



**An Analysis of Formulaic Structure in
P. Bosch's *The Name of This Book is Secret***

THESIS

Written by:

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS JEMBER
2019**



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THESIS

Submitted to English Department, Faculty of Humanities, Universitas Jember,
in partial fulfillment of the requirements to achieve the degree
Sarjana Sastra in English Studies

Written by:

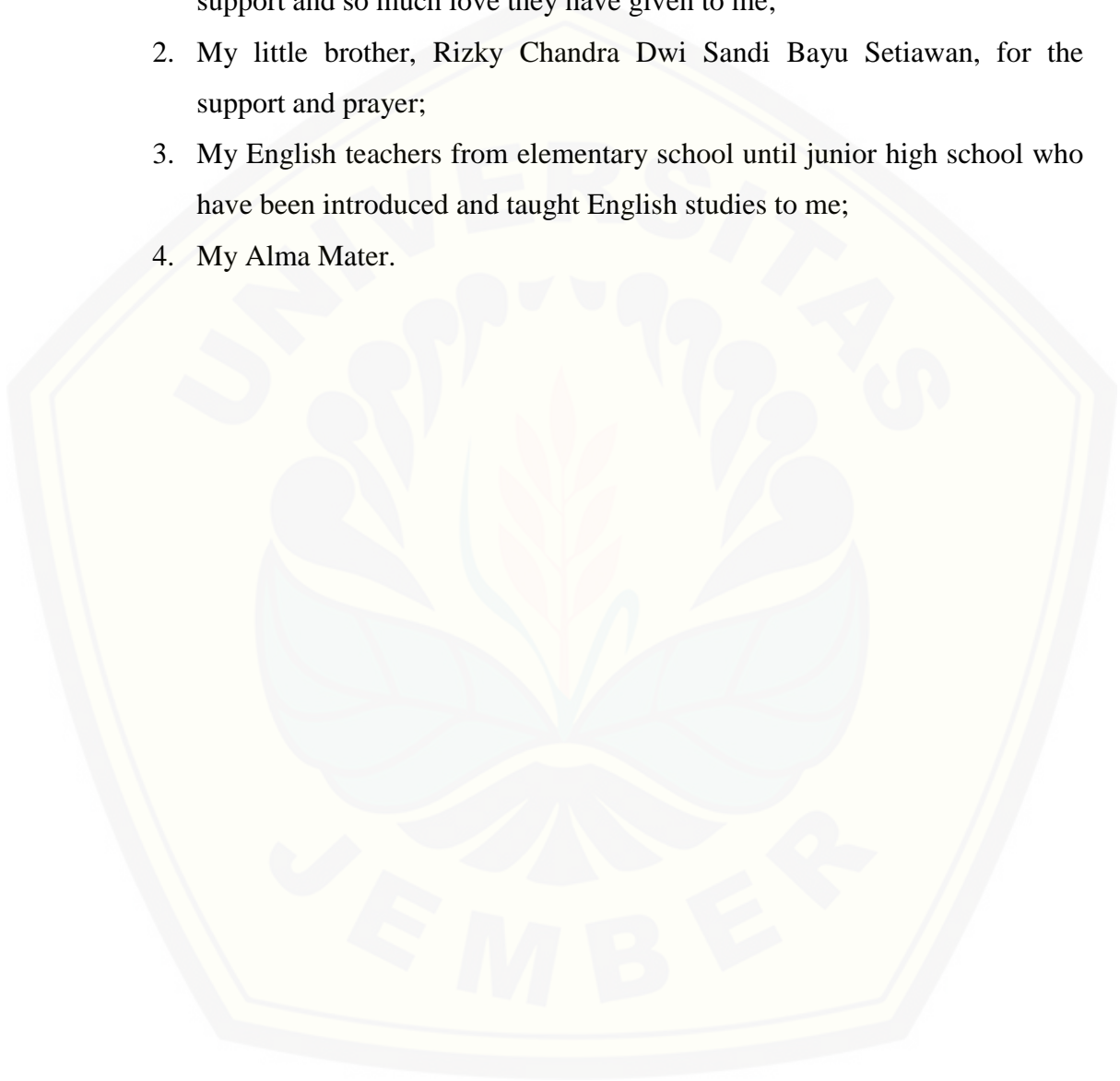
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2019**

DEDICATION

This thesis is dedicated to:

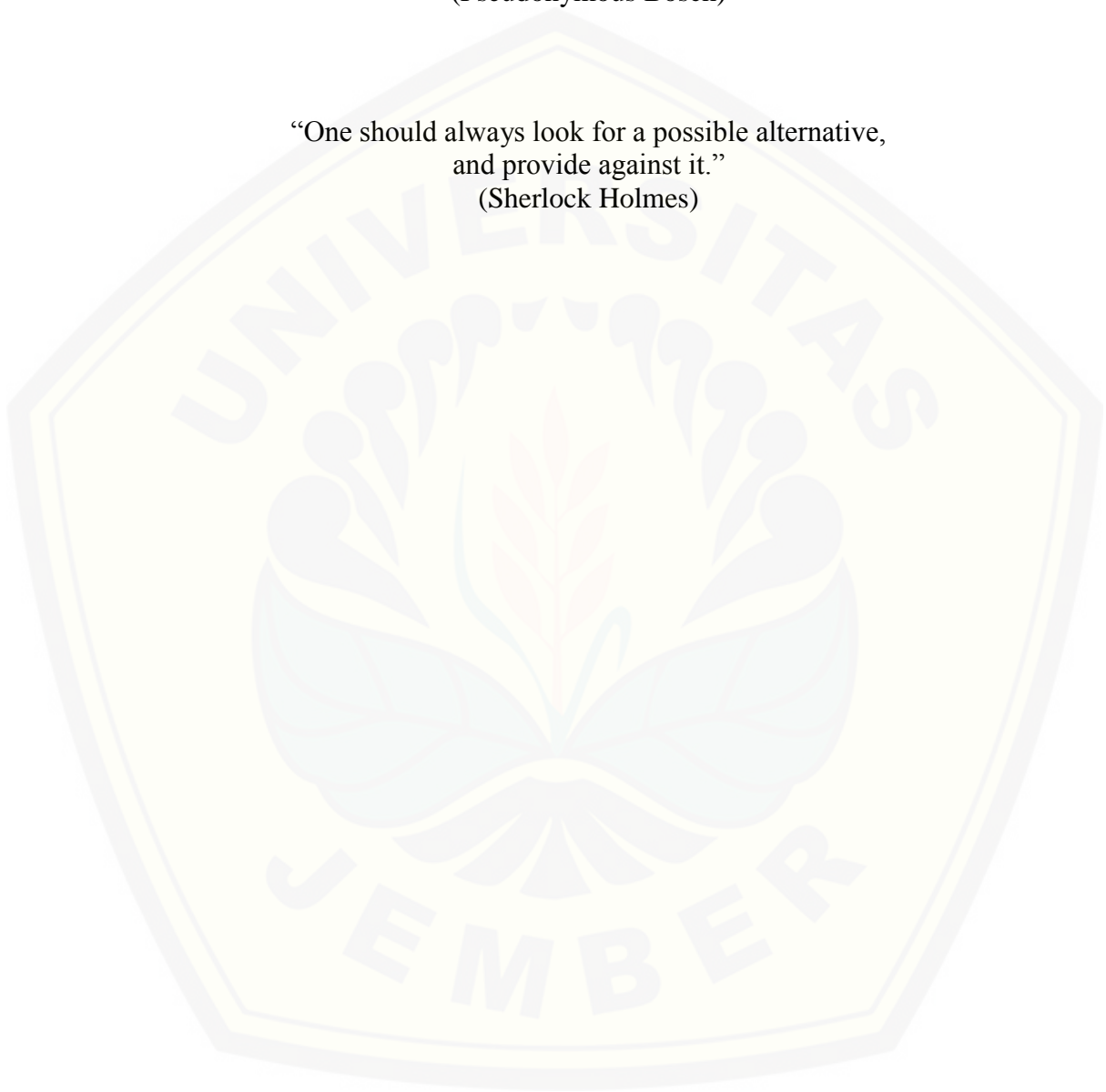
1. My beloved parents, Santomo and Puji Astuti, for every single prayer, support and so much love they have given to me;
2. My little brother, Rizky Chandra Dwi Sandi Bayu Setiawan, for the support and prayer;
3. My English teachers from elementary school until junior high school who have been introduced and taught English studies to me;
4. My Alma Mater.



MOTTO

“Truth is only stranger than fiction if you’re a stranger to the truth.
Which means you’re either a liar or you’re fictional.”
(Pseudonymous Bosch)

“One should always look for a possible alternative,
and provide against it.”
(Sherlock Holmes)



DECLARATION

I hereby state here that this thesis entitled “**An Analysis of Formulaic Structure in P. Bosch’s *The Name of This Book is Secret***” is an original piece of writing. I ensure that the analysis and research described inside this thesis have never been submitted for any other degree or publication. I certainly certify to the best of my knowledge that all sources and help received during the making process of this thesis have been acknowledged.

Jember, June 10th 2019
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SUMMARY

An Analysis of Formulaic Structure in P. Bosch's *The Name of This Book is Secret*; Ayu Candra Agustina, 120110101105; 2019: 60 pages; English Department, Faculty of Humanities, Universitas Jember.

This research analyzes popular literary work of a mystery and adventure novel. The reason behind the popularity of every popular novel is its formulaic structure. It is found through the narration and dialogues inside *The Name of This Book is Secret* by Pseudonymous Bosch. In order to support the analysis, the formula theory of the formulaic structure in classical detective stories by John G. Cawelti is used in this research.

The type of this research is qualitative research as it is explained in the form of words and data taken from textual narrative, not in a number scale form. There are two kinds of data used in this research. Those are primary data and secondary data. The primary data are taken from narrations and dialogues in Pseudonymous Bosch's *The Name of This Book is Secret* related to the formulaic structure of classical detective stories. The secondary data are selected based on library research references such as books, theses, journal, and internet sources containing information about the selected topic of discussion.

As results of the discussion, it can be concluded that the narratives and dialogues in *The Name of This Book is Secret* contained the formulaic structure of classical detective stories. Four aspects of classical detective stories such as situation, pattern of actions, characters and relationships, and also setting found in the novel. Another aspect of formula related to culture also found based on the issue of exploitation on youngsters in the novel. It is found that there are some issues of exploitation on youngsters in the 21st American society. The conclusion of this discussion is *The Name of This Book is Secret* is indeed a popular mystery and adventure novel. It is also popular because of the uniqueness inside the novel created by Pseudonymous Bosch such as the synesthesia phenomena, the young detective characters, and the undead evil villain. These matters prove that *The Name of This Book is Secret* followed the standardization and escapism aspect of popular formulaic literature.

TABLE OF CONTENTS

FRONTISPIECE.....	ii
DEDICATION.....	iii
MOTTO	iv
DECLARATION.....	v
APPROVAL SHEET	vi
ACKNOWLEDGEMENT	vii
SUMMARY	viii
TABLE OF CONTENTS.....	ix
CHAPTER 1. INTRODUCTION	1
1.1 The Background of The Study	1
1.2 The Problem to Discuss.....	5
1.3 The Goals of the Study	6
CHAPTER 2. LITERATURE REVIEW	7
2.1 Previous Research	7
2.2 The Theory of Formula by John G. Cawelti.....	8
2.2.1 The Artistic Characteristics of Formula Literature	9
2.2.2 The Typology of Literary Formula	9
2.2.3 Formula and Culture	10
CHAPTER 3. RESEARCH METHODOLOGY.....	13
3.1 The Type of Research.....	13
3.2 The Data Collection.....	13
3.3 Data Processing and Data Analysis	14
CHAPTER 4. RESULTS AND DISCUSSIONS.....	16
4.1 The Formulaic Structure of <i>The Name of This Book is Secret</i>	16
4.1.1 Situation	16
4.1.2 Pattern of Actions.....	19
4.1.3 Characters and Relationships	29
4.1.4 Setting	38
4.2 The Youngsters Exploitation as Represented in <i>The Name of This Book is Secret</i>	42
CHAPTER 5. CONCLUSION	51
REFERENCES.....	52

CHAPTER 1. INTRODUCTION

In this first chapter, an overview of the whole thesis is provided in order to give a comprehensible description of the topic being discussed. The subject matter is about formulaic structure in Pseudonymous Bosch's *The Name of This Book is Secret*. Therefore, it is necessary to provide an introduction consisting of the background of the study, the problem to discuss, and the goals of the study. Each of them will be presented as follows.

1.1 The Background of The Study

The Name of This Book is Secret is an interesting adventure and mystery novel. Adventure and mystery are two of five primary moral fantasies genre by John G. Cawelti. I choose *The Name of This book is Secret* by Pseudonymous Bosch and the formula theory by John G. Cawelti in order to analyze how the formula theory presented in the novel and what makes the novel become popular in the 21st century. Stories of mystery and adventure have entertained readers for centuries. *The Murders in the Rue Morgue* (1841) by Edgar Allan Poe is an example of a mystery story. There are more mystery stories written by other writers such as *A Study in Scarlet* (1887) by Sir Arthur Conan Doyle and *Murder on the Orient Express* (1934) by Agatha Christie. There are also some adventure and mystery fictions written for young readers such as *The Unfortunate Events Series* (1999-2006) by Lemony Snicket, *Chasing Vermeer* (2004) by Blue Balliett, and *The Secret Series* (2007-2011) by Pseudonymous Bosch. Those three adventure and mystery fiction stories contain youth's life, family moral story, and cases with secret codes and also useful tricks that may lure young readers to read the stories.

Adventure stories are about hero or heroine has to pass obstacles and dangers and also finishing some important moral mission. Mystery stories always have clues or hints to help the problem solver like detective or police officer to solve the mystery or case in the story. According to John G. Cawelti, the basic principle of a mystery story is the investigation and discovery of a

hidden secret which usually gives some benefits to characters in the story. The problem in the stories always has a desirable and rational solution (Cawelti, 1976:39-43).

Pseudonymous Bosch or lately known as Raphael Simon is an American writer, screenplay writer, freelance journalist, and also teaching creative writing at university level. He is 43 years old and chooses to write young adult books. His works are *The Secret Series* from 2007 to 2011, two episodes of *Rocket Power* in 2001 and 2002, and *Monster Mania* documentary in 1997. The *Secret Series* is a pentalogy based on common five of human senses: smell, hearing, taste, sight, and touch. The first book of *The Secret Series* entitled *The Name of This Book is Secret* first published in 2007 by Little, Brown, and Company. This first book won NAPPA Gold Award Winner (2007), Pennsylvania Young Readers' Choice Award for Grades 6-8 (2011) and also The New York Times Bestseller. Bosch wrote the first book when he was a volunteer in an elementary school. He was a part of a program called Writing Partners. Fourth and fifth-grade students were partnered with adults outside their school for exchanging writing through the mail for comment and critique. Bosch's writing partner, a fourth-grader student named May sent him poems, stories, and a terrific cartoon strip she drew about a chocolate bar that was afraid of being eaten. Pseudonymous Bosch later decided he would write her a novel – but he could not think the title. Thus, it was the reason the name of the book is secret (Molyneaux, 2010).

The first book from *The Secret Series* is about the smell sense. *The Name of This Book is Secret* is a mystery story involving two teenagers: Cassandra and Max-Ernest. One day Cass finds a mysterious wooden box called “The Symphony of Smells” which before belongs to a dead magician. Symphony of Smells is a box contains dozens of scented sparkling crystal vials of liquids, pollen, flower petals, powders, and many more. Cass brings the box to school and shows it to Max-Ernest. Later they find an old and burned piece of paper with a written code message inside the box. The message tells them to sniff some of the vials to decode the message. Each scented vial corresponds to an

instrument in the orchestra. They later discover that that is the message per person with synesthesia. Synesthesia is joined perception. A synesthetic person can hear sound or music from a smell, hear something from color, or even sees numbers with different colors. Cass and Max-Ernest feel curious and decide to visit the dead magician's house. They find the magician notebook while roaming inside the house. Later they meet a magnificent yet terrifying couple who are so desperate to obtain the notebook of the dead magician. According to them, the notebook contains the secret of life. This couple is two masters of the Midnight Sun. They will do anything to reach their goal of immortality. Cass and Max-Ernest's journey gets more suspense when they have to save their synesthetic friend, Benjamin from the death of Lobotomy by the Midnight Sun. The story continues when Cass and Max-Ernest get an invitation to join the Terces Society, a community which has a long fight with the Midnight Sun.

Besides characters and plot inside the novel, I found a phenomenon that makes this novel interesting to discuss. The phenomenon I found in this novel is Synesthesia. Maureen Seaberg – a synesthetic explained that synesthesia is a trait in which a sensory stimulus produced the correct sensory response plus one or more additional sensory response (Seaberg, 2014).

Synesthesia is neither a disease or disorder. They are special and even unique. Maureen Seaberg in "Psychology Today" gave a simple explanation:

First of all, the vanguard of synesthesia agrees on two things: it is not a single trait but multiple ones more aptly referred to as "the synesthesias." And secondly, "trait," is far better than "condition," which implies one needs a cure for it when it is either largely neutral or positive (Seaberg 2014).

Seaberg also explained how she saw something and explained it to non-synesthetic:

"You mean your 6 is always green?" one curious lecture attendee once asked me. Yes, "6" is always green to me. But it is also whatever it is to normal people. Say it is a red letter "6" on a black background in an advertising poster. I see that reality, too -- I know it is red on a black background. My synesthesia then adds a secondary color -- in my case, green, either in my associative thoughts or field of vision." (Seaberg, 2014).

According to Helmenstine (2017), Synesthesia can involve other senses. The most common form of synesthesia is Grapheme-Color Synesthesia. It occurs when someone always sees a certain color when he or she sees certain letters or numbers. For example, a synesthete (a person with synesthesia) might see letters “A” red colored or the number “7” yellow colored. There are also synesthetic who might hear sound in response to smell, who smell something in response to touch, or who feel something in response to sight. Any combinations of the senses are possible. There are some people who possess synesthesia involving three or even more senses, but this is extremely rare. Synesthetic perceptions are specific to each person. In conclusion, synesthetic A might see “T” as blue colored, while synesthetic B might see “T” as pink colored. There are many famous people who have synesthesia such as composer Franz Liszt and Vladimir Nabokov. Both Nabokov and his son Dmitri have Grapheme-Color synesthesia. There are also some characters that have synesthesia in *The Name of This Book is Secret*. They are Benjamin Blake with his Chromesthesia (sound to color synesthesia) and The Bergamo Brothers: Pietro and Luciano Bergamo with their Chromesthesia and Grapheme-Color Synesthesia.

Synesthesia for me is a unique issue. I first found about synesthesia in *The Name of This Book is Secret*. Synesthesia issue found in this novel will make whoever read it will understand the explanation about synesthesia in the simplest way. Synesthesia issue in this novel also makes the story even more intriguing by introducing it through youngsters. The exploitation of synesthetic teenagers in the novel done by the Midnight Sun can also represent the exploitation of teenagers in American society. Synesthesia also teaches us that we are all the same but we have a different perception of something.

In this thesis I intend to explore *The Name of This Book is Secret* popularity by analyzing the structures constructing the text using formula theory by John. G. Cawelti. I also found an interesting issue about synesthetic teenagers being used by an organization called the Midnight Sun in the novel. I assume there are some available issues about exploitation of teenagers by a certain group in the real world which connected to the American culture in the 21st century.

1.2 The Problem to Discuss

The first book of *The Secret Series* by Pseudonymous Bosch entitled *The Name of This Book is Secret* is a unique novel. The title *The Name of This Book is Secret* gives a sense of mystery that can make young readers feel curious and then read it. *The Name of This Book is Secret* is a mystery suspense story based on teenager's life of Cassandra and Max-Ernest. Cass is the heroine in the story. She looks like a normal girl but, also different from other girls at her age at the same time. Max-Ernest is his partner who talks too much and has interest in-jokes and puzzles. Together they solved a case about the death of a magician and rescue their friend from brain death. The main line in this novel is a story about teenagers learns secret messages and codes and acts as if they are amateur sleuths. The interesting point is they actually have to deal with evil villains to solve a case and rescue their friend, Benjamin Blake. This novel by Pseudonymous Bosch serves a mystery story including the life of the two main fictional characters. *The Name of This Book is Secret* is a perfect novel for young readers or any ages that love mystery suspense story. It seems that *The Name of This Book is Secret's* story structure follow the formula of classical detective stories mentioned by Cawelti. Therefore, it is important to check whether its structure thoroughly follows all aspects of Cawelti's theory of formula. The exploitation issue of synesthetic youngster done by an evil organization can also be connected to the exploitation issues of American youngsters by done some organization. According to the brief explanation of the problems to discuss in this research are formulated in two questions:

- (1) How is the formulaic pattern represented in *The Name of This Book is Secret* novel?
- (2) How is the contextual background of *The Name of This Book is Secret* related to the issue of kidnapping synesthetic teenagers?

1.3 The Goals of the Study

This thesis is written with two main purposes. The first aim of this study is to analyze the formula in the novel. It is important because the formula theory by Cawelti is suitable to use in analyzing popular literary work. The second goal is to explain the role of exploitation on teenagers issue in constructing the formula in *The Name of This Book is Secret*. It is also important because popular literary work always connected to the culture and popular formula story writers use it as the base when they create a story. Then I intend to trace and describe the social background of *The Name of This Book is Secret* popularity in the 21st century. Besides, this research could help the other students who are interested in writing about Pseudonymous Bosch's *The Name of This Book is Secret* and doing research in the theory of Formula as Art and Popular Culture and also a valuable contribution to the knowledge.

CHAPTER 2. LITERATURE REVIEW

This chapter consists of previous researches, theory and also concept related to the topic. The previous researches use as samples in order to analyze whether the study has the same topic or even the same data. The theory used here is taken from John G. Cawelti Formula theory, the typology of Formula and also Formula and Culture.

2.1 Previous Research

Previous researches are important to become the data on purpose to take some similar but not exactly the same content likely theory or even topic. Within previous research, the originality of work can be analyzed and proven. There are two previous types of research with the same theory taken in this thesis. The first is a thesis entitled “A Study on Popular Formula of Mary Shelley’s *Frankenstein*” by Nizmah Adella S. The second is a thesis by Bundan Nugroho Purwantoro entitled “An Analysis of Formulaic Structure in Stephenie Meyer’s *Twilight*”.

The first previous research is about the formula theory of the gothic horror genre. Adella’s thesis is about Mary Shelley’s *Frankenstein* popularity. She analyzed the formula theory of gothic horror genre that she found in *Frankenstein* novel. Adella explained that this novel has uniqueness from a formula theory by Cawelti. That matter possibly makes the novel becomes popular as escapism and wish fulfillment. The formula theory helps her to analyze how the relationship between the formula and the British culture in the 18-19th century. *Frankenstein* talks about a creature of a nightmare made from a scientific experiment by a young Sweden scientist named Victor Frankenstein. He creates the creature because he feels so sad after the death of his mother. Victor is so obsessed with reanimated death body from corpse’s part using electricity or so-called Galvanism. The novel has a connection to the century as the base spirit of Galvanism did by Luis Galvani.

The second previous research tells about the formula of the gothic romance genre. Nugroho analyzed the popularity of *Twilight* novel by Stephenie Meyer. *Twilight* is one of gothic romance story. Gothic novel is a story about man-beast like a vampire with a dark and gloomy atmosphere. Nugroho analyzed the popularity of vampire that has been long and also many times adapted into literary works. Nugroho also analyzed the romance narrative between the hero and heroine in the novel using Radway's theory. Nugroho found two reasons behind *Twilight* popularity. He found that besides using vampire formula, *Twilight* also becomes popular because of the love story between Bella and Edward. Bella is just an ordinary and clumsy girl who experienced something special in her life. That idea makes the other female readers outside want to experience the same thing.

2.2 The Theory of Formula by John G. Cawelti

Cawelti said in his book *Adventure, Mystery, and Romance: Formula Stories as Art and Popular Culture* (1976), the literary formula is a structure of narrative employed in a great number of individual works. There are two common usages of the term formula related to the concept. The first usage is the usual way of treating some specific things or person. This usage refers to a common pattern which is usually specific to a particular culture or period and does not have the same meaning outside this particular context. The second common literary usage of the term formula refers to a larger plot. This conception of formula gives the recipes of an informal plot like boy meets girl, boy and girl have misunderstood, and boy gets girl. These general patterns are not necessarily limited to a specific culture or period (Cawelti, 1976:5).

A popular story pattern formed of archetypal in terms of specific cultural materials. The reason for formula constructed in this way is to be easy to understand. Certain story archetypes particularly fulfill man's need for enjoyment and escapism (Cawelti, 1976:6).

2.2.1 The Artistic Characteristics of Formula Literature

There are two central aspects of formulaic literature structure. The first is the essential of standardization. This standardization is the matter of all literature. Standard conventions establish a common ground between writers and readers. Without standardization, artistic communication would not happen. Well established structures are particularly mattered to the making of formula literature and mirrored the interests of readers, writers, and distributors (Cawelti, 1976:8).

Readers will find satisfaction and basic emotional feeling by increasing its capacity for understanding and enjoying the details of a work. The formula for creators provides a mean for fast and efficient production of new work. The writer who gives himself to this creation does not have to make many difficult artistic decisions as a novelist working without formula. As for the publisher, a literary work use the formula in its writing process can minimize the failure and lost or even small profit.

The second aspect of formulaic structure is the primary needs of escape and relaxation. The relationship between individual work and formula is similar to variation of theme or performance of a text. To become a work of interest, the individual version of formula must have a unique characteristic, yet this characteristic must ultimately work toward fulfillment of the conventional form (Cawelti, 1976:10).

2.2.2 The Typology of Literary Formula

Literary work is divided into serious literature and popular literature. Serious literature is literary product that requires deep thought and understanding by both writer and reader. Popular literature as the product of popular culture was produced for enjoyment and satisfaction. Its main purpose is entertainment and pleasure for people. According to the fact that popular literature read by a great number of readers, doing research on popular literature is a must (Cawelti, 1976:37-38). A group of literary critic is trying to differentiate between serious and popular literature. They think that popular literature has no value rather than serious literature which need more effort in making it and represent the true

beauty of art. Cawelti stands here to take side with popular literature. He said that even if popular literature seems to have no value, it is still a product culture. It can also affect people because popular literature is easy to enjoy and to be understood.

We should differentiate between the problem of the popularity of individual work and the popularity of a formula. Determine a specific novel or film which becomes a best seller is difficult.

We cannot define which element and combination the public responding to. We have to know kinds of elements in the novel which make it so popular and make people interested to read it. Cawelti explains five primary moral fantasies to help us recognize the elements in each story (Cawelti, 1976:39-50).

1. Adventure: The focus of interest in an adventure story is the hero and nature as the obstacles he has to pass.
2. Romance: Romance is a fantasy about love. It most romantic formula centers on the pass of some social or psychological barriers.
3. Mystery: The mystery story is the investigation and discovery of hidden secrets and usually leading to some benefit for the characters the readers identify.
4. Melodrama: Melodrama is a fantasy of a world that operates following our heart's desires. Melodrama can and often contains all the other fantasies.
5. Alien beings or state: It is the horror story usually pictures the wipeout and ultimate destruction of some monsters.

I choose the mystery moral fantasy to analyze *The Name of This Book is Secret*. The elements in the novel match with the elements of many common mystery stories.

2.2.3 Formula and Culture

Formula is a product of culture. Formula also has influence on culture because it is the usual way of representing and relating certain images, symbols, themes and also myths. There are so many questions about the popularity reason for literary work. Cawelti explained that we should differentiate between the problem of the popularity of individual work and the popularity of a formula.

Determine a specific novel or film which becomes a best seller is difficult because we cannot define what kind of element and combination the public responding to. We can only explain the success of individual works by doing a comparison with other successful works through defining process of elements and patterns that commonly exist in some best seller novels (Cawelti, 1976:21).

One such conception is that of the usual story pattern or formula. This idea has two great advantages over the idea of myth. The first is the concept of formula requires us to attend the whole story rather than to any given elements that randomly selected. The second advantage is to connect a mythical pattern with the rest of human behavior, while the relation between formulas and other aspects of life can be more explore straight and real as a question of why certain groups of people enjoy certain stories.

There are four organized hypotheses about the dialectic between formulaic literature and the culture that produces and enjoy it (Cawelti, 1976:35-36).

1. Formula stories affirm existing interests and attitudes by presenting an imaginary world that is aligned with these interest and attitudes.
2. Formulas resolve tensions and ambiguities resulting from the conflicting interests of different groups within the culture or form ambiguous attitudes toward particular values.
3. Formulas enable the audience to explore in fantasy the boundary between the permitted and the forbidden to experience in a carefully controlled way the possibility of stepping across this boundary.
4. Literary formulas assist in the process as assimilating changes in values to traditional imaginative constructs.

However, it is important to study not only focusing on literary work but also relating to the social background of the author's and condition or culture.

The formula theory by John G. Cawelti is suitable to analyze *The Name of This Book is Secret*. The novel itself is a product of the 21st century. It talked about mystery story which is one of five primary moral fantasies mentioned by John G. Cawelti. This novel fulfilled two central aspects of formulaic literature structure. They are standardization and the primary need for escape and

relaxation. Those two aspects make formula literature easy to produce by writer and enjoy by readers. There is also an aspect of culture that depends on the author. The culture will make the story more specific and can be distinguished from other works.



CHAPTER 3. RESEARCH METHODOLOGY

This chapter is about the research methods done in completing the thesis. A research method is important to guide the researcher. Methods related to this thesis are divided into three parts. They are the type of research, the data collection, and the data analysis and data processing. Each subchapter will be explained below.

3.1 The Type of Research

This thesis uses qualitative research. Qualitative research is empirical research where the data are not in form of number but, in the form of words whether written or spoken and visual images or pictures (Blaxter, 1996:60). The data required in this thesis are in the narrations and statements form because this qualitative research is presented in a descriptive way. Description and interpretation are ways to analyze qualitative research. The data from *The Name of This Book is Secret* are selected and collected in quotation form. In presenting the result of the analysis, it is described by taking some quotation from the novel and related data about the formula and culture to support the analysis.

3.2 The Data Collection

This library research is done by collecting data from books, thesis, journal, and any other written documents. Data can be collected from documents, interviews, observations, and questionnaires that can be used as a part of the research strategies and approach identified (Blaxter, 1996:59). The data are classified into primary data and secondary data. The source of primary data in this research is the novel by Pseudonymous Bosch's *The Name of This Book is Secret*. The primary data taken from the source of primary data in this research will be in quotation form. The secondary data can be defined as the data that have been already collected and analyzed by others and also can be used to support the analysis. The sources of secondary data in this research are theses, articles, and also books including websites that related to the topic being discussed to support

the analysis. The secondary data related to *The Name of This Book is Secret* popularity, the synesthesia phenomenon in the novel, and the exploitation issues on American youngsters in the 21st century.

3.3 Data Processing and Data Analysis

There are several steps in the process of analyzing in this thesis. The first process is data processing. Data processing is done by categorizing the information acquired. All of the data are taken from novel, articles and some books related to the discussion about formulaic structures and popularity of the novel. The second process is data analysis. Data analysis is done by analyzing all the information acquired. This research in progress begins with the analysis of the formula in the novel and then the result of the analysis will be related to the cultural background in order to answer the popularity reason of the novel.

After reading the novel, I assume that *The Name of This Book is Secret* is constructed by following four aspects of classical detective stories formula by John G. Cawelti. They are situation, pattern of actions, characters and relationships, and setting. Those aspects are blended and the novel read as a new creation. I also found the case of exploitation of teenagers within the novel. Therefore, in arranging the discussion, the formula of classical detective stories patterns and the case of exploitation of teenagers are analyzed to find the formula of *The Name of This Book is Secret*.

The discussion in this chapter will be divided into two parts. The first part will discuss the formulaic structure of *The Name of This Book is Secret*. In analyzing this aspect, I have to examine how the four aspects of classical detective stories formula affect the novel's construction. The four aspects of classical detective stories formula are the basic rules to keep the story easily flow and allow clues to reach solution in order to solve the mystery in rational way that readers can understand. The first is situation which determines the type of the crime. The second is pattern of actions which are the sequences of events in the story. The third is characters and relationships which contains characters and their relationships with each other in the story. The fourth is setting which usually

between two different places. Clues spread through the story so readers can try to solve the problem along with characters in the story. Each of them will be discussed in separate ways.

The second part of this thesis discussion is to analyze *The Name of This Book is Secret* according to American culture in the 21st century that represents it. Since the case exploitation on teenagers is found in the novel, I go further to the phenomenon of teenagers exploited for others interest. In that case, this section will be divided into two different phases. The first phase will explain about the formulaic structures of *The Name of This Book is Secret*. The second phase will discuss how some American teenagers who exploited by others. I found three issues that probably related to my research. The first issue is the exploit of youngsters by ISIS through social media. The second issue talks about a transgender accused American Idol of trying to exploit his identity as a transgender singer after a transgender issue was a hot issue in America. The last issue is about parents exploited their children for money through YouTube video content. In other words, by relating them, Cawelti's concept of formula and culture can be operated.

CHAPTER 5. CONCLUSION

The mystery and adventure stories remain as a popular genre because it entertains readers. Mystery aspect creates suspense that will trigger the readers' curiosity. The adventure aspect makes the readers feel like they follow the journey in the novel without leaving their place. These matters create an escape from boring life routine for the readers. Hence, this mystery and adventure formula remains popular from the era of Sherlock Holmes in the 18th century until now in the 21st century.

The Name of This Book is Secret is a novel about mystery and adventure written by Pseudonymous Bosch. This novel created based on formula story patterns of classical detective stories by John G. Cawelti. The patterns of formula consist of situation, pattern of actions, characters and relationships, and setting has been fulfilled in *The Name of This Book is Secret*. The escapism aspect in *The Name of This Book is Secret* fulfilled by the teenagers' detectives and the victim and also the case about exploitation of synesthetic teenagers done by an evil organization.

The Name of This Book is Secret's prominent part is the case of exploitation on synesthetic teenagers done by an evil organization. There are three cases about exploitation on youngsters that happened in the United States of America which each of them done by ISIS, American Idol and also parents. The first and second hypothesis about dialectic between formulaic literature and culture has been fulfilled. The first hypothesis related to the convention part about the same cases of youngsters exploitation done by some group. The invention part happened in the novel is about the exploitation of synesthetic teenagers done by an evil organization. The second hypothesis related to the same ambiguous attitudes between the Midnight Sun and American Idol. Both of American Idol and the Midnight Sun have done a crime of exploitation on youngsters. However, only one person that was finally able to spoke up his right and refused to be used by them.

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