



Formula Analysis of Disney Movie Pirates of The Caribbean Series: Study of Popular Literature Genre

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Article Info

Article history:

Received July 10, 2023

Revised July 23, 2023

Accepted 31 July, 2023

Keywords:

Popular Literature; Genre; Movie; Formula

ABSTRACT

This study aims to analyze the formula that use in Dysney movie Pirates of the Caribbien Series and find why this movie success capture audience interest, the data taken from the movie Pirates of the Carribien series: Curse of the Black Pearl, Dead Man Chest, At World End and Strenger Tides. In analyzing The Writer use Descriptive method The data of the formula will be in a sentence and followed by incidents. The result shows The Pirates of the Caribbean series established formula that audiences are familiar with the Movie series Pirates of the Caribbean also does something more than provide familiarity. It also manages to make it fresh and exciting to the audience



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1. INTRODUCTION

The purpose of this study is to analysis the formula that use in Dysney movie Pirates of the Caribbien Series. The data will be taken from the first movie Pirates of the Carribien series: Curse of the Black Pearl, the second movie Pirates of the Caribbean: Dead Man Chest, the third movie Pirates of the Caribbean: At World End, the fourth movie Pirates of the Caribbean: Strenger Tides

The writer chooses this subject because Pirates of the Caribbien is a movie that well know among movie audiences or fans. The franchise has gathered a massive following and has achieved significant success both critically and commercially. The movies have captured the imagination of audiences worldwide with their thrilling adventures, action, memorable characters, and captivating storytelling. So, the writer want to know how pirates of the carribien is success capture audience interest from popular literature formula genre study

Popular literature is writing that is widely read and enjoyed by a large audience. It is characterized by its accessibility, engaging storylines, and relatable characters. Popular literature often focuses on entertaining and uplifting themes, and it is often less complex than other forms of literature. And there is Formula genre in popular literature that refers to a specific category of literature works that follow a set formula or template in terms of narrative structure, character archetypes, and thematic elements. These genres are characterized by their predictable and recognizable patterns, which can provide comfort and familiarity to readers.

Cawelti (1986), claim that literary formula is a structure of narrative or dramatic convention in a great number of individual works. Formulaic genres are those that rely on a set of familiar conventions or formulas. This can include things like common character archetypes, predictable plot structures, or familiar settings. Movies that are part of popular literature often draw inspiration from established conventions or formulas found in similar genres that have come before them.

According to Hornby (2006:950) movie means a series of moving picture recorded with sound that tells a story, shown at cinema/movie. In popular literature movie refers to a film that has gained significant recognition and appeal among a wide audience. Movies, as a form of storytelling and visual entertainment, can be considered part of popular literature due to their ability to captivate viewers, convey narratives, and contribute to popular culture.

In previous study Neisya, Cita Hikmah Yanti (2019) discover in their research that the movies "Garuda di Dadaku," "Shaolin Soccer," "Barefoot Dream," "Bend It Like Beckham," and "Air Bud 3: World Pup" share similarities in their narrative structures. However, in this study the writer discovers in movie series Pirates of Caribbean have difference although share the same similarity that make the movie attract the audience

2. RESEARCH METHOD

This study is crosses the formula genre in Disney movie Pirates of the Caribbean. The writer analyze it with descriptive method. The writer will elaborate the formula of 4 movie of pirates of the Caribbean Series movie 1-4 The writer analyses According to Cawelti (1986) theory, literary formula is a structure of narrative or dramatic convention in a great number of individual works.

3. RESULTS AND ANALYSIS

The formula found in movie Pirates of the Caribbean written bellow:

a. Formula in movie Pirates of the Caribbean: Curse of the Black Pearl

From the first movie Pirates of the Caribbean: curse of the black Pearl the writer can elaborate the formula: 1) Protagonist is find a new place; so, jack sparrow a pirate captain as the protagonist is arrive at island that call port royal. 2). Protagonist meet the villain; in port royal Jack Sparrow meet the villain of the movie which is The Black Pearl pirates lead by captain Barbossa. 3) Protagonist go on rescue quest; jack sparrow and will turner going to save ellizabeth that has been kidnaped by the Black Pearl. 4) Protagonist have a battle with villain; jack along side with William fight captain Barbossa and his crew in mysterious island 5) Protagonist have a happy ending; after defeating the villain and rescue Elizabeth, Jack Sparrow searching for new adventure as a pirate camtain.

b. Formula in Movie Pirates of the Caribbean: Dead Man Chest

From, the second movie Pirates of the Caribbean: Dead Man Chest the writer elaborates the formula: 1) Protagonist is find a new place; jack sparrow is in the unknown island try to escape from canibals tribe 2) Protagonist meet the villain; after escaping island, in the sea jack meet the villain Devy Jones the captain of the Flying Dutchman, Devy Jones and his crew is not a human they have appearance like a sea monster. 3) Protagonist go on search Mysterious Box; Jack goes on adventure searching mysterious box that belong to Devy Jones. 4). Protagonist have a battle with villain; jack and Devy Jones battling to get the mysterious chest 5) protagonist lose to the villain; in the battle Devy Jones unleass a giant squid moster to sink Jack Sparrow ship, jack that can not escape sink with his ship.

c. Formula in Movie Pirates of the Carribbean: At World End

From the third movie Pirates of the Caribbean: At World End the writer elaborate the formula: 1) Protagonist is missing; after the protagonist Jack Sparrow defeated by Devy Jones, jack can not to be found anywhere. 2) Protagonist s in a new place; Jack sparrow is trap in unknown desert with his ship and he feel confuse and start having hallucination. 3) Protagonist go on a quest; After jack is saved by William, Barbosa and his crew from unknown desert now he going to Shipwreck Cove Island to attend the Brethren Court Meeting. 4) Protagonist Meet the villain, In the way to Shipwreck Cove Jack meet Lord Beckett the head of East Indian Company that is now have the Flying Dutchman on their side planning to destroy pirates. 5) Protagonist going to battle with villain; The Brethren Court meeting decide to going on war with East Indian Company. Jack with other pirate fight them in a epic ship battle and sword fighting, 6) Protagonist got happy ending; In the end after defeat East Indian Company, Jack continue his journey as a pirate searching another adventure

d. Formula in Movie Pirates of the Caribbean: Strenger Tides

From the Fourth movie Pirates of the Caribbean: Strenger Tides the writer elaborate the formula: 1) Protagonist is in a new Place; Jack sparrow now in London, England. He disguise as a judge in there to save his comrade Mr. Gibbs and planning to find fountain of youthful that said have a Magical power t2) Protagonist go on adventure; Jack sparrow on a journey to Youthful fountain as a crew of Queen Anne's Revenge ship. Jack sparrow planning to start the rebellion to get the ship. 3) protagonist meet the villain; Jack Sparrow start rebellion in Queen Anne's Revenge, but failed because the captain The Black Beard is show up and use his power to control the ship and stop rebellion. 4) Protagonist battle with the villain; In the mysterious island where the youthful fountain located, jack fight the black beard and his crew in sword fighting to get the Fountain. 5) Protagonist get happy ending; after the battle and defeat main villain to get youthful fountain jack continue his journey searching for new adventure.

4. CONCLUSION

Accordng to the analysis, literary formulas appeal to readers because they provide a sense of familiarity and comfort, Cawelti (1986). The Pirates of the Caribbean series certainly does this, as it follows a well-established formula that audiences are familiar with the Movie series Pirates of the Caribbean also does something more than provide familiarity. It also manages to make it fresh and exciting to the audience that make Pirates of the Carribbean Popular. The series follows a number of common literary formulas, including; the hero-villain conflict, the quest

that provide the series with its sense of adventure and excitement and the setting that provides the perfect backdrop for the series' action-packed adventures.

The formula uses in each movie series pirates of the Caribbean share the same similarity but there is still a slight difference that make the movie felt fresh and interesting. From the formula it can be known that the Pirates of the Caribbean series is categorized as adventure because it incorporates key elements and themes commonly associated with the adventure genre such as the quest, action, and the setting of the movie.

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