

**THE ROMANCE FORMULA
IN ALI HAZELWOOD'S *THE LOVE HYPOTHESIS***

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG**

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Presented to:

Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfilment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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2025

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I state that the thesis entitled “**The Romance Formula in Ali Hazelwood’s *The Love Hypothesis***” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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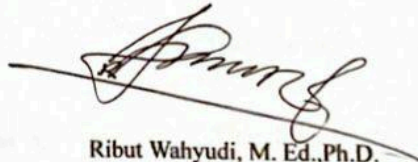
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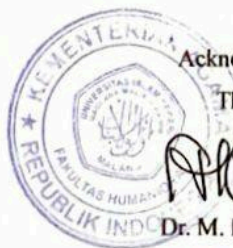


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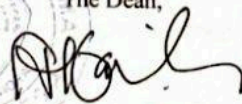
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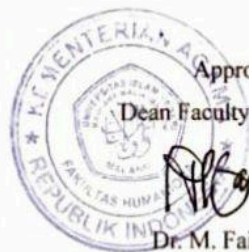
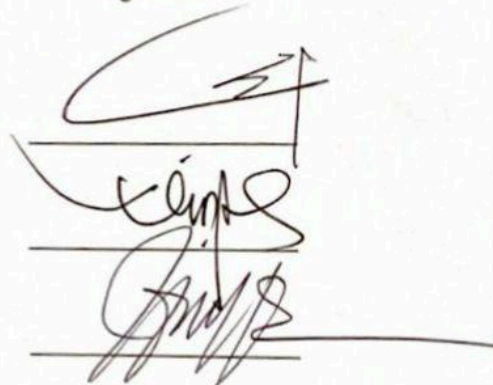
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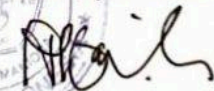
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MOTTO

“Love is the strongest force the world possessed”

Mahatma Gandhi

DEDICATION

This thesis is proudly dedicated to my beloved family: My mother and my father who always support me. Also, my twin sister Widia. All parties who have contributed to this thesis. Thank you from the bottom of my heart, and I'm grateful to have some amazing people who always love and support me.

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ABSTRACT

Astuti, Wida (2024). *The Romance Formula in Ali Hazelwoods's The Love Hypothesis*. Thesis, Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University Malang. Advisor: Sri Muniroch, M.Hum.

Keywords: Objective Approach, Romance Genre, Romance Formula

This research reveals how the novel *The Love hypothesis* as a romance novel fulfills the ideal romance formula. This research focuses on the romance formula formed from the storyline that focuses on the main female and male stores. The researcher uses an objective approach and applies Cawelti's romance formula theory in this study. The theory explores idealised romance formula in romance genre novels. The data were collected after the researcher read the novel repeatedly and marked some quotations in the novel. The results showed that the novel *The Love Hypothesis* fulfills the four stages of the plot of Cawelti: the initial stage of the first unexpected meeting describes the two characters as if they cannot be united. The boy with the girl stage is an expression of love from Adam and a serious relationship between them. In the conflict stage, there is a barrier to love that comes from the closest person. In the ending stage, the novel *The Love hypothesis* shows that it also has a happy ending. This research then proves how the novel *The Love Hypothesis* fulfills the romance genre and romance formula theories. Future researchers can also explore *The Love Hypothesis* Novel more with other theories that haven't been used to analyze this novel.

ABSTRACT

Astuti, Wida. (2024). *The Romance Formula in Ali Hazelwood's The Love Hypothesis*. Skripsi, Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Sri Muniroch, M.Hum.

Keywords: Pendekatan Objective, Genre Romansa, Formula Romantis

Penelitian ini mengungkapkan bagaimana novel *The Love Hypothesis* sebagai novel romance memenuhi formula romance ideal. Penelitian ini berfokus pada formulasi romance yang terbentuk dari alur cerita yang berfokus pada tokoh utama wanita dan pria. Peneliti menggunakan pendekatan objektif dan menerapkan teori romance formula cawelti dalam penelitian ini. Teori tersebut mengeksplorasi plot ideal dalam novel bergenre romance. Data dikumpulkan setelah peneliti membaca novel berulang kali dan menandai beberapa kutipan dalam novel tersebut. Hasil penelitian menunjukkan bahwa novel *The Love hypothesis* memenuhi empat tahapan alur dari cawelti: tahapan awal pertemuan pertama yang tidak terduga menggambarkan kedua tokoh seakan tidak bisa bersatu. Tahapan boy with the girl adanya ungkapan cinta dari Adam dan terjalin hubungan serius di antara mereka. Pada tahapan konflik terdapat penghalang cinta yang datang dari orang terdekat. Pada tahapan ending novel *The Love hipotesis* menunjukkan juga memiliki akhir yang bahagia. Penelitian ini kemudian membuktikan bagaimana novel *The Love Hypothesis* memenuhi teori romance genre dan formula romance. Peneliti selanjutnya juga dapat mengeksplorasi Novel *The Love Hypothesis* lebih lanjut dengan teori-teori lain yang belum digunakan untuk menganalisis novel ini.

مستخلص البحث

أستوتي، ويدا (٢٠٢٤). الصيغة الرومانسية المبنية في رواية "فرضية الحب" لعلي هازلودز. أطروحة، قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: سري مونيروش ، م. هـ.

الكلمات المفتاحية: النوع الرومانسي، صيغة الرومانسية، الحكمة الرومانسية، الحكمة الرومانسية

يكشف هذا البحث عن كيفية استيفاء رواية "فرضية الحب" كرواية رومانسية لخصائص النوع الرومانسي وصيغة الرومانسية المثالية. يركز هذا البحث على الصيغة الرومانسية المتكونة من قصة الرواية التي تركز على المخازن الرئيسية الأنثوية والذكورية. وتستخدم الباحثة منهج النقد الموضوعي وتطبق في هذه الدراسة نظرية الرومانسية من النوع الروائي وصيغة الرومانسية المثالية. وتكشف النظرية الخصائص المثالية في روايات النوع الرومانسي. تم جمع البيانات بعد قراءة الباحثة للرواية مرارًا وتكرارًا، ووضعت علامة على بعض الاقتباسات في الرواية. أظهرت النتائج أن رواية "فرضية الحب" تحقق 4 خصائص للنوع الرومانسي حسب الطريق، وهي إزاحة الشخصية حيث تعيش "زيتون" حالة إزاحة من طفولة صعبة، والذكر الأرستقراطي الذي يصوره شخصية آدم الثري والراسخ، والصراع الذي يصبح عائقاً أمام علاقة الشخصيات الذكورية والأنثوية، والنهاية السعيدة. وبالمثل، في صياغة الرومانسية في رواية "فرضية الحب" تستوفي أيضاً المراحل الأربع للحبكة في رواية "كويتي": المرحلة الأولى من اللقاء الأول غير المتوقع، تصف الشخصيتين وكأنهما لا يمكن أن يتحدا. في مرحلة الفتى مع الفتاة، هناك تعبير عن الحب من آدم وعلاقة جدية بينهما. في مرحلة الصراع، هناك حاجز للحب يأتي من الشخص الأقرب. في مرحلة النهاية، تظهر فرضية الحب في رواية "فرضية الحب" أن الرواية لها نهاية سعيدة أيضاً. ثم يثبت هذا البحث كيف تحقق الرواية نظرية النوع الرومانسي وصيغة الرومانسية يمكن للباحثين المستقبليين أيضاً استكشاف رواية فرضية الحب بشكل أكبر مع نظريات أخرى لم يتم استخدامها لتحليل هذه الرواية.

TABLE OF CONTENT

STATEMENT OF AUTHORSHIP.....	iii
APPROVAL SHEET.....	iv
LEGITIMATION SHEET.....	v
MOTTO.....	vi
DEDICATION.....	vii
ACKNOWLEDGMENT.....	viii
ABSTRACT.....	x
ABSTRAK.....	xi
مستخلص البحث.....	xii
TABLE OF CONTENTS.....	1
CHAPTER I INTRODUCTION.....	1
A. Background of the Study.....	1
B. Research Questions of the Study.....	7
C. The Significance of the Study.....	7
D. Scope and Limitation.....	8
E. Definition of Key terms.....	8
CHAPTER II LITERATURE REVIEW.....	9
A. Objective Approach	9
B. Romance Genre.....	12
C. Romance Formula.....	15
CHAPTER III RESEARCH METHODS.....	21
A. Research Design.....	21
B. Data Source.....	22
C. Data Collection.....	22
D. Data Analysis.....	23
CHAPTER V FINDING AND DISCUSSION.....	24
A. The First Meeting.....	24
B. Boy wins Girl.....	36
C. Conflict	40
D. The Ending.....	44

CHAPTER V CONCLUSION AND SUGGESTION.....	51
BIBLIOGRAPHY.....	54

CHAPTER I

INTRODUCTION

The following chapter explains about the introduction in the background of the study, research questions of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the Study

The relationship between men and women is very interesting. Relationships that occur between men and women often lead to a sense of romance. Julia T. Wood (in Rachendis, 2020) said that romantic relationship is a relationship that takes place between individuals with one another with the assumption that those who are in a relationship will be united to be the main part and will continue in each other's lives. Affection and sexual feelings are what distinguish romantic relationships from other relationships such as family relationships and friendship relationships and the assumption that romantic relationships are the main and lasting relationships (Rachendis, 2020). According to Olson & Defrain (2006) the form of affection and love that exists between two people in a romantic relationship is a sense of closeness and deep feelings for one another (Trifiani, 2020). Linder (2007) explains that trust, understanding, acceptance and respect for each other are the basis for the formation of affection in a love relationship (Trifiani, 2012). Romantic relationships can bring out strong feelings and be a source of happiness that makes life more colorful and beautiful with the presence of love and trust (Trifiani, 2012).

Relationships between men and women are unique because love occurs naturally through events and thoughts and actions that bring excitement, desire and conviction between two individuals who are attracted to each other. Love story between a man and a woman is depicted in a romance novel. According to Jakob Sumardjo in his book “*Memahami Kesusastraan*” states that romance novel is a novel that emphasize the love stories between teenagers, usually the characters are handsome and beautiful, young, rich, and full of sweet love events (Hasan, 2015). Romance novels present an idealized and passionate love story as if it could be a reality so that it becomes an entertainment to escape from reality for a moment. In addition, the journey of love and conflict experienced by the main character in a romance novel can provide a reflection of a relationship and feelings that may be experienced by the reader. Romantic and passionate aspects in love relationships that can evoke emotional feelings in the reader. Romance novels are one of the kinds of novels that are very popular among readers still in high demand by readers. It can be seen from the numerous works that are about love stories and many also found novels in bookstores because the story is simple and easy to understand by the reader (Athira, 2021). Romance novel can be combined with other elements such as adventure, drama, science or comedy.

Romance novels are formed from a combination of several different elements so that they have their own special formula which is called the romance formula. Each novel has its own different formula depending on the genre of each novel. In his book entitled *Adventure, Mystery, and Romance Cawelti* (2014) states that the notion of formula in popular literature is the same as the term genre

in the discussion of high literature or classical literature. “Formula is the combination or synthesis of a number of specific cultural conventions in the form of a more universal story type” (Cawelti p. 6). Novels with romantic genres have their own unique formulation called romantic formulation. Romance formulation explains that romance novels follow several stages or formulas that describe the journey of love between two characters. In romance formulation, plot is a highly regarded aspect. Plot is an intrinsic element in a story novel that depicts the story structure that forms the core of the story. The plot is an important part in the development of a story, because it affects how the story is received by the reader and how it can emotionally affect a reader. Plots form the sequence of a story, and causes and consequences of events as a series of interconnected events. Unlike other novel genres, Radway said that the plot in a romance novel has its own style that is built on the excavations of events of sadness, excitement, and obstacles in the process of developing the love relationship of the main character (Neni, 2020). Romance novels have a certain flow that describes the journey of love starting from the meeting of the female and male characters to the beginning of the romantic story. As their relationship progresses, a problem arises that triggers a conflict and then there is an attempt to resolve it to get back together.

The Love Hypothesis is a popular romance novel that has a unique and very interesting story. It was written in 2021 by Ali Hazelwood. It was her first published novel, but it became viral through social media Tiktok. This novel tells the story of the relationship between a professor and students with a thick science background. This novel tells about a girl named Olive Smith, a third-year Ph.D.

She does not believe in lasting romantic relationships but she is unconditionally stuck in a fake relationship with a young professor that she met. Despite the fake relationship, it seems that Adam always helps and supports Olive a lot for her research and this makes Olive's heart melt. It just makes Olive's problems become worse. She has to face all the consequences that will affect her career, Adam's career and her mixed feelings.

The Love Hypothesis is a fascinating romance novel. That is why the researcher is interested in examining the romance plot in this story by using Calweti's theory of romance formulation because of using the new combination of romantic genres with a science background that gives a different impression to readers with other romance novels. Moreover, this novel is very viral on social media and has a lot of positive reviews from readers. *The Love Hypothesis* became a best-seller novel in many countries like Indonesia. In the United States itself, the novel is in the best-selling category of the New York Times. Besides, many other magazines also give their five stars to the novel *The Love Hypothesis*.

The researcher uses several theses and journals for references related to the same theory. *Analyzing John Green's novel The Fault in Our Stars* by Noviana Nurratnasari (2015) the study's goal is to explain the formula often found in popular literary theory by John G. Cawelti. The analysis's findings show that Popular literary devices like the hero and love story lines are included in the role of the hero. Via Amalia Ayu Wardana conducted a research titled *The Romance Formula in The Notebook Novel by Nicholas Sparks' s The Notebook Novel* (2019) in this study analyzes Lisa Kleypas' Rainshadow Road novel to create a

popular romance formula using data collection and internet research methods by John G. Cawelti popular romance theory is used, revealing the novel's role character. *The Romance Formula in Lisa Kleypas Rainshadow* by Nurul safitri and Ratna Sari Dewi (2021) that analyzes the romance formula using library and journal shows that the novel has elements of the character and plot to create a romance formula. In *The Formulaic Structure of Romance Found in The Kissing Booth Series* by Jeri Ari Prasetyo (2023) the researcher uses a descriptive qualitative research approach to analyze the romance formula by using John G. Cawelti's Romance Formula theory. Findings are presented in various forms, including screenshots, words, sentences, phrases, quotations, and dialogues. Kartika, Saehu, and Pramita (2022) *Fantasy Formula in Romance Movies: Beauty and the Beast (2017) and Aladdin (2019)* in this study identifies four common elements in two fantasy movies: Belle and Jasmine's adventurous spirit, the same storyline against enemies, a frame setting with magical elements, and tense scenes that quickly transition into humorous ones. These elements make these movies highly sought-after and popular among audiences. Neni Widyawati (2020) in *Analisis Tema Percintaan Novel Teman Tapi Menikah Dengan Teori Romance Formula* this study aims to prove how the romance formula in the novel *Teman Tapi Menikah*, and compare it with the novel *Bumi Manusia* by Pramoedya Ananta Toer. Yunita Setiani (2018) conducted a research titled *The Romance Formula in Nicholas Sparks' The Notebook Novel* explaining the plot, characters and myths that make up the romantic formula by using formalism approach and collecting research data from verbal data such as dialogue, word and sentences.

Romance Formula dalam Novel Hijab Traveller Love Spark in Korea Karya Asma Nadia by Ika Widyastuti (2021). It analyzes popular romance novels that focus on the romance formula that is built based on characterization and plot in the novel by processing data of character speech and sentences. *Formulasi Romance dalam Beauty Case Karya Icha Rahmanti Kajian Sastra Feminis* by Tania Intana, Vincentia Tri Handayani (2019) in this study examines romance formulation focusing on feminist literature and structural analysis methods. It explores narrative aspects of romance formulation, including plots, characterization, and point of view. *Formula Romansa Dalam Novel La'natul-'Isyiqi dan Abighea (Analisis Sastra Formula)* by Nurzanah (2022) reveals the romance formula in both novels by using Calweti's theory as narrative structure or dramatic convention.

Based on the explanation above, the researcher will focus on the romance formula in *The Love Hypothesis* novel with the title *The Romance Formula in Ali Hazelwood The Love Hypothesis Novel*. The researcher chooses the aspect of romance formula based on various considerations in the novel. Romance is a crucial aspect of life and has strong relation to social interaction. It is important to understand the concept of romance that definitely happens in every part of life. Romance is used to be portrayed in literary works. *The love hypothesis* is a novel among them. Based on previous studies above, the researcher found a gap between them is the object that used in this research *The love Hypothesis* by Ali Hazelwood has never been investigated in earlier studies. The other previous

studies often focus on the romantic elements in the novel but in this research also examine the plot development that establishes the romance formula.

B. Research Questions of the Study

This study is to analyze the romance formula in Ali Hazelwood's novel *The Love Hypothesis* using John G. Cawelti's romance formula theory. Thus, the following research question of the study that has been formulated in this thesis is:

1. How is the romance formula presented in *The Love Hypothesis* novel by Ali Hazelwood ?

C. The Significance of the Study

This research is expected to contribute to literary works that lead to the objective approach and romantic formula theory proposed by John Cawelti. It contains information about how the romance formula is formed in a literary work about how the love journey of olive as the main character in the novel faces the problem of romance and her academic career in the novel *The love Hypothesis* is useful for the world of literature, especially for literature students.

This research uses the theory of the romance formula that romance is a vital aspect of life and has strong relation to social interaction. It is important to understand the concept of romance that definitely happens in every part of life. It helps to understand the concept of maintaining positive relationships and problem solving related to maintaining romantic relationships.

D. Scope and Limitation

In this research, the researcher used the romance formula theory from John G Cawelti (1976). The theory has been widely used in previous research varieties. To limit the problems discussed, the researcher focused on the steps of the love or romance plot formula found in *The Love Hypothesis* and the romantic relationship between the two main characters that form a love story that makes the romance formula formed, including the characters Olive and Adam who raised a love story with a slightly complicated plot.

E. Definition of Key terms

1. Objective Approach

The objective approach is a literary research approach that focuses on the study of elements from within the literary work itself without linking elements that exist outside such as social context or author biography (Yudiono, 1984).

2. Romance Genre

The romance genre is a genre that focuses on love stories and relationships between characters. It usually tells the story of two people who fall in love and struggle to maintain their relationship (Radway, 1991).

3. Romance Formula

The romance formula is a typical structure of the romantic genre where the development of a love relationship usually occurs between a female and a male character who experience various problems and obstacles to struggle for true love with a happy ending. There are four main plots of romance: the first meeting, boy wins the girl, conflict and ending (Cawelti, 1977).

CHAPTER II

LITERATURE REVIEW

In this chapter, the researcher will discuss the approach and the theory that will be applied to this study. These literature reviews are related to the main topic of the research and intended to answer the problems of this study. The researcher will provide an explanation of the objective Approach as an approach, romance genre romance, formula romance theory by Cawelti.

A. Objective Approach

The objective Approach is a specific type of literary criticism approach that focuses on the study of elements inside the literary work itself without linking elements that exist outside its significance. Ratna (in Sutaji, 2011) said that the objective Approach focuses only on elements known as intrinsic element analysis. According to Yudiono objective Approach sees literary works as an independent world that can be separated from the world of the author and the socio-cultural background of the era so that literary works can be analyzed based on their own structure (1984, p. 53). There is an integration between the literary works and the intrinsic elements which makes an acknowledgment of their independence from any external elements (Satria, 2022). According to Abrams in his book *The mirror and The Lamp : Romantic Theory and the Critical Tradition*, objective approach identifies the function of intrinsic elements from literary works and there is no relation with external elements. It has a connection with whole elements inside the literary work that emphasizes literary works as structures itself (1952, p. 27).

Ratna (in Sutaji, 2011) said that the objective approach focuses only on elements known as intrinsic element analysis. Theme is the main idea or idea that forms the basis of a literary work and can also be interpreted as an idea conveyed as the purpose and purpose of a story. Character is the actor in a literary work while characterisation is the character that refers to the nature of the character in a story. Characterisation has a broader meaning because it includes character development and the role of characters in interacting to develop the story. Plot refers to the arrangement of events that occur in relation to the overall narrative. In general, plot is the process of how a story develops from a beginning that begins with a causal event. There are three kinds of plot, namely forward, backward and mixed plot. Setting shows the place and time where the events take place in the writer's work and indicates how the setting can affect the development of the story.

According to M.H. Abrams in his book *The mirror and The Lamp: Romantic Theory and the Critical Tradition* (1952). There are four aspects that become the judgment of objective approach. First, complexity in the context of objective approach becomes one of considering aspects that refer to the depth of interrelated elements in literary works such as theme, character, and plot. Thus, complexity in objective approach helps to express the harmony of elements that play a role in shaping the whole literary work. Second, integrity is an important aspect in an objective approach because it is the main basis for maintaining the trustworthiness and quality of a literary analysis. Moreover, integrity enhances a deeper and more consistent knowledge of the meaning and aesthetic value of a

literary work. Third, coherence refers to the continuity between elements that are interconnected to form harmony in a literary work. Coherence shows the role of intrinsic elements interacting with each other to form a unity of meaning. Thus, coherence is one of the important aspects in objective analysis that provides a detailed understanding of how a literary work can be constructed into a single unit. Fourth, equilibrium in objective approach according to Abrams refers to the balance in identifying elements in literary works such as character, setting and plot and the belief of literary works that are seen as independent entities.

The objective approach analysis steps include identification that commits to find important elements contained in literary works such as theme, character and plot. This stage only focuses on the intrinsic elements that build the structure of the story by removing ties with external factors such as the author's background and social reality. Then, analyze the relationship between intrinsic elements that interact with each other to form the overall structure of the literary work. Then, the interpretation stage aims to find out the role and function of each part found in detail. After going through several steps of analysis, bring out the results for a conclusion that emphasizes understanding from the exploration of the elements in the work itself.

Objective approach is the most important approach and has the closest relationship with modern literary theory, especially theories that use the basic concept of structure. Objective approach gives a deeper understanding of the autonomous structure and meaning of the work. So, the analysis becomes more systematic and focused on the interaction of elements that form a correlated

narrative as a whole of the literary works. It also clarifies the dynamics and function of plots and literary works.

B. Romance Genre

The romance genre is a story between two or more people who have a romantic relationship and it focuses on their relationship progression. This genre commonly has a happy and satisfying ending. Jakob Sumardjo in his book “*Memahami Kesusastraan*”, defines the romance genre as a literary form that focuses on the emotional and romantic relationship between male and female protagonists rather than other aspects of a story. he also emphasizes that the romance genre is not just a love story but also reflects a complex emotional impression on the reader (1984, p. 28). According to Radway, the romance genre is a relationship between man and woman in which the improvement of their love becomes the main element to be categorized as a romance story (1991, p. 120).

The romance genre is one that has caught many people's attention because it explores the theme of love, which is related to human relationships. The romantic genre usually presents a male and female lead who are portrayed as being in different positions such as differences in character or social class and inappropriate to be together. In the development of the plot, they will face obstacles that challenge their relationship and lead to a resolution that brings a happy ending.

A story can be categorized into the romance genre if it fulfills several characteristics which are commonly structured in the love theme of the romance genre. According to Radway in his book *Reading the romance: Women*,

Patriarchy, and Popular Literature (1991, p.148). The romance genre ideally begins with some characteristics of narrative structure such as the female protagonist being displaced from a place that is comfortable for her. This situation forces the protagonist to lose contact or connection with the life she used to live before. It also forces her to lose her identity. This situation is called situation displacement. Radway explains this displacement refers to the transition experienced by the female lead uncertainty experience but through this process the female protagonist will overcome various obstacles that will strengthen her ability to develop and become the beginning of character development and how the protagonist is able to adapt to new circumstances. In this aspect, displacement is not only physical but also emotional. This process is usually characterized by the uncertainty experienced by the female protagonist. This process will make the female and male protagonists find new opportunities and their new identity as a loving couple. This state of transition is the beginning of character and plot development that will lead to conflicts that must be overcome on the journey to happiness.

The romance genre usually describes the aristocratic male who is financially well-off and in a higher position than the female protagonist, the male character will be the hero who comes to the rescue of the female character and gives her the freedom of the happiness that she will experience with the female character. In this case, the male character is not only seen in terms of his economic ability, but also his maturity. Radway depicts aristocratic men in romance novels as characters who have wealth and high social status, these differences create tension in romantic relationships. The main male character is

usually depicted as a selfish and emotional figure. The romance genre shows that depictions of aristocratic men often follow an idealized pattern in which class inequality and social mobility. Aristocratic characters initially demanding rights end in emotional tension. These characteristics aim to reveal vulnerability and strength to find true love.

The next characteristic is the conflict that will examine the romantic relationship between the main character and the male and female protagonists. There are several kinds of conflicts that can occur such as internal conflicts and external conflicts that can disrupt the journey of their romantic relationship. It will strengthen their relationship in the future. Through the conflicts that occur they will try to solve the problem with all the efforts made by both the female and male protagonists who are together looking for a way out to reunite. At this stage when they are able to resolve the conflict the female character will learn to trust the male character and love him more deeply. The relationship between them becomes stronger and they can express their feelings to each other both emotionally and sexually.

The last characteristic is a happy ending after going through many problems and obstacles that occur in the long journey of the romance relationship of the female and male characters. They are able to get through each obstacle well so that they reunite and have a stronger love than before. The ending shows a true love story. The romance genre usually has a happy ending. The happy ending is the main focus in the romance genre which becomes a label that distinguishes a love story from other genres.

C. Romance Formula

According to Cawelti's *Adventure, Mystery, and Romance* book, the formula used in popular fiction is the same as the genre designation used in the analysis of classic fiction. Romantic formulas typically have narrative structures that highlight the tension between two characters, who experience difficulties in their relationships but are ultimately resolved, and ultimately lead to a happy ending. The romance formula is conventional and straightforward, including elements such as plot, character, and setting that satisfy the requirements of the formula (Tania Intana, Vincentia Tri Handayani 2019). According to (Cawelti, 1977) basically, romantic stories focus on the relationship between two individuals in a romantic and emotional way where the relationship is the main driving force of the narrative to resolve conflicts that occur in a good and satisfying way.

Romance is characterized by emotional intensity, wherein the protagonists reflect increased levels of passion, love, and desire. Eventually, the formula typically resolves in a joyful resolution when the main characters discover affection and fulfillment in each other and their difficulties are resolved. After this resolution, the reader feels wrapped up and pleased. Renowned researcher and genre theorist John Cawelti analyzes the romance genre through the perspective of formulaic narrative. In *Adventure, Mystery, and Romance: Formula Stories as Art and Popular Culture*, he examines the ways in which formulaic stories conform to dependable patterns and norms that offer readers a sense of comfort and fulfillment.

Cawelti also describes the idealized nature of the hero and heroine in romance. The portrayal of the characters is a fulfillment of the criteria and traits expected by the readers which are displayed through aspects such as physical appearance, courage, intelligence, and compassion. They are molded characters based on expectations that allow readers to enjoy a fantasy world that fulfills their desires. Set the main characters in a situation where they successfully face obstacles in their love journey is important to get a romantic impression. There are some favorite formulas such as the story of an ordinary girl that falls in love with a rich or noble man, like Cinderella's story. Another variation is a love story between a young working girl and a rich man, or between a simple girl who falls in love with an experienced and mature man. Those situations would provide the romantic impression more than a love story in equal condition.

In the term of the characteristic in romance formula, it usually begin with show the different gap between the man and the women in the first meeting that situation makes the man and the woman hard to be match and unite in romance relationship. Then, the main character's struggle to overcome their internal conflict such as emotional burdens or personal fears, insecurity, fear of losing each other and uncertain relationships but the external conflicts such as social barriers. Successfully ending after resolving the problem, their love becomes more deep and strong. The efforts that they made before to deal with the problems that occur will become a major part of the storyline, leading to character growth and the resolution of romantic conflicts (Jeri, 2023). The examination of romance stories by John Cawelti in *Adventure, Mystery, and Romance: Formula Stories as*

Art and Popular Culture (1977) straightens out the typical story structure of the genre. Formulas such as Adventure, Mystery, Romance, Melodrama, and Horror Beings or States are categorized by Cawelti based on several genres. These equations are frequently used in popular narrative. Cawelti argues that the overall storyline of a romance comprises the evolution of the love narrative itself, which is a formula for romance that encompasses not only happiness but also sorrow, challenges, faithfulness, struggle, and the sacrifice of a romantic relationship. According to Cawelti theory, the organizing activity of a developing love relationship between men and women is what defines romance as a vital trait, not the character of the woman. There are four main plots of romance: (1) The first meeting (2) Boy wins the girl, (3) Conflict or obstacles, (4) The ending of the story.

1. The First Meeting

John Cawelti, outlines the structure and elements commonly found in romance narratives in the book *Adventure, Mystery, and Romance: The Story Formula as Art and Popular Culture*. According to Cawelti, romance stories usually begin with an introduction of background information about the lives, personalities and desires of the characters, especially the hero and heroine. This initial stage sets the stage for character development and the beginning of their romantic journey ahead.

Conflict seems as a necessary component at the same time. This conflict may show up inwardly or externally in a number of ways. Social difficulties that cast doubt on the hero and heroine's ability to be together, such as social divides,

cultural norms, or familial disapproval, are examples of external conflicts. Personal insecurities, psychological wounds from previous relationships, or anxieties that prevent the characters from pursuing love can all be sources of internal conflict. In order to attract the audience's interest in the conflict resolution in the hero and heroine's union, it builds tension and anticipation for the reader and introduces feelings of the unknown. Conflict heightens feelings, encourages a sense of urgency, and offers chances for personal development.

2. Boy Wins the Girl

According to John Cawelti's explanation, romance narratives gradually develop where the hero and heroine's relationship will get closer. the development will be shown by a series of meetings and interactions that increase their emotional connection. then, the challenges and obstacles they can experience will be a test of the durability of their romantic relationship. Obstacles can take various forms such as external conflicts, internal struggles, or external forces that make their relationship tenuous. The resolution of the trials experienced in the face of their own vulnerabilities and insecurities becomes a way of enhancing personal and emotional development. As Cawelti points out, the rising action in a romance narrative will engage the reader's interest as the romance unfolds. It is an essential component of the overall story structure, offering opportunities for character growth, emotional exploration, and the hero and heroine's romantic bond.

3. Conflict or Obstacle

The conclusion of a romance story, in John Cawelti's opinion, happens at the climax, which stands for the height of the character's emotional intensity and

crucial decision-making. As they encounter a significant issue or barrier that prevents their romantic relationship, this pivotal point serves as the journey's apex. In the denouement, the protagonists confront their anxieties, make tough decisions, and possibly get beyond big challenges that stand in their way. This confrontation could entail self-sacrifice, emotional conflict, or the realization of profound truths about each other and their partnership. The story's trajectory is significantly impacted by the resolution of this pivotal scene, which raises the emotional stakes to an unprecedented level. The resolution can come in many different ways, such as the hero and heroine romantic dreams coming true, the opposing forces being vanquished, or disagreements being reconciled. The reader feels satisfied and resolved as the characters' emotional journey comes to a satisfying end.

4. The Ending of the Story

The narrative of a romance story progresses towards the emotional closure of the story and its ultimate fulfillment. After the dramatic moment, the narrative enters the stage of emotional resolution, where the protagonist's emotional journey reaches its culmination. The characters get to know each other more and more at this point, and they often express their undying love and devotion to each other. As they deal with the repercussions of the disagreements and challenges they face, this is a period of emotional clarity and vulnerability. The tensions and conflicts that bring the narrative are resolved as the play nears its climax.

The story concludes with the joyful ending that characterizes romance novels. Together, the hero and heroine experience enduring bliss, which deepens

their bond and devotion. The reader is also given a sense of emotional fulfillment and fulfillment by this result, in addition to the characters. With the knowledge that the journey of the hero and heroine has resulted in a peaceful and happy conclusion, the reader can experience a cathartic release.

Romance story's plot portrayed male and female leads who are in different positions such as differences in character or social class and are not suitable to be together and are separated by external factors. The development of the plot is marked by the emergence of conflict in the relationship between the two partners through challenges such as misunderstandings that test the strength of their love. A love story with a happy ending, stronger love and trust for each other than before managed to unite them in a happily ever after life.

CHAPTER III

RESEARCH METHODS

In this chapter, the researcher will explain the research methods and techniques used to gather and analyze the data in this study. The following chapter explains how the researcher examined the novel and describes the research design, data sources, data collection, and data analysis. Therefore, the readers will understand how the study was conducted.

A. Research Design

This research is a literary criticism because the researchers will carry out an analysis of the intrinsic elements, plot structure and romance formula presented in the novel. This research uses an objective approach that identifies aspects of the novel, namely the structure and stages of the plot to understand the romantic formula constructed in the novel *The Love Hypothesis*. By understanding how the elements and stages of the plot of the novel, the researcher can develop a more complex and more accurate analysis of how the plot of the love relationship in this novel forms a romantic formula. This study focuses on analyzing the Romance Formula present in *The Love Hypothesis*. The researcher aims to uncover the specific romance formula embedded within the plot of the novel, utilizing John G. Cawelti's theory of Romance Formula. The researcher focused on exploring the romance plot formula evident in the novel. Consequently, the researcher gathers relevant facts and data related to this aspect.

B. Data Source

Data refers to information collected to address a specific problem. This research focuses on data taken from the novel *The Love Hypothesis* specifically limited to the romance plot formula. *The Love Hypothesis* was made in 2021 by Ali Hazelwood. It was her first published novel, but it became viral through social media Tiktok. This novel was published by Berkley Books on 14 September 2021 that consists of 22 chapters inside it. Data can be in various forms, such as words, sentences, phrases, quotations, and dialogues. The data used in this study comes from the novel *The Love Hypothesis*, which is used as the basis of analysis in determining the existing romance formula. The researcher will use the romance formula theory to research and identify the specific romance formula used in *The Love Hypothesis* series. The data serves as a basis for making decisions and conducting a thorough analysis of the subject matter.

C. Data Collection

The researcher collected the data by making notes in several steps such as; reading, underlining, highlighting, identifying and categorizing. The first step is reading *The Love Hypothesis* novel, then underlining text such as sentences or paragraphs that show romance themes. Next step is highlighting the conversations and dialogues in the novel that contain elements of the romance formula, selecting and also categorizing every aspect based on the four stages romance plot of the romance formula.

D. Data Analysis

After collecting the data, there are several steps the researcher applies in the data analysis. Namely, reading the classified data based on the four stages of the romance plot. The next is identifying, analyzing and pointing to the romance formula. These are some methods of data analysis; first, identify the data obtained after reading and classifying the data, and then analyzing the relevant theory that is also linked to the data research. Researcher endeavor to gather an abundance of data that are relevant to the research. The information was then processed to be interpreted using an objective approach and genre romance formula theory. Furthermore, it will help to analyze the plot of romance in the novel. The entire study, which is developed by connecting the research data to theory, is concluded once the findings have been analyzed.

CHAPTER IV

FINDING AND ANALYSIS

This chapter presents the analysis of data findings related to the research question. The researcher will present the findings discussed based on the analysis of the romance formula found in *The Love Hypothesis*. According to Cawelti's book *Adventure, Mystery, and Romance*, the romance formula is the typical structure of the romantic genre where the development of a love relationship usually takes place between a female and a male character. There are four types of romance plot stages, namely: the first meeting, the man winning the woman, the conflict or obstacle, and the ending. (Cawelti, 1977).

A. The First Stage : First Meeting

1. Introduction of The Main Characters

According to John G. In Cawelti's romance formula theory, the first meeting describes how the love story begins between the male and female characters through their initial meeting. The first meeting also explains the background of their introduction to get to know each other further. First meeting of the main character in this novel's storyline is in accordance with the characteristics of the first meeting as described by Cawelti. The main female character is usually depicted in contrast to the male character.

Olive was twenty-three and alone in the world. She didn't want weekends, or a decent salary. She wanted to go back in time. She wanted to be less lonely. But since that was impossible, she'd settle for fixing what she could (p. 15).

The data above shows how the depiction of the female character in The Love Hypothesis novel, Olive, is in accordance with the romance formula theory in the first meeting section. The depiction of Olive as the main character in the novel *The Love Hypothesis* shows how Olive is in a difficult situation. She is depicted as someone who doesn't care about entertaining things. Most people definitely want to have free time on the weekend with their family, but unlike Olive, she doesn't want the weekend because she lives alone. This situation shows how lonely Olive has been. The effort she made to eliminate her loneliness was to spend time fixing what she could fix in her life. Living alone is not easy, there is no family or people who can strengthen her. This shows how Olive is depicted as an independent figure and also has a strong determination in her life even though she is alone and experiences a difficult situation in her life. The desire to return to the past and eliminate her loneliness is a form of deep sadness that Olive feels, but she is aware that this bitter reality is a fact that life will continue. She even keeps herself busy throughout the week to divert the sadness and loneliness that she feels.

The male characters in romance novels are often portrayed as handsome, famous and well-established men. The portrayal of the female character is very inversely proportional to the male protagonist, the figure of an ordinary middle class woman is often used in romance genre novels. The economic condition between the male and female characters shows the difference in social class between them which will be the attraction in most romance stories. Similarly, Adam, the male main character, is portrayed as rich and famous. This novel shows

how the man character portrayed fulfills the aristocratic male characteristics in the romance genre.

Dr. Carlsen might have been a young academic rock star and biology's wunderkind, but he was also mean and hypercritical, and it was obvious in the way he spoke, in the way he carried himself, that he thought himself the only person doing decent science within the Stanford biology department. Within the entire world, probably. He was a notoriously moody, obnoxious, terrifying dick. (p.17)

"Wait!" She leaned forward and stopped him with a hand on his wrist. He paused immediately, even though it was obvious that it would take him no effort to free himself, and stared pointedly at the spot where her fingers had wrapped around his skin—right below a wristwatch that probably cost half her yearly graduate salary. Or all of it. (p. 20)

In this novel the different economic conditions between the two are also depicted in this initial meeting. This data is in accordance with the romance formula described by Cawelti where there are prominent differences between the male and female characters in the story. The data explains the female main character named Olive, a PhD student in the biology department, a woman who does things without thinking and starts a lie for her best friend's relationship. It explains that Adam is a lecturer in the biology department of Stanford University, a logical biologist who is very cruel in his way of speaking and carrying himself. This excerpt illustrates the difference in economic ability between Olive and Adam, which can be seen from the watch that Adam wears, which is very expensive, equivalent to Olive's annual salary.

2. Female and Male Characters' s Initial Meeting (Meet-Cute)

According to John G. In Cawelti's romance formula theory, the first meeting describes how the love story begins between the male and female characters through their initial meeting. This stage is an important moment in the

journey of the two characters' relationship development that starts from the first impression when meeting and the emotional side that happens. Then, they become closer because they meet often, start to know each other. In romance novels, the meeting of the male and female characters is usually portrayed with a situation that begins with an accidental meeting that will bring them together in an introduction to get to know each other.

It was more of a prolonged peck than anything, but it was quite nice, and for the life span of a few seconds Olive forgot a large number of things, including the fact that she was pressed against a random, unknown dude. That she'd barely had the time to whisper "Can I please kiss you?" before locking lips with him. That what had originally driven her to put on this entire show was the hope of fooling Anh, her best friend in the whole world (p. 16)

In this section explaining how the first meeting began and the introduction of the background of the main male and female characters. Kissing Adam suddenly is a reckless act that Olive did, it shows that Olive is under certain pressure. Olive certainly would not dare to do that without a strong reason. Olive and Adam's first meeting starts with Olive's attempt to trick her best friend Ahn by kissing a random guy in the lab. An accidental meeting occurs between them with Olive's impulsive decision to find the right person as an object to trick her best friend. Olive doesn't hesitate to kiss the man when she sees a possible male figure to launch her plan. This section shows how the female character and the male character meet in an unplanned situation that will bring changes to the next story.

The story between them flawlessly aligns with the defining characteristics of a "first meeting," as outlined by Cawelti Romance Formula, summarizes the essence of a 'first meeting'. It is used as a powerful proof of the transformative

power of love, where the main characters meet each other and through an unexpected event proceed to become a long term plan for the future love relationship involving emotions that slowly blossom between them. Gesture can be a form of expression of attention or affection to someone. In romance stories, attention and affection can usually be seen through the gestures of male characters when interacting with female characters.

Carlsen looked at Anh, as though realizing for the first time that she was in the room. He acknowledged her existence with one of those brief nods dudes used to greet others. His hand slid lower on Olive's spine just as Anh's eyes widened. (p. 31)

This data show their next meeting when Adam grabs Olive's waist to convince Ahn of his relationship with Olive. A man's touch on a woman's hip is intimate and romantic. Adam's touch on Olive's hip shows his personal interest in Olive. It can also be interpreted as a sign that Adam has a relationship attachment and feels comfortable with Olive. Based on the attitude shown by Adam in the data above, a sense of attraction to olive began to emerge so that he wanted to interact further with olive in the future. At this stage, the male character begins to show interest in the female character, Adam tries to get close to her.

The development of the plot from the first meeting is characterised by further meetings that occur between the male character and the female character. The next meeting shows the progress of their relationship becoming closer. The initial meeting that happened by coincidence leads to the next occurrence which shows the process of approach by the male character to get to know and understand the female character. Forms of the approach process such as attempts to invite the female character to meet, through closer interaction.

"And I think that it would be best if we laid down some ground rules. Before starting."

"Ground rules?"

"Yes. You know. What we are allowed and not allowed to do. What we can expect from this arrangement. I think that's pretty standard protocol, before embarking on a fake-dating relationship." (p. 53)

"Okay. Second rule. Actually, it could be interpreted as an extension of the First rule. But"—Olive bit into her lip, willing herself to bring it up—"no sex."

For several moments he simply didn't move. Not even a millimeter. Then his lips parted, but no sound came out, and that's when Olive realized that she had just rendered Adam Carlsen speechless. Which would have been funny any other day, but the fact that he seemed dumbfounded by Olive not wanting to include sex in their fake-dating relationship made her stomach sink.

"It's okay. This whole thing is weird." The silence between them stretched, and Olive noticed that he was blushing faintly. Just a dusting of red, but he looked so . . . Olive couldn't stop staring. (p. 53-54).

Their first meeting can be characterized as the beginning of their relationship by making an agreement to do fake dating to achieve their own goals. When Olive accidentally mentions sex in their fake dating rules they looked embarrassed for each other. Olive looks very shy after discussing sex in their agreement and Adam also looks shocked and embarrassed. Their response shows in the data above that their relationship development is in accordance with the first meeting stage in Calweti's romance formula theory. Where the man begins to be interested in the woman and there has been an approach process carried out by getting to know each other. This moment shows the emotions running between them. the transformative from stranger becomes a partner, where through an unexpected event before that happened will be developing their relationship that slowly blossoms.

3. Growing Interaction and Attraction

This important stage in the romance formula marks the continuation of the main character's relationship. A present can be an expression of attention or affection. A gift can be an item that can be kept or it can be something that is

given to make someone happy about the attention they have received. Usually, the male character will give attention through behaviour or attitude that makes the female character's heart melt and feel flattered.

"Nope." She shook her head. "I would never fake-date a dude who thinks that he has to pay for my coffee just because he's a dude."

He lifted an eyebrow. "I doubt a language exists in which the thing you just ordered could be referred to as 'coffee.' "

*"And it's not about me being a 'dude' "the word came out a touch pained
"but about you still being a grad student. And your yearly income." (p. 65-66)*

The data above shows that in Adam and Olive's relationship which is getting closer and shows the personality and attitude of each character proves that romance formula presents in this novel. It shows conformity with the romance formula of the first meeting by John Calweti where they go on a first date which makes their relationship more intimate. Moreover, the male main character's very understanding of her situation and doesn't want to burden the female main character's situation. Adam's gentlemanly attitude on their first date is by arriving on time. Adam's response shows the development of the character's emotional feeling and the significant progression of their relationship. Their relationship aligns with the characteristics of a "first meeting" as outlined by Cawelti.

Their relationship, which began with ignorance of each other, became more intimate with the communication patterns that developed between them. The male character begins to approach through small interactions and meetings with the female character. Their closeness to know each other begins with the introduction of their backgrounds, favorite things that their likes indicate to continue the process of interaction between the main characters. The feelings begin increasingly through their moments together with a strong bond.

"Where were you born?" she asked.

"Is this another one of your green card marriage interview questions?"

"She giggled. He smiled in response, as if pleased to have made her laugh. Though it was certainly for some other reason. (p. 66)

"Adam nodded, taking a sip of his coffee. "Favorite color?" Olive opened her mouth to tell him her favorite color, which was so much better than his, and . . .

"Hey, Adam?" she called after him.

He paused and looked back at her.

"Thanks for buying me three days' worth of food."

He hesitated and then nodded, once. That thing he was doing with his mouth he was definitely smiling down at her. A little begrudgingly, but still.

"My pleasure, Olive." (p. 68)

This emotional evolution progresses, when they start conversations and exciting moments become intimate relationships. It was Olive who started asking the first questions about Adam. She was trying to get to know Adam better even though Olive's reason for asking was so that others would be convinced and not doubt their relationship. The thing to do when someone wants to approach a relationship is to get to know the person personally. Olive's initiative to ask about Adam shows that there is a desire for further relationship. Like many couples they will undergo a process of getting to know each other to find out things that have not been known before. Based on the data above, it shows how their relationship progress is growing and becoming more familiar than the beginning of their meeting which was very awkward. Their relationship progress is very well-aligned with the characteristics of the 'Romance Formula', as described by Cawelti.

Romance novels usually show moments of intimacy that the male and female characters go through when they are doing activities together. The male characters usually show attention through expressions and teases to each other. There is an emotional aspect conveyed through conversations that occur at their

meetings to start a better relationship progress in the future. In *The Love Hypothesis* novel, how Adam approaches through the interactions he has with Olive is a point that illustrates the closeness between them.

And”—she pointed at Adam with her thumb—“he’ll have chamomile tea. No sugar,” she added cheerfully. She immediately took a few steps to the side, hoping to avoid damage in case Adam decided to throw a petri dish at her. She was surprised when he calmly handed his credit card to the boy behind the counter. Really, he wasn’t as bad as they made him out to be. (p. 71)

Adam's royal behaviour towards Olive by paying for all the food they ordered shows that he cares for Olive. Moreover, Adam's behaviour shows his ability to provide comfort to Olive. Adam's royal attitude towards her made Olive's view of Adam completely change. Paying for all the orders and not burdening Olive with it is an attitude that shows that Adam is a man who cares and understands the needs of his partner. This situation shows the increasing intensity of their closeness because they often do activities together. The data in excerpt above shows conveying their relationship becomes an affection for each other. At this crucial moment, both characters are starting a journey of personal development. The first meeting revolves around initial impressions and deep emotions shared, allowing the possibility of their relationship development.

The emotional touching moment can be identified as a “first meeting” in the context of their budding romance. This shows conformity with Calweti's romance formula where the male character already has a sense of caring and tries to protect the main character. Care can also be a form of attention from the protagonist as a form of affection towards the female character. Care can be formed as an effort to ensure the situation, including taking care of the female

character's feelings. The response of the female character is usually touched by the efforts or sacrifices made by the male character.

“Tom,” Adam interrupted, tone sharp. He set his tea down with more force than necessary. “Stop harassing my girlfriend.” It was less of a warning and more of a threat. (p. 82)

Olive noticed that he was looking at her shoulder. When she followed his gaze, she realized that Adam had placed his arm on the back of her chair. He wasn't touching her, but there was something . . . protective about his position. He seemed to generate large amounts of heat, which was not at all unwelcome. It helped melt the yucky feeling the conversation with Tom had left behind. (p. 82)

As described in the data above, The efforts Adam makes to protect Olive show that Adam is a gentlemanly figure who tries to provide physical and emotional protection to olive. Adam does this as a form of providing a sense of security and comfort from all the dangers and pressures that Olive receives from someone even though it is her own best friend. Adam's gesture shows that his priority is Olive's own comfort. This represents an important point in their relationship where Adam takes direct initiative to express his feelings of concern for Olive. His decision to protect Olive while the two of them are together as a powerful symbol of his growing affection and emotional connection towards her. It also, according to Cawelti's formulation of romance, summarizes the essence of a ‘first meeting’. It serves as strong evidence of the development of feelings of love in the relationship the two protagonists meet, through the attitude shown by the male character that reinforces the deepening towards a romantic relationship.

At this stage, the female character agrees to being open up to the male character. It shows that their relationship is not just a fake romance, but has already become a more serious relationship than before. Moreover, their relationship is not only getting to know each other but also sharing their sorrows

and grief. The male character also shows a warm attitude, no judgment or excessive sympathy but a warm feeling to her.

*He smiled. "Olive, you can talk about it. And you should let yourself be weepy."
She had a sense that he really meant it. That she could have talked about her mom for
however long she liked, and he would have listened intently to every second of it. (p. 126)*

*"You all done?" Adam asked.
She turned around, remembering that she wasn't alone. His arms were folded on his
chest, fingers drumming against his biceps. There was an indulgent expression in his
eyes, and—she should have been embarrassed, but she just couldn't help it. Olive threw
herself at him and hugged his torso as tight as she could. She closed her eyes when, after
a few seconds of hesitation, he wrapped his arms around her. (p. 135)*

The data above shows that hugging is a form of support that is very meaningful for a couple, not just physical touch but has a meaning as support or attention that conveys the emotional feelings felt by Olive. Based on the data above, it shows how the romance formula is reflected in the interaction between Olive and Adam in conveying their affection. Sharing difficulties and joys together, their relationship becomes more meaningful. It shows that this story plot closely aligns with the features of a 'first meeting' as described by Cawelti. It explains the essence of symbols as indirect communication that often uses the early stages of a love story. Adam's embrace demonstrates his desire for a deeper connection with Olive, showing his vulnerability and romantic emotions between them.

4. Female Character's Emotional Dilemma

An important point in the plot of a romance novel is that feelings of love begin to emerge but there is no ability to declare their feelings for each other. Here, Olive as the female character realises the feeling of love but she is still hesitant and uncertain about her own feelings. She still needs time to confirm the

truth of her feelings for the male character. It is also characterized by the misunderstanding that occurs which will later lead to a more serious stage.

Malcolm rolled his eyes. "Listen, Olive," he said earnestly, "I need you to consider something: What if Adam likes you, too? What if he wants something more?"

She laughed. "There is no way."

"Why not?"

"Because."

"Because what?"

"Because he's him. He's Adam Carlsen, and I . . ." She trailed off. No need to continue. And I'm me. I am nothing special. (p. 150)

"No," she said, firm. With her tears gone, she felt marginally better. Maybe she was not who she had thought, but she could fake it. She could pretend, even to herself. "I'm not going to tell him. It's a horrible idea." (p. 152)

The situation above shows how Olive has realized her feelings for Adam, she has fallen in love with Adam Carlsen. Women are emotional beings and this is shown in how Olive feels anxious and insecure as she begins to realise the feelings of love she actually has for Adam. However, she feels unequal to Adam. The big difference between the two is that Olive feels she is not special, not beautiful and her background is very different from Adam. Covering up her feelings is Olive's way of burying her feelings for Adam. The tears that flowed showed that Olive did not have the courage and confidence to be frank and chose to swallow all the disappointment and sadness she felt. This stage shows conformity with the first meeting as described by Cawelti, this section explaining conflict in the process of developing their relationship before the main characters unite and are honest with each other about their feelings.

This moment also highlights the changing character of the first meeting in the story. Adam's presence has made a special impression on Olive's life recently. This shows that Adam has occupied a special position in her heart. The turbulent

feeling of missing Adam is overwhelmed by a sense of dilemma about her feelings for Adam. It captures the essence of a pivotal moment in their relationship, marking the beginning of their emotional connection and the development of their love story. The plot determines the continuation of their journey and represents a deep and lasting bond between the characters.

Campus felt strangely empty with Adam gone, even on days in which she likely wouldn't have met him anyway. It didn't make much sense: Stanford was most definitely not empty, but teeming with loud, annoying undergrads on their way to and from class. (p. 16)

Adam's presence by Olive's side gives her a special place in her heart but because Olive does not want to confess about her feelings for Adam, it makes her feel even more lost in her daily life. The feeling of loneliness and a different day without Adam is only felt by Olive when Adam is not with her. The loneliness Olive feels is a form of emotional feeling that occurs when she delays expressing her feelings and triggers a deep feeling of loss. The data above shows her unpreparedness to adapt to her daily life without Adam.

The Love Hypothesis novel is well-aligned with the concept of first meeting in romance formula. The main character's relationship from their first meeting until sharing difficulties and joys together. It explains the essence of symbols as indirect communication. Olive and Adam's sincere feelings from their first meeting to becoming closer show the essence of the significant moment in their relationship, which marks the start of their emotional connection and the development of their love story.

B. The Second Stage : Boy Win The Girl

According to John G. Cawelti's theory of boy wins girl, the relationship between the male character and the female character develops to a more advanced

stage. After going through an introduction in the early stages of their relationship. The desire to have an important opportunity to pursue a more serious commitment begins with the male's desire to take the initiative to confess his feelings to the female character, expressing all his feelings and wanting her to be his partner. In this context, the man not only wins the love of the female character but also gains an overall sense of victory. At this stage, the woman is more willing to have sexual intercourse because she truly feels loved by the man.

The most anticipated part of a romance novel is the declaration of love. The expression of feelings by the main character marks the beginning of a more serious relationship. The courage of the male character in confessing his feelings to the female character becomes the centrepiece of the romance storyline. This moment is the starting point where the boy wins the girl's heart.

*“What if you hate me for this, after? What if we go back and you change your mind—”
“I won’t. I . . .” She stepped—God, even closer. She wouldn’t think about it after. (p. 219)*

The data above shows how afraid Adam is when he wants to have a serious relationship with Olive because there is a fear in him that he will lose Olive. Adam is afraid that when something happens Olive will leave him and everything will change from their previous togetherness. Doubt is something that naturally happens to someone who is going to be in a serious relationship, especially to men because there are many things to consider. Moreover, it is seen how sincere Adam's feelings for Olive are so that he does not want himself to be hated by Olive when they are dating. While Olive has a strong belief that Adam is the right person for her, how Olive decides to have a serious relationship with Adam further she gives assurance to Adam that her feelings of love are sincere.

The moment where the boy wins the girl's heart as Olive and Adam have been honest about their deepest desires since they have been with each other. The female character agrees and gives her love to the male character completely. This signifies a turning point where their relationship has reached a level of commitment and intimacy that brings happiness to both of them. It shows the pride she feels for him and highlights their deep emotional connection. Adam's happiness and gaze towards Olive symbolizes the blossoming of their love story and the satisfaction they find in each other.

*"I want to do this," she said, as soon as she was able to. "With you. I really do."
"Me too, Olive." He sighed. "You have no idea." "Then, please. Please, don't say no."*

That moment depicts Olive and Adam who have expressed their feelings and desires with a happy expression and direct all their feelings to Olive. The feelings of the two main characters are clearly revealed in this part, where they both want a more serious relationship. When the male protagonist wants to possess the female character completely, they are in a moment of passion and desire to express their deep love for each other. The female character also wants to give her love to the male character and wants to do that with someone who she loves. At this stage, the male character succeeds in winning the female character's. Their affectionate behavior towards each other signifies an emotional connection. The smile on Olive's face and Adam's blushing represent the joy and contentment they find in each other's company, highlighting Adam's success in capturing Olive's heart and establishing a romantic relationship. Furthermore, Adam and Olive's visible happiness after officially becoming a couple, reflects the development of their relationship.

Olive pushed herself up to look at him, resting her chin on her hands and her hands on his chest. She watched him watch her, enjoying the play of the streetlights on his strong face. He was always handsome, but now, in the witching hours, he took her breath away. (p. 239)

You're very good at making time for others. For me."
She smiled, but he looked away as if embarrassed, and she decided to change the topic. "The only thing I can say in Dutch is 'ik hou van jou.' " Her pronunciation must have been poor, because for a long moment Adam couldn't parse it. Then he did, and his eyes widened. (p. 240)

After confessing his love male characters showing their affection towards female characters are usually done in many ways such as by giving touch to female characters. It can be interpreted as a form of affection and love for someone valuable. For example, by holding hands or giving hugs and kisses in this novel, the touch given by male characters to female characters in the form of hugs holding hands and also kisses.

He kissed every last freckle, as though to store them up in his memory, and there were so many. (p. 235)

Adam's hand traveled up her neck, closing gently around her nape. "There are good trails for hiking, where Holden and I used to go in grad school." He hesitated before adding, "I'd love to take you." (p. 241)

She leaned forward and buried her face in his throat. They were not going to sleep, not one second. It would be such a waste. "You don't have to wake me up, when you leave."

This scene exemplifies the triumph of men over women as Olive and Adam enjoy their new romantic relationship. Physical touch in a romantic relationship between a man and a woman is one of the expressions or love language that expresses feelings of affection and sincere love for a partner, it becomes a habit and a form of deep emotional connection. In this novel, the touch of Olive's hand on Adam's chest shows comfort and sincere feelings for Adam. The intimate moment shown in this data shows the feeling of love and comfort they feel for each other. It is also a form of deep empathetic communication and

the love that Olive and Adam give each other is connected. His desire to always be with Olive in any situation by showing his commitment and devotion succeeds in captivating Olive's heart and building a love relationship. It represents the fulfillment of Adam's efforts for Olive's heart and the establishment of their joyful relationship. The progress of their relationship becomes a next level relationship.

In summary this stage depicted effectively uses the concept of the romance formula of the boy wins the girl. Adam showed Olive's deep emotional connection and affection seriously. The moment Olive and Adam have been honest about their deepest desire to be together. Olive agrees and gives her love to Adam completely. This signifies the turning point where the relationship between the male character and the female character has reached a level of commitment and intimacy that brings happiness to both of them. Their union symbolises Adam's success in his quest to win Olive's heart and the establishment of their joyful relationship. After they officially become a couple, this reflects the progress of their relationship into the next level of relationship. This forms a stronger bond, and they are able to convey their feelings and affection.

3. The Third Stage : Conflict or Obstacle

According to John G. Cawelti's conflict theory, conflict is an important element in fiction and non-fiction stories. Conflict arises to create tension in a story. Especially in the romance genre, conflict usually arises in relation to romance issues due to misunderstandings that occur as a strengthening of the romantic relationship. indirectly, the events that occur through the problem test

the constancy of feelings between characters that can lead to a stronger relationship change in the future. At this stage of the conflict, the main character strives for all their abilities to resolve the conflict. a vigilant and calm attitude becomes the way they face challenges in daring to make the right and wise decisions, or they may have an inability to make decisions in maintaining the relationship. Ultimately, the conflict results in their relationship continuing or choosing to end the relationship. The conflict arises between Olive and Adam because Olive was afraid that her honesty would affect Adam's plans to collaborate with Tom's lab and he would also conduct an interview in the near future. The inner conflict that Olive is suffering makes her forced to hide what Tom did to her, she thinks this decision is best for Adam.

Her eyes stung. She closed them tight, managing to push the tears back. Barely. The truth, Adam, is that your friend, your collaborator, a person you clearly love and are close to, is horrid and despicable. (p. 253)

She inhaled deeply. "The truth is, we did great. And it's time we call it quits."

She could tell from how his lips parted, from his disoriented eyes searching hers, that he wasn't yet parsing what she'd said. "I don't think we'll need to explicitly tell anyone," she continued. "People won't see us together, and after a while they'll think that . . . that it didn't work out. That we broke up. (p. 253)

The presence of challenges or obstacles that complicate their relationship between the main character Adam and Olive. Olive's decision not to tell Adam what really happened makes the conflict even more complicated, creating tension and potentially making their relationship stronger. The importance of honesty and transparency in relationships can be learnt from the conflict that occurs, which strengthens emotional feelings in the power of love. The data above shows how Olive's decision-making regarding the continuity of her relationship with Adam shows the suitability of the stages of conflict that Cawelti explains in the romance

formula theory. The indecision felt by Olive proves that the romance formula is used in the stages of conflict in this novel. Olive's dilemmas due to her fear of Adam's trust in the explanation Olive will give to him.

Romance stories have an interesting plot in the conflict section where they are in the middle of their relationship. There will be a barrier that will be a challenge for the male shop and the main character to maintain their love and unite to become stronger. In this novel, the barrier to Olive and Adam's relationship is Tom. This conflict increases the tension in the story to become more dramatic with moments of chaos and tests the strength of Adam and Olive's love bond.

She could see his oily, fake smile with the corner of her eye. "Olive, I know you're young and don't know how these things work, but Adam's here to interview for a very important position, and he can't just—" (p. 272)

Tom laughed, brazen. "No. Not unless you're coming with me. We're collaborators, and if you act like an asshole during a dinner with my department because of some student you're screwing, it will reflect poorly on me. You need to come back to the table and—" (p. 272)

The conflict arises when all the truth is revealed where Adam finds out how Tom mistreated Olive through the recording on Olive's mobile phone, at that time Tom was still trying to grab Olive's mobile phone and continued to insult Olive with harsh words from his mouth which made Adam furious. That problem occurs between the male and female character caused by Tom's abusive treatment to that finally known by Adam. In the quote above shows how the strength of their relationship is tested. The problems that arise between Tom, Adam and Olive that lead to tension between them because of Tom's attitude and statements that lead to verbal sexual harassment experienced by Olive. Tom's attitude of trying to get

close to olive, moreover with his harsh words calling olive a bitch made Adam's emotions explode.

The stages of conflict in this novel show Adam emotionally delivers when he discovers the truth of the misunderstanding that occurred in his relationship by providing a significant impact in the resolution of important moments in the stages of conflict. This shows the suitability of the conflict described with the stages of conflict based on the romance formula theory. The data above shows how Adam's anger peaked by pushing against the wall as a form of deep disappointment at what Tom had done to the person he loves so much. This behaviour also shows that Olive's safety and comfort is a top priority for Adam. Adam's protection breaks all of Olive's prejudices that made her break up with Adam.

“—you’re telling me you thought your pitiful abstract was selected for a talk because of its quality and scientific importance? Someone here has a very high opinion of herself, considering that her research is useless and derivative and that she can barely put together two words without stuttering like an idiot—”

“It was him,” Adam whispered. His voice was low, barely a whisper, deceptively calm. His eyes, unreadable. “It was Tom. The reason you were crying.” (p. 273)

“This is ridiculous.” Tom was coming closer again, reattempting to take the phone away. “I’m not sure what this bitch’s problem is, but she’s clearly—”

Adam exploded so fast, she didn’t even see him move. One moment he stood in front of her, and the next he was pinning Tom against the wall. (p. 273)

Based on the data above depicted, the conflict in this novel uses the stages of conflict based on the Cawelti romance formula theory. The conflict that occurs in Adam and Olive's relationship brings a great resolution to the problems they are facing. How the truth is revealed and Olive's struggle to resolve the misunderstandings that occurred and the heroic attitude there and the sincerity love that she showed in making the decision to end her relationship with Tom.

The culmination of this conflict in *The Love Hypothesis* novel is shown when Olive decides to dare to tell Adam the truth by following Adam to the meeting, when she finds out that her own best friend, Tom, has hurt the feelings of the person she loves, making Adam angry and upset. Moreover, Tom even tried to cover up his mistakes and insult Olive. It hurt Olive's feelings making Adam even more angry and knowing all the bad attitudes and intentions that had been hidden from him. The conflicts they experience will have the potential for character development of problem solving and the consequences of their decisions. Utilizing the concept of the romance formula, this stage is an important event in their love story that progresses into a serious relationship.

4. The Fourth Stage : The Ending

According to John G. Cawelti's romance formula theory, the ending becomes a conclusion or final resolution to a story. The important role of the ending provides closure and ends the storyline because the ending determines the fate of the relationship between the male character and the female character. This novel displays their journey of love and how they struggle in dealing with conflict until it is finally resolved. There are several types of endings such as a happy ending when the couple finds love and is together, or a tragic ending where their love ends sadly. The ending presented will give a deep impression of the fate of the characters that affect the overall message of the story and the emotional impact received by the reader.

The final stage of a romance novel is usually characterised by a happy ending. In this novel, Adam's struggle was not useless, as he solved all the

problems that became obstacles to Adam and Olive's relationship. Adam's determination and seriousness melted and convinced all doubts in Olive's heart. Adam's attitude that became a protector for Olive released all the dilemmas that Olive felt about the continuation of their relationship. When Adam expresses his apology and regret that he didn't know that Adam's best friend Tom had hurt the person he cared about which created a rift between his relationship with olive.

He cradled her head with both hands, fingers sliding through her hair and holding her tight as he lowered his forehead to hers. He was warm, and smelled like himself, like safe and home. His thumbs swept through the mess of tears on her cheeks. "I'm sorry. I'm so sorry. I didn't know, and I'm sorry, I'm sorry, I'm sorry—" (p. 274).

The incident describes a moment of introspection and decision-making for Adam. This situation shows his regret and apologized to her for his insensitivity to the problems that Olive had hidden. The ending stage in this novel shows conformity with the romance formula theory by showing the reunification of female characters and male characters after being able to face all the problems in the previous conflict stage. The resolution of the problem shown in this novel by showing Adam's courage to admit his mistake and apologise to Olive shows the gentlemanly nature that Olive sees. Adam's realization signals his maturity and willingness to give her protection and care first. The situation above shows the ending stage is effectively explained by combining the romance formula.

The conflict that comes is able to face them with Olive's courage and Adam's trust that finally reunites them. By incorporating the formula romance of ending, the incident describes a moment of decision-making for Adam who is steadfast in his feelings of love for olive. The conflict in their love journey presents a pivotal moment where Olive and Adam work on the future of their

relationship. Adam's actions signify his maturity and willingness to prioritize justice for Olive. The ending sets the stage for the potential resolution of conflicts and challenges faced by the characters, strengthening feelings for each other

"I am going to take care of this," he told her. There was something determined, earnest in his eyes. Olive had never felt safer, or more loved. "And then I'll come find you, and I'll take care of you." (p. 274)

Based on the data above, it shows that the moments that direct the ending in this novel reflect Cawelti's romance formula theory of ending stages. This can be proven by Adam's attitude which is able to handle all the problems that occur, providing peace and also a deep sense of security for Olive. Adam's efforts show an ending that brings conflict resolution. The figure of Adam, who is shown as Hero ik and committed, provides an ending that will make a significant moment in the storyline that becomes an important point in the continuation of their relationship. That moment above shows Adam's strong commitment and deep affection to keep and protect Olive from all the inconveniences that happen to her. Adam's character development, who becomes a protective and responsible figure. It makes Olive touched and convinced that Adam is the right person for her. It looked at how his efforts promised her to solve this problem.

The ending shows a significant outcome in their relationship. They have reached a level of realization and the importance of togetherness and honesty. It highlights the emotional aspects of development. This ending contributes to the overall narrative of their romantic journey and highlights their growth and emotional connection. Adam's statement reflects the depth of his feelings the creation of a pivotal moment in their relationship conveys their emotions.

"He wasn't." Adam abruptly stopped in the middle of the street. He turned to her, his eyes a clear, deep brown. "I had no idea, Olive. I thought I knew him, but . . ." Adam's apple bobbed. "I should never have trusted him with you. I'm sorry." (p. 289)

He said it—"with you"—like Olive was something special, uniquely precious to him. His most beloved treasure. It made her want to shiver, and laugh, and weep at the same time. It made her happy and confused. (p. 289)

The situation described in the data above shows how Adam's expression that Olive is a special person who is very valuable in his life gives Olive a sense of certainty that it is an acknowledgement and acceptance of the sincerity of Adam's feelings of love for Olive. The word "precious" is a form of providing a sense of security and emotional support to Olive, the person she trusts and loves the most. Based on the data above, it is proven that the ending in the novel *The Love Hypothesis* has an element of romance which is evidenced by the female character being happy to hear that she is precious because it fulfills her thought that Adam needs and wants her role. Simple words but have a strong value that the existence of women is valued and an important aspect in the lives of male characters. The resolution of the challenges and the repair of their relationship becomes a way of exploring the feelings they harbored before. The deep feelings for each other and acknowledge the interconnectedness of their concerns is presence in their lives.

The mutual trust and honesty factor that saved their relationship. There is nothing else he cares about other than the happiness and comfort of the female character. The male character's sincere attitude shows character development from before. Based on the quote, it describes how the male protagonist's love for the female character grew when he didn't think about anything else, even his own interests, which were research funds that might not be disbursed due to Adam's

problems with Tom. How male character sacrifice is willing to accept any risk for someone she loves. By incorporating the romance ending formula, the moment reflects the emotional turmoil that Adam and Olive feel when facing the challenges and obstacles that arise due to Tom's actions that interfere with their relationship. The conflict between his love for Olive and his friendship with Tom adds tension and complexity to their love.

"I was . . . I was afraid you might be mad at me. For ruining things. Your relationship with Tom, and maybe . . . maybe you won't be able to move to Boston anymore." He shook his head. "I don't care. I couldn't care less about any of it." He held her eyes for a long moment, his mouth working as though he was swallowing the rest of his words. But he never continued, so Olive nodded and turned around, starting to walk again. (p. 287-288)

This moment shows the satisfying ending of Olive and Adam's romantic journey. Based on the moments described in the data above, it shows that the ending in this novel uses the romance formula theory as evidenced by how Adam is willing to leave his best friend and moreover his research funding interests which have been his priority for the sake of Olive. The figure of Adam who is seriously committed to his relationship with Olive shows a deep sense of love and responsibility that is manifested in the form of sacrifices that create a sense of security and comfort to his partner. It shows a harmonious ending in their romantic relationship where both characters are willing to make sacrifices and have the courage to solve problems for the sustainability of their relationship to become stronger. The obstacles and misunderstandings they have gone through become aspects that encourage character growth and understanding. Their reunification symbolizes commitment in a romantic relationship that is able to overcome the difficulties they face. They learn lessons from past conflicts and

build a stronger bond by opening up to each other. happiness reflects a shared pride and contentment engulfed in a renewed sense of love and togetherness.

The main character's togetherness signifies their growing feelings and love. They realize that they want to be together forever. They are happy and have managed to face all their challenges. This opens the way for a new beginning filled with love, happiness, and a deeper appreciation for each other. The story is wrapped with a joyful ending toward the emotional closure and ultimate fulfillment.

Their summer had been full of hiking trips, and delicious ice cream, and late- night kisses on Adam's balcony, laughing and sharing untold stories and looking up at the stars, so much brighter than the ones Olive had once climbed on a ladder to stick to the ceiling of her bedroom. (p. 293)

Based on the data above, it shows how Olive and Adam spend time together which is marked as an important key to the continuity of their relationship where generally couples often spend time together as a form of emotionally deep bonding and good overall relationship quality. This moment reflects the ending in accordance with romance formula theory where it is evidenced by their relationship becoming emotionally stronger by creating positive shared experiences filled with precious memories and strengthening emotional bonds to become even closer to each other. Doing hobbies together with your partner will encourage more open and effective communication whereas in the explanation of Olive's character before where she lives alone has found a partner and person who can accompany her days. Significant changes occur that have a very big impact on Olive's life where previously she was used to being alone until she found the figure of Adam who filled her happiness.

Based on the data at each stage above in the novel *The Love Hypothesis* shows the utilization of Cawelti's romance formula which in their first meet describes a plot pattern that explains the initial meeting of the main characters, Olive and Adam. At the first meeting stage in this novel, Olive and Adam's meeting is accompanied by a depiction of the main male and female characters who have differences in situation, personality and economic capabilities. Then, continued with the development of their relationship approach by getting to know each other to a more serious stage. The moment of their togetherness becomes an important point in this novel that brings clarity to their relationship at the boy wins the girl stage where Olive and Adam have the same feelings and decide to establish a serious and further relationship. The conflict that appears in accordance with the romance formula of the conflict stage shows that conflict has the potential to strengthen their relationship and build a bond of trust between Olive and Adam. The ending stage fulfills Cawelti's romance formula of having a happy ending. The reunification of Olive and Adam in a happy life after the resolution of a long conflict symbolises the power of true love.

CHAPTER V

CONCLUSION AND SUGGESTION

The following chapter presents the conclusion of the analysis in the previous chapter suggestion, Furthermore, this chapter also provides the suggestion for the next researcher.

A. Conclusion

Based on the discussion and findings above, it can be concluded that *The Love Hypothesis* does fulfill John Cawelti's romance formula, with the plots that build the story have supported it. The first fulfillment at the first meeting stage, the process of how Olive and Adam met until they finally got to know each other better is clearly described in this novel which is in accordance with the elements in the first meeting stage. At the second stage, the boy wins the girl, this novel shows Olive and Adam finally admitting their feelings for each other and deciding to have a serious relationship. Moreover, at this stage, Olive and Adam also show a romantic and intimate relationship. The third stage is conflict, the conflict faced by Adam and Olive is a misunderstanding caused by Tom which caused conflict in their relationship. However, they were able to resolve all the problems that occurred and move towards a resolution. At the last stage, the ending, Adam and Olive's struggle to reunite brings a happy ending to their relationship. Their return together is a sign that the relationship they are in is getting stronger and building a serious relationship in the future. This means that the novel has fulfilled the four basic plot stages in the romance formula.

B. Suggestion

This novel is interesting to study more deeply and in depth. There are many sides that can be studied further and in depth. Romance genre novels are popular among novel readers. It is a very interesting object to study. This study can be an optional reference for further research focusing on romance genre and romance formula theory. The author realizes that the results of this research are not perfect. The researcher hopes that this study can be a basis for new researchers who want to deepen further research on the same topic but by considering other aspects that have not been covered in this study. The comparison of romance formula in best-selling popular novels with other novels in the same category, the researcher had thought of this aspect but had not had time to conduct further analysis in this study so that this topic can be a suggestion for future researchers. Therefore, it is suggested to readers who are interested in this kind of field of study to conduct more complete research.

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