ABSTRAK

Penelitian ini berjudul "Dominasi Tipe Formula Sastra Populer Dalam Novel Layangan Putus Karya Mommy ASF: Kajian Teori Formula Cawelti". Tujuan penelitian ini untuk mengungkap formula sastra populer menurut Teori Cawelti yang terdapat di dalam novel *Layangan Putus*. Formula ini didapatkan melalui struktur novel yang meliputi tema, alur dan penokohan novel. penelitian ini menggunakan pendekatan strukturalisme.

Penelitian ini menggunakan metode deskriptif kualitatif yang hasilnya disajikan dengan kata, kalimat, dan paragraf. Metode pengumpulan data dengan baca dan catat kemudian mengklasifikasi data. Sumber data penelitian ini adalah kutipan-kutipan dalam novel maupun data yang menunjang dari buku atau jurnal terkait. Adapun tahap analisis data dalam penelitian dilakukan dengan cara membaca novel dengan seksama dan menyeluruh, mencatat hal-hal yang dianggap penting, mengklasifikasikan isi novel berdasarkan formula dalam unsur intrinsik, memberikan penjelasan, dan menarik kesimpulan.

Hasil penelitian ini menunjukan bahwa terdapat 2 tipe formula yang terkandung dalam novel *Layangan Putus*. Formula tersebut meliputi : 1) Formula melodrama. 2) Formula romansa. Namun unsur formula melodrama adalah yang paling tinggi dalam novel ini. kemudian kedua formula tersebut dikemas dengan kreatif sehingga tidak membosankan para pembaca ketika menikmati alur ceritanya.
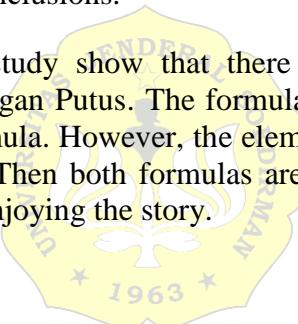
Kata kunci : Sastra Populer, Formula, Strukturalisme.

ABSTRACT

The research is entitled "Domination of Type of Popular Literary Formula in the novel Layangan Putus by Mommy ASF : A Study of Cawelti's Formula Theory". The aim of the study is to uncover popular literary formulas according to the Cowelti Theory contained in the novel Layangan Putus Theory. This formula is obtained through the structure of a novel that covers the themes, the flow and the consolidation of the novel. This study uses a structuralistic approach.

The research uses qualitative descriptive methods whose results are presented in words, sentences, and paragraphs. Data collection method by reading and recording then classifies the data. The source of this research data is quotations in novels as well as supporting data from related books or journals. The phase of data analysis in the research is carried out by reading the novel carefully and thoroughly, recording things that are considered important, classifying the contents of the novel based on the formula in the intrinsic elements, giving explanations, and drawing conclusions.

The results of this study show that there are two types of formulas contained in the novel Layangan Putus. The formula includes: 1) the melodrama formula. 2) the romantic formula. However, the element of the melodram formula is the highest in this novel. Then both formulas are packed creatively so that it doesn't bored readers while enjoying the story.

Keywords: Popular literature, formula, structuralism.