

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The Literature as one of the major media must have a value including moral value so that a literary work not only gives its readers a pleasure but also provides values and lessons (Amelia, 2020). The elements of literature are plot, setting, characterization, structure, and theme, which make up the story or narrative. According to Barnes (2013), literature can be regarded as a language art because created by using beautiful language. Literature can also be used for other works to experience of the story life, since anyone could be reveals of the content of the hearts and feeling of minds in writing that the artistic value.

Literature and film at their core have the same function, namely entertaining and providing something particular insight into the reader or the audience. In popular literature studies, film are literary works. Muller (2006), p. 33) stated that *“Using film as literature still favors students with a strong grasp of narrative analysis skills, for it, focuses mostly on the elements that film shares with literature, not on the unique ways a film expresses its narrative.”* literary studies theories easily to grasp what human life issues exist in the film produced by humans. Film as one of the media has gained its position in American film or Hollywood in delivering people of a message.

Popular culture is regarded as unethical, but it is rising within society in order to meet society's demand for affordable entertainment. Both welcome technology and industry as fertile growing grounds in tandem with globalization. Movies as media popular play a greater role in globalization as the most eagerly anticipated goods. Movie

that we watch influence our ideas, emotions, and perspectives on the world. It's not just about the artist and the producer however it's about the audience, history of problems, and the industries (Fithratullah, 2021).

Film is regarded as part of a consumer culture that is influenced by the needs and desires of societies. Film also advanced to the level of academic study with a growing number of films being used as source material for learning about Society, culture and history (Ngestirosa & Fithratullah, 2018).

Film as a part of Literature which is a human expression in the form of works such as thoughts, opinions, experiences, and feelings in imaginative forms which is made more aesthetically pleasing through the medium of language. Apart from being a work of art that has imagination and emotion literature is also a creative work that is used for intellectual and emotional consumption, literature also provides aesthetic and intellectual satisfaction for the viewers (Mahendra & Amelia, 2020).

Film is made up of various components that are processed in various ways to communicate their thoughts and opinions to the viewer, the term used to describe the setting of a scene in film including people on the stage or in front of the camera called is mise en scene. In other words, mise en scene refers to anything that leads to a production's visual appearance and overall. Mise en scene includes elements such as lighting, space, costumes, and acting, all of which contribute to aspect in film (Barsam & Monahan, 2010). The use of mise en scene has a significant impact on the film's reading, it can be applied to the entire film rather than just a few scenes in order to establish a consistent mood from beginning to end (Moura, 2014). Film is able to package the message and ideology of the maker and convey the symbolic reality of a

phenomenon in depth, even the format in the film usually becomes stereotyped. It is common for the story in the film to represent a handful of realities that actually occur in society or even as a complete picture of the realities of life.

Film genre focuses on a set of conventions that influence both the production of individual works within that genre and audience expectations and experiences of the film (Bondebjerg, 2015). Film genres is usually described of conventions, images, scenes, narrative, characters, and actors. stated that that film genre has been understood to cover the multiple aspects of film production, texts and reception. It will be used based on tone, theme or topic, mood, format, and target audience or budget. Altman also adds These characteristics are most obvious in genre films. Genre not only refers to the type of film or its categories, but the audience's expectations of the movie and the institutional discourse to create a common structure also play a key role.

Altman (199, p. 33) also noted that “genre, a term designating films of a common type, provides an easy inroad to costuming: we can think easily of a cowboy's look as he rides into town in a western, or of a spaceship officer's garb as she sits before a flashing control board in a science fiction film”.

Genre study in film will also gather from the synopsis of film. Synopsis is a summary of a story or a shortened form of a script that still pays attention to its intrinsic elements such as characters and characterization, plot, message, style of language, etc. In the synopsis, the beauty of figurative language, illustration, and explanations is removed but still retains the content and general idea of the author.

The history of this film about the superhero called The Avenger who should be wining battle with Thanos as super enemy. The main character of this film is Thanos

because his is super weapon call infinity stones. The story of this film is about infinity stones, there are have six infinity stones, Reality stone, Soul stone, Mind stone, Space stone, Time stone, Power stone. And every stone spread out in other planet. Thanos and his children cross the dimensions to collect all of infinity stones. To collect it Thanos always destroy the planet or killing a half population to get the stone. For the first is attack in Asgardian plane to get the space six stones haven the Asgardian. (Kennedy, 2019) He kills all the Asgardian people except Thor king of Asgardian and the member of the Avenger to. The last Asgardian have a chance to send back the Hulk member the Avengers to warning the others Avengers especially in earth to prepared attacking Thanos to the Earth because in Earth have two infinity stone, Mind stone by Ultron and Time stone by Doctor Strange. The end of the story Thanos can collect all the infinity stones and snap his fingers to kill a half of population of human. Film is an audio-visual communication to bring for collect of folks that specific region. Film is similarity of novel and short stories in that they will tell the story. Genre has some of category of film in genre, such as: romantic, historical, detective, thriller, adventure, horror and other genres. Film in literature is most of literature because, they will be analyzed and interpreted in the same ways as traditional written of literature.

This film from American superhero film based on the Marvel comics superhero team in the Avenger in 2018 and 2019. For this film explain about epic action film with amazing and fast paced action sequences. From featuring an engrossing story line to an awesome story. Marvel studios *Avenger: Infinity War* brought the deadliest ultimate showdown ever in the production of the entire marvel movie universe and an unprecedented film journey spanning ten years. As the Avenger and their allies

continue to protect the world from threats that no here can deal with, a new dangerous emerges in the shadow of the universe. The result of this research is focus to analysis of the genre epic in Avenger: Infinity War 2018, because this film is many of the character that have to analysis and the epic of this film have to analysis. *Avenger: Infinity War (2018)* movie. This film got income data. Gross profit from this film reaches 2 billion US dollars or around Rp. 29 trillion and is watched by 8 million people in Indonesia with an income of Rp. 300 billion. In Korea, it reached 6 million viewers with revenue reaching USD 52,914 million or around Rp. 729 billion. For *Avenger: Endgame (2019)* movie. This film also got income data. Gross profit as of May 13, 2019 was 2 billion US dollars outside of the US and Canada, 7 million in the US and Canada for worldwide gross 2 billion.

This study focuses on finding the convention and invention in epic film genre. Skerry (1986) stated that “*epic film is style of filmmaking with large-scale sweeping scope and spectacle the usage of the term has shifted over time*”. There some consideration will be formulated as convention for epic film genre. Sometimes it defines the genre of the film and other films it’s synonymous with high-budget films such as epic in the classical literary sense. It is often focused on heroic and epic characters, its ambitious nature helps to distinguish it from other types of film, such as period films or adventure films, historical epic film usually take historical or mythical events and add extravagant settings and extravagant costumes accompanied by an extensive musical score, with a chorus that will keep among them. Epic film is about the adventures of a hero that has to do with the past and present and involve many

people in the film. Avenger films are included in fantasy films because many fantasy worlds are included in them. On the one hand, this also involves many aspects and overlapping histories. The amount that went into it caused the character to be considered an epic film exiting the problems. This film can fit into several film genres which makes epic film analysis something new. The findings of epic film genre with contemporary formulas are the focus of research.

The researcher applies Popular literature and Genre study theory about the epic film genre as the film shows the history of Avenger this film explains about epic study of action in film with amazing and fast paced action sequences. From featuring an engrossing story line to an awesome story. The researcher discussion includes the analysis in film studies focusing on dialogue, picture, and others, which centers on epic film genre analysis. The film analysis focuses on representation theory, history and Popular literature and Genre study theories on Avenger film.

1.2 Research Question

Base on the background of study above the writer would like to expose major problemformulation.

- How does the movie represent the Avenger: Infinity War (2018) film?

1.3 Research Objectives

Base on formulation above the writer highlight the main objective as:

- Describe how the movie represent the Avenger: Infinity War (2018) film?

1.4 Uses of Study

1.4.1 Theoretical Used

The researcher can raise the meaning of the study of epic film genre, and hoped that this research would help other literature students to find new ideas for developing some research with popular literature and epic film genre as the basic theory. And to present and add enough information about related topic for other researcher. Also, to introducing literature to societies, especially in the study of epic film genre and popular literature seen on Movie Avenger: Infinity War (2018)

1.4.2 Practical Use

Other future researchers can used inside this research to conduct a more in-depth analysis of epic film genre from *Avenger: Infinity War 2018*. This study hopes to give more views on studies in film and epic film genre. It can also use it for the researcher who wants to research popular literature and epic film genre.

1.5 Scope of the Study

In this research, the writer analyzes Epic film in Avenger: Infinity War (2018). This study is limited to analysis the film by using the Popular Literature and Genre Study theories on the Avenger: Infinity War (2018). This study centers on film studies by using popular literature and epic genre theories.