

CHAPTER I

INTRODUCTION

In this chapter, the writer describes background, research problem, object of study, significance of study, and limitation of study.

1. Background of Study

Popular literature that is well-known or popular in a certain country a specific time or on a regular basis Popular fiction has very little to do with imagination. It has less to do with creativity and originality and more to do with output and hard effort. The most important paradigm for Popular fiction is not a work of art, but rather a business (Gelder, 2004:15). Popular literature has such a high rate of creative output. However, The focus of creation is on replication, with the novelty of the piece being secondary, heightened by little changes, such as the locale, rather than the story's central premise.

William Shakespeare was considered a writer of popular literature while he was alive, but he is today acknowledged as a creator of creative writing. Indeed, the most common criterion for classifying a work as popular literature is if it is ephemeral, that is, whether it loses its attraction and value over time. Romance is and has always been the most popular genre in popular literature, spanning from the middle Ages to the present. The most frequent form of romance highlights the difficulties faced by two people (typically young) who are involved in an illicit relationship. Fantasy, or science fiction, is another popular genre. Westerns, or novels based on the United States western frontier in the nineteenth century, are also popular. Throughout history, various developments have posed challenges to popular literature, its creation, and consumption. Processes of digital media

communication and the World Wide Web, which arose as a result of technical and societal progress, have had an impact on the world. Reading and publishing were dramatically altered as a result of the widespread usage of popular literature.

One of the most perplexing genres is horror (if not the most paradoxical at all). Its adherents are drawn to it by elements that are generally regarded as ugly, nasty, and combustible. People attempt to avoid violence, blood, danger, and things that provoke

terror, anxiety, and dread in their everyday lives. However, they frequently choose to contact a full-fledged horror production. The fundamental element of supernatural horror, according to (Lovecraft, 2018) is that it generates holy dread and "cosmic fear" in the readers. Every horror lover has his or her motivations for searching out works with deterrent aspects and objectives. Some people want to experience things they cannot in real life others want to escape from an unpleasant reality others want to test their character and still, others want to build their tolerance for horror and anxiety to prevent panic in dangerous real-world circumstances.

Based on Cawelty (2001) there are more and more disturbing moments to capture spectators' attention in enjoying the play. Horror has a distinct feature that sets it apart from other literary genres story. The movie includes popular literature horror films have had a very favorable development trend throughout their existence. In comparison to other genres, horror films appear to have a distinct and distinctive formula.

The development of horror-thriller movies from the beginning to nowadays, as with many things in cinema history, the beginnings of horror as a film genre can

be traced back to George Mellies' work. Mellies made the first-ever 'horror' movie in 1898, just a few years after the first filmmakers debuted in the mid-1890s, complete with cauldrons, moving skeletons, ghosts, changing bats, and, eventually, an incarnation of the Devil. Even though that it was the first picture to feature the supernatural (just recently found in 1977) and set the tone for what was to come. Between 1900 and 1920, there was a surge in supernatural-themed films, with many filmmakers most of whom were still figuring out the new genre turning to classic literature for inspiration. In those early days, Edison Studios published the first version of Frankenstein, as well as Dr. Jekyll and Mr. Hyde and The Werewolf (now both lost to the fog of time). The 1930s also saw the first usage of the term "horror" to characterize the genre (before, it was just a romantic melodrama with a dark aspect), as well as the birth of the first horror "stars." Dracula's Bella Lugosi was likely the first actress to concentrate entirely on the genre.

Conventions aid in the stability of culture, whereas inventions aid in the response to change. Conditions and give fresh information about the world. Narrative frameworks or dramatic literary works are examples of formulas. (Cawelty, 1997) goes on to describe the literary formula as a framework of narrative or dramatic patterns used in a large number of different works. The formula is characterized as a "conventional framework for organizing cultural goods" in particular. A traditional system for organizing cultural goods is characterized as the formula. It should also be emphasized that there is a contrast between formula and form. One pole is a completely conventional construction in this region between the two poles. The opposite pole begins a unique framework

that organizes inventions. The formula, in this case, is more concerned with the link between a work and its culture than with its aesthetic merit. In a nutshell, the formula may be defined as the rules for choosing characters and situations.

The researcher attempt to see the conventions across the films and to demonstrate the inventions that distinguish them from one another. In assessing popular literature's theory approach. All cultural creations contain a mixture of two sorts of elements norms and innovations, writes Cawelti. According to Astika (2014), the distinction between the terms formula and genre is essentially the distinction between the terms "formula" and Formula is used as constituent components in a variety of literary works. Formulas, in other words, are structural elements that make up literary genres. Action, drama, historical epic, science fiction, and fantasy are examples of literary genres. the horror, humor, crime, adventure, action, war, and westerns are among the genres covered. In this case, this paper will compare and contrast films from the same genre, namely Horror Thriller film genre. Based on the explanation above. researcher with that title is a hallmark of horror-thriller-themed films. Researchers for these 6 films because the film chose to get the highest award and rating compared to other horror films. Hollywood has become the most popular genre of movie in the world. America has the biggest film productions in the world. (Emberwing 2021) The Conjuring (2013) has been one of the most popular horror franchises. Perempuan Tanah Jahanam (2019) was chosen as Indonesia's delegates to the Academy Awards. This is also Indonesia's first horror film to compete at the renowned film festival. The Ring (2002) picture was a commercial success in Japan, with box office receipts increasing from the first to the second weekend. On Rotten Tomatoes(2019).

Tumbbad (2018) made a profit at the box office in Hindi. Tumbbad earned eight nominations and won three awards for best cinematography, best art direction, and best sound design. Train to Busan (2016) by reviewing aggregate Rotten Tomatoes. From Korea, it succeeded in gaining popularity at the international box office. Shutter (2004) Imdb, one film, managed to become a popular Thai horror film that won the box office.

Therefore, the researcher is interested to analyze the convention and invention in the selected horror thriller movie which the research untitled as characteristic of horror thriller-themed movies.

1.2 Research problem

Based on the background of the research above, the problems of the research

1. What are the characteristic of selected horror-thriller movies?
2. What are the conventions and inventions in the selected horror-thriller movies?

1.3 Objective of Study

The objectives of this research are

1. To identify characteristics popular of horror-thriller movies.
2. To analyze the convention and invention in selected horror-thriller.

1.4 Significance of Study

Significance of this research is as follows:

1. Theoretically, this research contributes to increasing knowledge of popular literature, especially in literary studies.
2. In practice, this research is useful for readers to know and understand the types and meanings of popular literature.

1.5 Limitation of Study

In this research, the researcher focuses on analyzing the characteristics of popular horror-thriller films and the conventions and findings in selecting characteristics for horror-thriller films. the researcher used popular literature theory by Cawelty and limit the analysis only to some popular horror thrillers are The Conjuring (2013) Perempuan Tanah Jahanam (2019) The Ring(2002) Train to Busan (2016) Tumbbad (2018) Shutter (2004)

