

ROMANCE FORMULA IN NOVEL *TWILIGHT* BY STEPHENIE MAYER: POPULAR LITERATURE STUDIES

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Abstract

Popular literature is become a growing phenomenon in the world of literature, it's making popular literature one of the literary studies. There are several types of literary works that can be categorized as popular literature. Novels are one type of literary work that is favored by many people. A novel can be categorized as a popular novel if there are many readers who buy the novel to read it. One of the popular novels is a novel entitled Twilight by Stephenie Mayer which is a romance genre. The Twilight novel is one of the novels that has a world best seller label, this means that the novel is favored by many people. Therefore, this study discusses the romance formula contained in the Twilight novel. Thus, formulaic literary theory was used in the study. The theory used is the theory of John G. Cawelti. According to Cawelti, the conventional patterns play an important role in the popularity of a literary work. Therefore, the analysis of formulas in a literary work can prove why the work is popular. The type of this research used is descriptive and the method used is qualitative method. This research resulted in the Twilight novel having a formulaic type like what Cawelti expressed: the presence of heroes and heroins, the hero is portrayed as perfect, heroin characters are portrayed as ordinary, and have a happy ending. The conclusion obtained from this study is that the romance formulas in the Twilight novels affect the popularity of the novel.

Keywords: Formula, novel, romans, sastra populer Twilight

Abstrak

Sastra populer menjadi fenomena yang berkembang di dunia sastra, dimana hal ini membuat sastra populer menjadi salah satu kajian sastra. Ada beberapa jenis karya sastra yang dapat dikategorikan sebagai sastra populer. Novel merupakan salah satu jenis karya sastra yang digemari oleh banyak orang. Sebuah novel dapat dikategorikan sebagai novel populer jika ada banyak pembaca yang membeli novel tersebut untuk membacanya. Salah satu novel populernya adalah novel berjudul *Twilight* karya Stephenie Mayer yang bergenre romance. Novel *Twilight* merupakan salah satu novel yang memiliki label best seller dunia, hal ini artinya novel tersebut disukai oleh banyak orang. Oleh karena itu, penelitian ini membahas tentang formula roman yang terdapat dalam novel *Twilight*. Dengan demikian, teori sastra formula digunakan dalam

penelitian ini. Teori yang digunakan adalah teori John G. Cawelti. Menurut Cawelti, pola konvensional memainkan peran penting dalam popularitas sebuah karya sastra. Oleh karena itu, analisis formula dalam sebuah karya sastra dapat membuktikan mengapa karya tersebut populer. Jenis penelitian yang digunakan adalah deskriptif dan metode yang digunakan adalah metode kualitatif. Penelitian ini menghasilkan novel *Twilight* yang memiliki tipe formula seperti yang diungkapkan Cawelti: kehadiran pahlawan dan heroin, pahlawan digambarkan sempurna, karakter heroin digambarkan biasa saja, dan memiliki akhir yang bahagia. Kesimpulan yang diperoleh dari penelitian ini adalah bahwa rumus-rumus roman dalam novel *Twilight* mempengaruhi popularitas novel tersebut.

Kata Kunci: *Formula, novel, romans, sastra populer, Twilight*

Introduction

According to Sapardi Djoko Damono, literature is a social institution that uses language as a tool to express it where language is a social creation, literature expresses a picture of life which is a social reality (Damono, 2011). The definition of literature was also expressed by Sumardjo & Saini, according to him, literature is an expression of the human person that contains experiences, thoughts, ideas, and feelings in an image and uses its tool, namely language (Sumardjo & Saini, 1997). Through these definitions, it can be concluded that literary works are the result of expression from the author using language as the medium.

Over time, literature underwent substantial changes, both changes in society and the importance of readers. This type of literature that continues to grow and gain popularity is called popular literature. Popular literature is literature that is made to be able to satisfy the taste buds and attract the attention of the public. This is in line with what Nugiyantoro revealed that popular literature is a literary work that is easy to enjoy (Nugiyantoro, 2015). Therefore, it can be concluded that popular literature is a literary work that develops to be able to satisfy and entertain the public.

Popular literature can include many genres such as romance, fiction, fantasy, adventure, detective and others. One form of popular literature is the novel. A novel is a literary work contained in a story that aims to provide entertainment to the reader. According to Yulsafli, novels are expressions and images of human life at a time (Yulsafli, 2022). Therefore, novels have become one of the literary devices favored by many people. Novels have become a form of popular literary work because nowadays many people come to bookstores to buy novels, this means that readers of literary works are no longer just certain people. The increase in novel reading certainly makes novel sales increase as well. If a novel is bought by many people, it means that the novel is liked by the public and it can be said that the novel has become a popular novel because it has successfully reached a wider audience.

One popular novel is the novel entitled *Twilight* by Stephanie Mayer. *Twilight*, which was first published in 2005, has become a phenomenon in the world of literature, and popular culture because it has managed to hypnotize millions of viewers around the world. This is because *Twilight* presents an interesting story and a romantic story that affects the emotions of readers, making this novel a very popular novel among readers. The publication of this *Twilight* novel is as the first edition novel by Stephanie Mayer, the

number of *Twilight* series consists of four books and all of them tell about a love story between an ordinary human and a vampire. In this case, it can be seen that this *Twilight* novel combines the genres of romance and fantasy, but the development of love relationships is more developed in the story so that the romance genre dominates in it.

Twilight novels managed to steal the hearts of millions of readers around the world due to their strong narrative style. In addition to providing an enthralling romantic fantasy, the story in this novel also presents a deep emotional so that readers of the *Twilight* novel are transported into an enthralling world, where love and danger become mixed in a story that is difficult to forget. According to (Satrio & Ernawati, 2020), mixing love and danger in a story, can make the story interesting. The *Twilight* novel that managed to captivate the hearts of readers has also had a wide influence in popular culture, for example this novel has been adapted into a feature film that has aired in all box office and has been watched by many people. The novel *Twilight* was made into a film and was first released in 2008. It was also this adaptation that helped introduce the story and characters in the *Twilight* novels to a wider range and increase greater popularity.

Romance genre according to Pamela Regis in (Ramsdell, 2015) is that the romance novel is a work of prose fiction that tells the storey of the courtship and acceptance of one or more heroins. Radway revealed that romance stories are stories that tell the story of love relationships between men and women where the development of love is the core of romance stories (Radway, 1984). The romance story according to Widyastuti is, a story with the theme of romance between heroes and heroins even though there are problems that make them separate (Widyastuti, 2021). Through those definitions, it can be said that novels that carry romantic stories tell about romance between men and women. Therefore, it is undeniable that romance novels are much loved by readers because the stories in them are packed with conflict and drama so that they can affect the reader's emotions. This is in harmony with what is expressed by (Radway, 1984), that romance novels provide quite an enjoyable for a large number of readers. From this expression, it can be concluded that stories in romance novels provide a reading experience for readers because romance novels usually play with emotions. According to Suciati, formulas are used to analyze the genre of a literary work (Suciati, 2015). In this case, to find out the story in a romance novel and to prove a novel is included in a romance novel, a formula analysis is needed.

Based on the above problems, in this study researchers are interested in analyzing the romance formula contained in one of the popular novels, namely the novel entitled *Twilight* by Stephenie Mayer. The *Twilight* novel is one of the novels that carries the romance genre. The reason researchers chose the novel for analysis is because the *Twilight* novel explores interesting themes of love, which tells the complex relationship between humans and vampires, where the two main characters named Bella Swan are ordinary humans and Edward Cullen who is a vampire. Although the two do not know each other yet, gradually the two have an attraction to each other. In this novel, the story is presented full of drama and conflict, Bella and Edward's love is tested by various threats coming from internal conflicts that Edward has because he is a vampire. This reason also makes *Twilight* novels included in popular literary works because one of the genres that are much loved by readers is romance. Thus, the romance formula in this novel becomes an interesting thing to analyze.

Despite the different backgrounds of the main characters, the main characters in this novel are portrayed interestingly by Stephenie Mayer. Bella is described as a girl who has a beautiful face and soft heart and Edward is described as having attractive attractiveness and good looks. The interesting main character is the reason this novel is in demand by many people because the more interesting the character, the more people like it. Here it can be seen that the portrayal of characters is also the reason why *Twilight* novels are popular to date which makes readers carried away into the story of the novel. Therefore, in this study, researchers also explain how characters are portrayed so that this novel is liked by many people.

In analyzing this *Twilight* novel, the researchers used formula theory to find out how the formula builds this novel so that this novel is categorized as a romance novel. Literary formula according to (Cawelti, 1976) is a narrative and dramatic structure or convention used in many individual works. Cawelti mentions that formulas refer to the types of plots that represent the types of stories (Cawelti, 1976). Therefore, formulas can be said to be a kind of pattern in a story (Rahayu et al., 2021).

The formula of a romance novel can contain an element of adventure with inserted perks that serve as a romantic challenge between characters. Moral fantasy in romance novels when all the challenges, obstacles and difficulties that come your way can be passed (Kartika et al., 2022). As mentioned earlier about a little synopsis of the *Twilight* novel, where the formulaic plot is that there is a quiet girl who only lives alone with her

father and there is a rich man who is also handsome and finally both love each other. This formula is a formula usually found in romance novels. As Radway said about one of the reasons romance novels are popular with many people is that plots centered in romance novels are about developing love relationships between wealthy, handsome men and "spunky" but vulnerable women (Radway, 1984). So, this kind of formula is usually followed by romance genre novels.

In analyzing formulas, formula theory makes use of the elements that construct the work itself. According to Adi, the general approach taken in researching popular fiction related to historical factors is an approach that basically examines the continuity, repetition, duplication, and imitation of a form and element of popular fiction (Adi, 2015). While, Astika added that by using a genre approach, it can answer why a genre can be popular (Astika, 2014). Thus, it can be concluded that a genre is a supporting factor why a work is popular. Therefore, the question in this study is how is the romance formula described in the *Twilight novel* so that it becomes a popular novel? and how are the main characters portrayed that make this novel popular? while the purpose of this study is to find out the reasons that make *Twilight* novels be popular.

This research is also supported by previous studies. Previous research has as a form of comparison of research that will be carried out with previous research that has existed. Before conducting research, it is very important to observe first about previous research because previous research also functions as a source of inspiration that can help future researchers in conducting research. In this case, the researcher writes down various previous research results related to the research to be done, then makes a summary. Here are some previous studies that are still related to the themes that researchers studied.

First, research conducted by Neni Widyawati in 2020, in her research entitled "*Analisis Formula Romans dalam Novel Teman Tapi Menikah*". This study used a type of qualitative descriptive research. This study explains how the romance formula in the novel *Teman Tapi Menikah* and exposes the differences in the theme of romance in the novel *Bumi Manusia* as serious literature. The results of this study show that the romance formula in the novel *Teman Tapi Menikah* is true and this study shows the difference in the theme of romance in the novel *Teman Tapi Menikah* as popular literature and the theme of romance in the novel *Bumi Manusia* as serious literature (Widyawati, 2020).

Second, a study conducted by Tania Intan in 2020 entitled "*Formula Romamce Dalam A Perfect Romance Karya Indah Hanaco: Kajian Sastra Feminis*". This study used a

type of qualitative descriptive method. The results of this study show that overall, the constructive elements of narrative text, namely plot, characters, and settings in the novel *A Perfect Romance* meet the criteria of the romance formula, although the story centered on male characters, as well as the status of female characters who have been married, characterizations in the novel are in accordance with the romance formula (Intan, 2020).

Third, research conducted by Novinindia Nurratnasari in 2016, in her research entitled "*The Romance Formula in John Green's The Fault in Our Stars*". This research uses the literature search method and uses the theory of John G. Cawelti. The results of the analysis showed that the novel contained elements of popular literary formulas, namely hero and heroin characters and the love storyline was built which became the focus and the characters who were portrayed as heroes in romance stories (Nurratnasari, 2015).

Basically, everything has disadvantages and advantages. Similarly, with previous studies found by researchers, there are shortcomings. In the first and second previous studies, the researcher did not clearly explain the use of the theory used to analyze the romance formula in these works and the researcher did not explain how the formulas in the work affected its popularity. While in the third previous study, the researcher has clearly explained the theory used to explain the romance formula in the work he analyzed, but the researcher did not explain clearly about the content of the theory used to prove that the work analyzed is included in popular romance novels. Therefore, in the study of the romance formula for the *Twilight* novel, researchers will explain clearly about the romance formula contained in it that is in accordance with the theory of John G. Cawelti, and explain the influence of the romance formula in the popularity of the *Twilight* novel.

Research Methods

This research uses a subjective approach and uses qualitative research methods. Qualitative research according to (Moleong, 2013). Qualitative research methods produce descriptive data in the form of written or spoken words about the nature of an individual, circumstances, symptoms of certain groups that can be observed. As for qualitative research according to (Fadli, 2021) is a research process to understand social phenomena by creating a comprehensive and complex picture presented in words. Therefore, the method in this study emphasizes more an analysis or descriptive. The type of research used is descriptive. There is a theory used in this study. This theory is the theory expressed by Cawelti (1976), this theory was used to find the romance formula in

Twilight that made the novel popular, the research steps carried out by researchers include:

Data Collection

In collecting data, researchers collect data through literature studies. According to (Zed, 2004), Literature study is a research process related to library data collection methods, such as reading and taking notes, and processing research materials. As for the data source according to (Siswantoro, 2005) is the subject of research that indicates where the data was obtained from. The primary source of data in this study is the novel *Twilight* by Stephanie Mayer with a page count of five hundred and twenty pages. While the secondary data sources are all sources related to the *Twilight* novel, be it journal articles, papers, and others. Therefore, the data in this study is data in the form of words, discourses, and sentences. As expressed by (Ratna, 2015) that data in qualitative research include words, discourses, and sentences.

Data Processing or Analysis

The process of data processing can also be called the process of data analysis. According to (Ramdhan, 2021), data processing is a technique so that the data has meaning to answer problems or research questions. In this case, researchers analyze the data by having to read carefully about the sources of data that have been collected. This aims to ensure that all data collected is accurate to be used as a source in research. The stages of data analysis in this study are; read the *Twilight* novel carefully and thoroughly, this aims to understand all the information contained in the source to be used as research material; then record things that are considered important, researchers must record all important information in the form of facts, data, or opinions that are certainly still related to the research conducted; classifying the content of novels based on romance formulas, researchers classify data according to themes or topics discussed to facilitate analysis. This stage of data analysis must be done carefully because it aims to prove the presentation of data into accurate information.

Data Presentation

After carrying out the stages of data analysis, then the researcher presents the data that has been processed by providing an explanation of the data analyzed. The presentation of data in this study is in the form of narrative text or words because the research method used is qualitative. The data presented must be arranged systematically so that it is easily understood by the reader so that it can produce conclusions. Then, the

final stage in the research step carried out is to draw conclusions. Drawing this conclusion is done by looking at the results of data processing while still referring to the objectives of the analysis to be achieved. This stage of drawing conclusions aims to find important points of data analyzed to draw conclusions as answers to problems or research questions.

Result and Discussion

Stephenie Mayer's *Twilight* novel is a novel that belong to romance novel. It can be seen from the synopsis of the novel:

“When Bella Swan moved to the small Washington town, Forks, to live with her father after her mother and father divorced, she never expected her life to change. At her new school, Bella feels attracted to a handsome student who looks mysterious to her, when she first sees her in the school cafeteria, she immediately has a sense of interest. Although Edward Cullen initially looked cold and distant, he also couldn't resist Bella's interest who also had a beautiful face. Their unexpected encounter reveals a big secret: Edward and his family are vampires. However, despite the dangers lurking, Edward and Bella begin a relationship. However, their love is filled with challenges from the cruel vampire world and the internal problems of the Cullen family. In addition, Bella is also liked by Jacob Black, a young man who also has his own secrets. As Bella becomes more involved in Edward's life, Edward must fight to protect Bella from begging threats. Under difficult circumstances, they both have to make a choice between their love and their security.” (Meyer, 2006).

Through the synopsis above, it can be seen that the story pattern in Stephenie Mayer's *Twilight* novel is a pattern that fits the romance genre novel. The novel is about romance as well as fantasy. As mentioned earlier, the pattern of stories or archetypes in the romance genre is the development of love relationships, between men and women. Similarly, with this *Twilight* novel, there are heroes (male characters) and heroins (female characters) who must fight for their love in the midst of obstacles that exist because of the differences between the two. The two main characters are Edward and Bella.

After knowing the genre of the *Twilight* novel, then the next step is to find the formula of the novel. To find out the formula in a work, it can be done by using formula theory and looking at the elements contained in the novel itself. Cawelti explained that the literary formulas contained in romance genre literary works include:

1. The presence of male characters (hero) and female characters (heroin)

2. The hero is described as perfect
3. The heroin figure is described as an ordinary figure
4. There is an obstacle or barrier for love relation of heroes and heroin
5. Happy ending story

These five formulaic types are also classic types in a romance novel because they can be found in novels of any romance genre. To find out the formulas in Stephenie Meyer's *Twilight* novel can be seen from the elements that build in it such as the character or storyline. The following is a specific description of these types of formulaics and the reasons that make the *Twilight* novel a popular novel.

1. The presence of hero and heroin

The male lead in the *Twilight* novels is Edward Cullen and the female lead is Bella Swan. This type of formula shows that *Twilight* novels are included in the romance genre.

2. The hero is described as perfect

In romance novels, you can find hero characters who are described as handsome and established male figures. Similarly in this *Twilight* novel. In this novel, there is the character of Edward Cullen, he has a handsome face, looks attractive, and comes from an established family.

"That's Edward. He's gorgeous, of course, but don't waste your time. He doesn't date. Apparently none of the girls here good-looking enough for him." (Meyer, 2006: 13)

Edward's portrayal above shows that he has an extraordinary good looks and he is popular because the students at the school know him, even Edward and his brothers are known because they all have handsome and beautiful faces. Thus, the formula for this perfectly depicted Hero is found in the *Twilight* novels.

3. The heroin is described as an ordinary figure

In romance novels, if the hero is told as a character who is almost perfect with his good looks and wealth, then it is inversely proportional to the depiction of heroin. Heroin is portrayed as ordinary, neither rich nor poor, unpopular and prominent.

"Eventually we made it to Charlie's. He still lived in the small, two-bedroom house that he's bought with my mother in the early days of their marriage. Those were the only kind of days their marriage had- the early ones." (Meyer, 2006: 6)

The depiction of Bella's father's small, two-bedroom house shows that he is portrayed as an ordinary character. However, behind this habit, heroin has hidden interesting things. Usually, heroin is described as still having a beautiful face and having

interesting things that it hides. Heroin has good properties, which makes the hero have an interest in heroin, as well as Bella. Behind her ordinary attitude and demeanor, Bella has great beauty and potential.

According to Radway, romance usually begins with a situation where heroin must move from its comfort place (Radway, 1984). This situation causes heroin to feel alienated from his world and forced to lose connection with the life he is already familiar with, heroin is also described as losing his identity. In this case, it can be seen that in romance stories, heroin is depicted as going through difficult circumstances for him. This situation is also told in the *Twilight* novels. The story begins with Bella who has to move to Forks, Washington to live with her father. He is already very comfortable with his life, he hates the small town of Forks, but he realizes that he must allow space and time for his mother to enjoy his relationship with his new girlfriend.

“Bella merasa terisolasi dari dunia luar. Jauh dari alamnya yang nyaman dan akrab, kebencian terhadap cuaca, perasaan terasing di kota terpencil, kesepian dan kesedihan, dia melepaskan semua emosi ini setiap malam sejak dia tiba.” (Meyer, 2006: 11)

The story that describes the difficult circumstances for heroin above became the formula of a romance novel where heroin is described as experiencing difficult circumstances and having to live with his father only. Bella feels trapped in a city she calls like a cage. The *Twilight* novel begins with the destruction of heroin's identity marked by heroin's compulsion to move on from its familiar world.

4. There is an obstacle or barrier for love relation of heroes and heroins

A novel that has an ordinary story makes a novel uninteresting. Therefore, romance novels usually tell the love story of heroes and heroins who have to face obstacles in their relationship. In the *Twilight* novels, there are many obstacles to Edward and Bella's relationship, the differences between humans and vampires, Edward's internal family problems, and Bella's best friend, Jacob, who likes Bella and also wants to protect Bella from Edward because he feels Bella is very dangerous if she comes into contact with Edward.

“She is ‘some kind of demon summoned straight from his own personal hell’ (Meyer, 2006: 270).

Bella is the strongest temptation for Edward himself, for the 100 years he and his vampire family have lived, Bella's blood is very open to the vampire family. As a vampire,

Edward realizes his closeness to Bella is very dangerous for Bella. Because of this, Edward chose to spend less time with her. Yet Bella, on the other hand, interprets her actions as hatred even though all Edward is doing is trying to protect her. In addition, *Twilight's* story also provides another obstacle to test Edward and Bella's love bond, where they are with the arrival of an unexpected danger, namely the arrival of a vegetarian vampire; James, Victoria and Laurent. They are tempted by Bella's blood and try to kill Bella. This makes Bella and Edward have to separate temporarily. However, the separation between Edward and Bella did not take long because finally James was destroyed by Edward before he could kill Bella and then Edward and Bella reunited.

5. Happy Ending Story

Stories with the romance genre usually have a happy ending. The happy ending in romance is the overarching main focus and is recognized as one that characterizes and becomes the difference between other types of romance with other genres. Similarly, in this *Twilight* novel, it has a happy ending. The meeting between Bella and Edward makes Bella filled with happiness and a beautiful life. At first, he did not feel comfortable living in the neighborhood of Forks and the people around him, but after getting to know Edward he was very comfortable living in Forks, as long as there was Edward by his side, he felt comfortable. In fact, when her mother came to pick her up to go with her mother, Bella refused. This defines as the recovery of Bella's character who had previously been destroyed, and signifies that the *Twilight* story has a happy ending.

Conclusion

From the discussion presented, it can be concluded that the novel by Stephenie Mayer's, *Twilight* is a novel that has a romance genre. The story in it presents the struggle of heroes and heroines to be able to unite their love, this shows the archetype of the popular romance genre in the novel where the core of the romance novel is to tell the development of love between hero and heroine. Meanwhile, the formula also shows that the *Twilight* novel is a romance genre such as: the existence of a hero and heroine who fall in love, a hero who is described as a perfect figure, heroine who is described as an ordinary character, hero and heroine who must face obstacles in their relationship and an attempt to overcome these obstacles, and the story ends with the union of hero and heroine. This formula is a romance story formula because the market goal of popular literature is to satisfy its readers. The popularity of the *Twilight* novel is due to the romance formula in it which is in accordance with the formula of other romance novels and the main

character in the novel is described as having a handsome and beautiful figure so this is also an interesting thing for readers. Thus, the novel is one of the readers' escape from boring routines so that eventually the novel becomes a fun thing for people to like.

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