

Chapter I

Introduction

This chapter describes the Background of Study, Identification of Problems, Limitations of the Problems, Research Questions, Research Objective, and Significance of the Study.

1.1 Background

In this modern era, the world of entertainment has become one of the most in demand by many groups, especially the cartoon industry, which is increasingly in demand. One of the biggest markets is cartoons from Japan which are commonly called anime. Characters in anime have distinguishable physical characteristics, usually with large eyes, small mouths, strange and colorful hair. This is in accordance with what Napier (2016:10) said: *“Anime is a medium to in which distinctive visual element combine with an array of generic, thematic, and philosophical structures to produce a unique aesthetic world.”*

Just like films in the west, in anime there are also several similar genres such as Action, horror, drama, romance, comedy, sci-fi, fantasy. According to, Napier (2016:6): *“Essentially, anime works include everything that Western audiences are accustomed to seeing film romance, comedy, tragedy, adventure, even psychological probing of a kind seldom attempted in recent mass-culture Western film or television.”* Among the many anime genres, *isekai* genre is the most popular for the audience,

because the stories presented are unique and different. When the main character is sent to another world, the other world can be a fantasy world that contains mythical creatures such as elves, ogres, goblins, dragons, and dwarfs.

According to, Lu (2020): *“You’ve finally escaped the concrete jungle that was holding you captive to a mundane life. You’re in a new world with new rules where you can begin anew. This is what’s called isekai.”*

One of the *Isekai* genres that the writer wants to analyze is Overlord. Overlord is an anime adapted from a light novel with the same title by Kugane Maruyama. So far, the Overlord anime has been adapted into 4 seasons, while the light novels are still running in 16 volumes. In 2017 the light novel Overlord took first place in Takarajimasha Kono Light Novel Ga Sugoi! The Overlord series was published online in 2010, in 2012 Enterbrain acquired and published the light novel Overlord.

This story centers on the main character named Ainz Ooal Gown, he has an appearance that consists entirely of bones without flesh and skin. Wearing a predominantly black robe that almost covered his entire body, leaving only the hands and head to the stomach. Right under his ribs, there is a red ball that creates an intimidating impression. And has a staff with a snake head ornament, each of which has a small ball in it.

Ainz was a very friendly and dignified person when seen by the Nazarick people, occasionally Ainz always asked how they were doing and told them to rest if they were too hard at work and even gave them vacation

leave. This was done as payment for being loyal to himself and Nazarick. It shows that Ainz is the best leader Among other his friends. However, from the perspective of New World people, Ainz was the figure of an evil demon lord. Uses his power to rule the world, has the title of sorcerer-king and proclaims Nazarick as the sorcerer kingdom.

Because Ainz is a cautious person, sometimes he disguises himself as an adventurer with his subordinate named “dark hero Momon.” The reason why Ainz disguised is to get information as much as possible about the World he lives in. So that he can calculate and predict the most appropriate steps going forward.

Even though Ainz still had the heart of a human, as time went by that thing slowly disappeared. Several times Ainz ordered his subordinates to conquer a kingdom for Nazarick. Save a village from massacre with the hope that these residents consider him as a savior so that Ainz can exploit these residents to produce a potion. Control and conquer Lizardmen tribes for use as weapons of war, as well as trapping adventurers into Nazarick and making them a guinea pig. Physical appearance and cruel nature are a threat to the inhabitants of the new world. especially accompanied by his subordinates who always look down on the creatures in the new world.

Ainz Ooal Gown was originally a human who played a virtual reality-based game called Yggdrasil. In it, Ainz and his friends built a guild called Ainz Ooal Gown with the hope of becoming the strongest and best guild in the game. Along with time, the Ainz Ooal Gown guild accept some

member until 41 members, and each member must use a heteromorphic avatar. When the server shut down, Ainz was one of the members who stayed there and suddenly he was sent to another world with his guild. Ainz's intelligence and strength as a leader of the great tomb of Nazarick came from the games of Yggdrasil, so he can access legendary items, weapons, and high level magic spells. The ability to organize plans, seek information, and predict every enemy's movement solely comes from experience playing with friends.

The writer chose this research because the main character in this anime has unique and complex characterization. When the writer watched Overlord anime, writer found out that the main character had a terrible appearance. His body is full of skeleton with a black robe and bring a golden staff named Ainz Ooal Gown. With appearance like that, it would not be wrong if the main character was said to be an evil entity. with a character type that is in the middle between good and evil, the writer is curious about the characterization of Ainz Ooal Gown.

1.2 Identification of the Problems

The writer wants to analyze Ainz's characterization because his traits acts, and thoughts are interesting to analyze. Ainz itself gets many nicknames, from his subordinates or outsiders of Nazarick. Intelligence, wisdom, until his authority can make all creatures in the New World fear.

This made him a person who was feared and respected by his subordinates and his opponents.

Ainz's thoughts of the world and the humans living in it were only a stepping stone to making the guild of Nazarick even greater. With strength equal to that of a god, able to kill his enemies with just one strike, not infrequently survivors are always used as guinea pigs.

1.3 Limitation of the Problems

According to this title of research “Unusual Protagonist on Ooal Gown in Overlord anime”. As for the reason above, the writer will limit the research only to the characterization of Ainz Ooal Gown in the anime Overlord, how he lives every day, and how he treats everyone in the New World.

1.4 Research Questions

The questions of this research are:

1. What is the character type of Ainz Ooal Gown in Overlord anime?
2. How is the characterization of the Ainz Ooal Gown portrayed in anime Overlord?

1.5 Research Objectives

According to the title of research “Unusual Protagonist on Ainz Ooal Gown in Overlord anime”. the objectives in this study is:

1. To find out Ainz Ooal Gown character type in Overlord anime.
2. To find out Ainz Ooal Gown's characterization in Overlord anime.

1.6 Significance of the Study

The writer hopes this research will be useful and can be meaningful for the writer himself and the reader in the future.

1.Theoretically

The writer hopes this research can be a new bridge by developing existing theoretical theories. Besides being able to make references with similar discussion themes, this research will become a stepping stone for new theories that are relevant and up-to-date in the field of literature, especially in terms of characterization.

2.Practically

The writer hopes this research discusses the characterization of the main characters in an anime, so they can understand more about the ins and outs of the characters, both in novels, films, and dramas. And understand how to analyze characters by the rules of science.

