

CHAPTER II

Literature Review

This chapter will discuss about the theories from the expert that relate to the problem of the study to support current research. It consists of four parts; popular literature, romance novel, romance in popular fiction and formula theory.

2.1 Definition of Popular Literature

Many popular literary works translate it as literary works that have many readers, especially among teenagers and are popular in their time. Along with the development of society, the word "literature" is no longer always associated with literary works that are considered high or classical, but also includes popular works that are created for the entertainment or enjoyment of general readers. Criminal stories, science fiction or teen fiction, which are written in a simple style and aim to be enjoyed by a wide audience. The word of literature refers to popular literature which can be easily translated into popular literary terms (Adi, 2011: 19).

In popular literary works, characters and plots are often arranged in a way that is easy for general readers to understand. Usually characters in popular stories have characteristics that are easy to recognize, such as a loyal friend or an antagonist who has evil motives or a main character who is initially weak but grows strong. So that readers can follow the development of the story without difficulty. In addition, writers often use light and uncomplicated language, in order to reach a wider audience. With these elements, popular literary works are able to attract the interest of various groups, because they provide entertainment while presenting stories that are easy to accept.

American popular literature has been growing rapidly since the 1960s and is starting to gain recognition as a valuable work, no longer considered something trivial. This led to the emergence of theories and methods in the decade designed to examine these works as part of the popular literary genre. In popular culture, this literary work is seen as a cultural artifact that is equivalent in value to high culture in cultural studies. A novel can be called popular because its theme, technical presentation, language, and writing style follow a general pattern that readers like and become a trend in various parts of the world (Adi, 2011: 19-20). Therefore, popular literature focuses more on interesting and entertaining story elements than on complex issues such as politics or criminals, which tend to be less interesting to most readers.

2.2.1 Thrillers

The Thriller genre has a lot in common with the Suspense, Adventure, and Mystery genres. As in Suspense, the role of the Thriller reader is to follow the action, step by step, even emotionally and intellectually involved in unraveling mysteries and solving conflicts. (Joyce 2001:313). But here, the physical, emotional, and mental dangers faced by the hero are not always the main focus. Thriller demands an element of suspense, but that's not the focus of the book. Action, the main element of the Adventure genre, plays a major role, but again this is not the most important aspect. The intrigue and puzzle-solving of the Mystery genre also stand out.

2.2.2 Adventure

Adventure genre are action-packed, feature a hero on a mission, and are often set in exotic locales during times of war or peace. one of characteristic adventure is Storyline focuses on action, usually missions, and the obstacles and dangers encountered throughout the story. Survival may be a common theme. Physical adventure and danger are paramount, as the hero is placed in a life-and-death situation where he must save himself and others (Joyce 2001:16). There is usually a happy ending, with the hero safe and order restored.

2.2.3 Romance

The romance story is the only formula in popular literature that makes the female character is a dominant. one of characters in the story Romances, the storyline revolves around a love relationship and the inevitable happy ending, everything else that happens is secondary (Joyce 2001:201). Other genres of course rely on romantic themes, however, in books that are in the Romantic genre, the focus is on the romantic relationships in the story. these stories are told in such a way that the reader engages in the work of Romance. the reader engages on his emotional level and feels true satisfaction at a happy ending. In other genres, you may feel emotional involvement with characters in other genres, but this is where the focus of reader participation in the story.

2.2 Romance Novel

Romance novels are part of popular literature that tell love stories with a focus on the journey of the relationship between the two main characters. The writing of

this story is designed so that readers can feel the emotions that arise in the love process of the characters (Ramsdell, 1987). As a form of popular literature, romance novels are attractive and easy for many people to enjoy. Nowadays, romance novels are popular mass reading; the authors understand well the market needs and characteristics of romance readers (Vangent, 2005: 4). The novel *P.S I Still Love You* is an example of a romance novel that is classified as popular literature.

A romance novel is a form of prose fiction that tells the story of a love story and the journey towards the engagement of one or more female protagonists. Each romance novel contains eight narrative elements: the depiction of society, the deviation and the one that will be reformed by the love story; meetings between female and male characters; recordings of their meetings; the development of interest between the two; the presence of obstacles separating them; critical moments that resemble ritual death; recognition that removes these barriers; a declaration of love from both characters; and finally their engagement (Regis, 2003:14).

According to Regis (2003: 23), romance novels are often considered to follow a certain pattern. He defines this formulation of romance as an editorial guideline, namely: "the category of romance that is contemporary, has a fast-paced, fun, full of temptation, entertaining, in which male and female protagonists from real-life backgrounds meet, either directly or indirectly through written communication, confronting romantic conflicts, and reaching a happy ending."

The romance novel genre is indeed the most popular genre among the literary community compared to other genres. Unfortunately, however, popular romance

readers are often stigmatized by critics as shallow and narrow-minded readers. More specifically, popular romance consumers are often labeled as feminine (Vangent, 2005:4).

2.3. Romance in Popular Fiction

According to Ristin Ramsdell defines Romance as “a love story whose main focus is on the development and satisfying completion of the love relationship between the two main characters, written in such a way as to provide the reader with a certain level of emotional participation in the courtship process. (Joyce 2002:202).

These are the two keys to Romance fiction. First, in Romances, the plot revolves around the love relationship and its inevitable happy ending all else that happens is secondary. Other genres certainly rely on romantic themes, Secondly, these stories are told in such a way that the reader is involved in the outcome of the Romance the reader participates on an emotional level and experiences genuine satisfaction at the inevitable happy ending. And the fact that satisfaction with this genre relies heavily on this element makes the appeal of this genre difficult to explain to non-fans and even difficult for fans to understand and acknowledge.

2.4 Romance Theory

In the book *The Readers' Advisory Guide to Genre Fiction* by Joyce G. Saricks, (2009:58-59) the romance formula is described as the archetype that defines the genre. Rusmana (2021) a genre has a distinctive formula, easily recognizable such as character patterns, conflicts, plots and language styles, looking

at the structure and patterns in the Sasakala folktale ss according to Cawelti (1969) noted that the formula is a conventional system for composing cultural products. Formulas can be distinguished form and create an organizational system. Formulas in myths have basic and universal properties in their various manifestations. Saricks suggests that romance is a story that focuses on the relationship between two main characters, with the main goal of the relationship being mutual happiness, which usually ends with a happy ending. This formula includes 5 which are:

1. Tone/mood

Tone Refers to the atmosphere created in a story In novels, bright, romantic shades and soothing locations are often used to create an emotional atmosphere that reinforces the reader's experience. In novels, bright shades can be realized through descriptions of places with natural lighting such as sunsets, bright mornings, or colorful flowering gardens. Bright shades often represent hope, happiness, or the revival of a love relationship.

Romantic locations usually favor a heartfelt interaction, such as a first kiss in the rain or a confession of love on a balcony. This emotional atmosphere is designed to invite readers or viewers to feel and connect with the storyline.

2. Characterization

The fact that the main character is the main driver in a story. Characters can evolve due to characterization. In romance there is usually a man who is firm and persistent in fighting for his love, and a woman who is described as beautiful, quiet and smart. This characteristic is an important element that supports the inclusion of stories in the romantic category.

3. Story Line

The storyline in the romance genre usually begins with a love story between two lovers that happens suddenly. Then, they dealt with various conflicts or problems that need resolution. In romance stories, there are two possible endings they separate or they succeed in maintaining their relationship. However, happy endings are more often the choice in this genre.

4. Frame/setting

In this romance is set in a romantic place such as a beautiful city, a park full of bright and twinkling lights, and a cafe that is able to bring romantic suasan.

5.Pacing

Pacing refers to the movement of one the plot to another . In Joyce G. Saricks' theory, formula has a fast tempo, so that readers, viewers, or connoisseurs of the work do not really feel the process of conflict until it reaches the resolution of the story. This fast pace also makes the story easier to remember, making it one of the hallmarks of the romance genre theory formula.

6. Language Style

Language Style in romance uses language to create the romantic tone and emotional interest that readers are looking for. Presented with a beautiful sweet and romantic language created by the author that aims to bring feel happiness. Romance is descriptive, and writers rely on adjectives to describe characters and places, as well as set the mood.

Sabudu (2017: 2) by quoting a formulation from *Romance American Writers* (2010-2013). The main plot of a romance novel must revolve around the two people as they develop romantic love for each other and work to build a relationship together. Both the conflict and the climax of the novel should be directly related to that core theme of developing a romantic relationship although the novel can also contain subplots that do not specifically relate to the main characters' romantic love. Furthermore, a romance novel must have an "emotionally satisfying and optimistic ending."

Saricks (2009:133) also explained that the form of conflict in the romance formula is a romantic story in which there is a misunderstanding between the two, the male protagonist is called the hero and the female protagonist is called the heroine.

2.5 Previously Study

There are some studies or research that discussed the same topic. First, *Exploring The Dark Depths: Analyzing Psychological Suspense in John Fowles' The Collector* by Rizki Maulid Diana Fajrin. The research aims to examine the psychological suspense formula in the novel *The Collector*. The novel *The Collector* tells the story of the kidnapping of a woman named Miranda by Frederick Clegg. by using the theorys formula from Neal Wyatt and Joyce G. Saricks for analyzing the six psychological suspense formulas in the novel *The Collector*. The theoretical formula from Neal Wyatt and Joyce G. Saricks consists of six features, namely plot, tone or mood, frame or setting, characterization, style or language, and

story tempo. However, researchers will focus on plot, frame or setting, and characterization.

Second the related research is a thesis written by Yunita Setiana Aisyah entitled Romance Formula In NICHOLAS SPARKS' *THE NOTEBOOK* NOVEL(1996). The discussion about conflict that represents the romance formula in NICHOLAS SPARKS' *THE NOTEBOOK* NOVEL uses the Cawelti's theory. This study uses the theory of Cawelti (1976) in analyzing the romance formula which is reinforced by the theory of Radway (1991) and the theory of Frye (1971). The Notebook novel implements a certain plot that builds a formula for romance such as, the first between Noah and Allie, they love each other, fight against obstacles and face them, and they are happy forever. Character is the main key to make this novel into the romance genre, because it presents the characteristics of the romance formula through the characters of Noah and Allie. The myth of the seasons is one of the important elements that build a romance formula. The formula contained in this novel is built through the season, namely summertime.

Third The study is an article written by Tania Intan and Vincentia Tri Handayani entitled Romantic Formulas in Chicklit 'Beauty Case' By Icha Rahmawati,Feminist Literary Studies. This research analysis explores these aspects Romance formulation that presents the storyline of the novel Beauty Case and its characterization. Even though the novel Beauty Case is included in romance subgenre, the plot does not meet the romance formula because it changes plots. From the characterization, there are not only female main characters in the novel fighting for his love story but struggling to find his true self. Likewise with The

male characters created do not have exemplary qualities. However, that is The Beauty Case novel still fulfills the romance formula with a happy ending and also the storyteller in this novel is the first person singular, the main female character, the nature of the story. The storyteller is very neutral and limited by a formula that is fulfilled. Researchers use Radway's theory, Modlesky, Gill and Herdierckerhoff.

Fourth is the Romance Formula in the novel The Scarlet Letter and the movie The Red Letter (2002) by Saktiningrum. The researcher has the purpose of this study, which is to find out The function and role of the romance formula in the novel and The Scarlet Letter film, the purpose of finding similarities and differences, and also to explore cause or background of the difference between two different works.

Fifth Novindia Nurratnasari (2015) The Formula Romance in John Green's The Fault in Our Stars discusses the romance formula. The researcher obtained the results of research is that the novel The Fault in Our Stars shows some popular elements literary formula that is reflected by the character of heroes and heroines, intrinsic and extrinsic elements, and the plot of a love story is built in the novel Jenny Han's P.S. I Still Love You as the focus of this research to help improve understanding of literature studies at Paundan University. This topic is chosen to better understand and explore the formula Theory used in the novel. Analyzing the theory formula in this book is important to see how each popular fiction element is used in the story.