reading comprehension is used to understand the main idea of the topic that can be analyzed.

1.12.2 Classification

Researchers share data analysis techniques. Researchers organize and classify data according to the topic raised or based on the problem formulation, namely Formula and Plot Analysis in the novel "The Ice Princess" by Elizabeth Hoyt using Formula Theory.

1.12.3 Interpretation

After the data is classified, the research continues with interpreting the data. The interpretation technique itself is to read the novel thoroughly and repeatedly, and carefully to obtain truly valid data. Good interpretation can be done by understanding each narrative well so that researchers are able to understand the meaning and message of the story to get answers to problems.

1.12.4 Explanation

After the interpretation is complete, explanation is a technique used by researchers to see various possible narratives that can be used as additional data so that the results of the interpretation can be maximized.