

## CHAPTER I INTRODUCTION

### 1.1 Background of the Research

Children's Literature includes books, poems, and play meant for children. Today, children's literature is more expansive and diverse. According to Donna.E Norton in her book entitled "*Through The Eyes of A Child*" Children's Literature has the role to develop emotional intelligence, encourage creativity and children's literature is a timeless tradition "books are the major means of transmitting our literary heritage from one generation to the next" (Norton.3).

*The Little Prince* is labeled as the timeless classic due to its existence among the reader and has been translated into more than 180 languages including English. The original text was published in 1943 in French language entitled '*Le Petit Prince*' and had been renewed in 1971. The English translation of the book was published in 2000, translated by Richard Howard. In 2015 this book was adapted into animated film by Mark Osborne entitled '*The Little Prince*' the movie, in the same year the second edition of English translation book translated by Robert Howard '*The Little Prince*' which has an animated picture of the film was published.

In the age of technology which produce sophisticated communication through moving picture, children's literature is adapted into film as the media to transfer the value of the text. The writer assumes that this is the way to emphasize the core idea of the book. The adaptation of *The Little Prince* is unusual, because the film shows the modern setting and factual condition as the

urban condition in this 21st Century<sup>1</sup>. The film has different story from the book, it includes the book as it is. The writer assumes that the film is capable to promote the book to be read by the audience, so the value will be completely delivered to the audience.

*The Little Prince* has positive responses and critics from online sites, such as IMDB, Rotten Tomatoes and Metacritics. The fans of the book and the movie appreciate this works by mostly stated that those book and film deserve for any ages and teach children the value of living<sup>2</sup>. In 2016 *The Little Prince* (2015) the movie won *Cesar Awards* as Best Animated Feature Film, in 2017 won *Annie Awards* as Outstanding Achievement, Music in an Animated Feature Production. The popularity among the audience makes the book re-printed in 2015 with the animated picture of the film.

Seeing the adaptation phenomenon of the film and its classic as the unusual adaptation and attempt to promote its book, the writer would like to entitle this research **“From Watching to Reading: A Study on Film Adaptation of Antoine De Saint Exupery’s *The Little Prince*”**

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<sup>1</sup>In an urban setting, the forms of livelihood and income generation activities will be diverse and unlike rural areas not bound mainly to agricultural production.

<sup>2</sup>Can be seen at

<http://www.metacritic.com/movie/the-little-prince/user-reviews>

[http://www.imdb.com/title/tt1754656/reviews?ref=tt\\_ov\\_rt](http://www.imdb.com/title/tt1754656/reviews?ref=tt_ov_rt)

[https://www.rottentomatoes.com/m/the\\_little\\_prince\\_2016/#contentReviews](https://www.rottentomatoes.com/m/the_little_prince_2016/#contentReviews)

## 1.2 Identification of the Problem

As an adaptation *The Little Prince* The Movie directed by Mark Osborne (2015) and *The Little Prince* The Book translated by Robert Howard (2015) has its own similarities and difference. The clear differentiation is in its setting and the plot of the story. The transformation of the book into the film “*The Little Prince*” is the form of reception of the director, the distinction of both work needed to be analyzed because each media is complementing each other so that the writer wants to see the capability of the film as a literary strategy. Both work is analyzed from the side of story adaptation, text relation and the respond of the viewer.

## 1.3 The Scope of the research

The scope of this research is the process of re-contextualization of the book as the urge to understand the message of the book in recent context which is adapted into film and how the film’s aspect persuade the audience to read the book.

Based on that explanation derives several questions:

1. What is the difference and similarity of *The Little Princet* he book (2015) and film (2015)?
2. How does both media (book and film) complementary to each other?
3. How does the respond of the audience to the movie adaptation of *The Little Prince*?

#### 1.4 Objective of the Research

The objective of this research is to elaborate the text transformation of *'The Little Prince'* (2015, English translation) into *'The Little Prince'* The Movie (2015, Mark Osborne) and the reception of the audience of *'The Little Prince'* The Movie (2015, Mark Osborne). The writer has her assumption that the film is the strategy to promote the book.

#### 1.5 Review of Previous Study

To support this research, the writer needs some previous studies which are related to this topic. This previous study is aimed as the medium of comparison to achieve deeper understanding. The writer reviews other studies conducted by other researchers in order to find the different point of view and opinion to enrich the analysis.

The First related studies are, *The Little Prince Review-Adaptation of Saint Exupery just about gets off the ground* published by the guardian. This article signed about the adaptation done by the director beyond the text and it brings different structure to film and its novel itself. Referring to my research, this article is about the same but this research will give more extension toward the difference on how the director and author embanded their ideology by seeing the narrative structure of both works.. The argument in the article is still shallow considering lacking of provident why this film is beyond the text.

The Second, an essay entitled *The Strage triumph of The Little Prince* by Adam Gopnik published by The new Yorker. This article mostly

talks about the basic idea of *The Little Prince*, as it is says *The Little Prince* idea is about war story regarding to the life background of the author. This research will not talk about the historical life of the author, but the transformation idea of both film and the book.

The other related study is an article written by Reza Sukma Nugraha entitled *Ideology Transformation in Taufik al-Hakim's Short Story "Imra'at Allatii Ghalabat Al-Syaithan" and its Transformed Film* (2017). This article mostly talks about the transformation of ideology from the novel into film, the findings in this article shows that in IAGS film occurs some modifications in its structures, that are; plot, character, and characterization. This article is mostly the same with this research, the writer uses the same theory and approach in conducting this reseach. The thing which makes different from this reseacrh is the object of the research and the finding of the reasearch while this article analyze the ideology transformation and this research analyze the transformation of the ideology on both work and its effect to the original text, as the film included the book as it is in the film.

The last one is *The Study about Jane Austeen-a Study on Film Adaptation* by Megan Graham. This research oversees how the director interprets the novel of Jane Austin trough the medium of film. Megan's research is focusing on the character and plot, this research is helping the writer in giving the deeper understanding about how to analyze the character and the plot as the distinction of the work.

Indeed, there are many researches about film adaptation but mostly emphasizing on the plot, the character and the reason of film adaptation turned to be unsatisfying. My research will bring to the other perception of the film adaptation itself as a tool to literary strategy.

## 1.6 Theoretical Framework

### 1.6.1 Adaptation

Analyzing adaptation will give broader understanding to find and decipher the problems which have never been exposed before. Transferring book into screen play contributed to many changes. The popular literary work is filmed due to its popularity among people who read it, or it can be turned into movie as its contribution to the changing of society. According to Linda Hutcheon on her book *Theory of Adaptation* adaptation can be described as the following:

1. An acknowledge transposition of a recognizable other work or works.
2. A creative and an interpretive act of appropriation/salvaging.
3. And extended intertextuality engagement with the adapted work.
4. An adaptation is a derivation that is not derivate a-work that is second without being secondary. (2006:8-9)

From the points above we can see that adaptation is an act which creates a significant change to the work which include the creative and interpretive construction to the work itself and adaptation able to

emphasize the meaning of its original work, adaptation is another work despite of the original work, it has its own stand.

Adaptation has immersive ways in engaging its audience, those ways are; telling, showing, and direct interaction, so it answers the W+H questions (what, who, where, when, why, and how). An adaptation should be elaborate by seeing its weaknesses and strengths from its original text. Adaptation can be seen from the response of the audience, whether they have speculation or another self-expression come from the works that they have seen.

Adaptation could be analyzed from its contextual against the time, place, social, and culture of both works were created. An adaptation seeing as adaptation and how its fascination as the reputation but not exactly same as the original work. There are some stages to analyze the adaptation by seeing the distinction, how both works complementary to each other and the effect to the audiences who have watched the movie but haven't read the book.

### 1.6.2 Audience Response

Audience response will be analyzed by using the Likert scale analysis. Likert scale named after their creator, American social scientist Rensis Likert, this scale is quite popular because they are one of the most reliable ways to measure opinions, perceptions, and behaviors. Likert scale use fixed choice response formats and are designed to measure attitudes or opinions (Bowling, 1997; Burns, & Grove 1997) In his book Rensis Likert

entitled *A Technique For Measurement of Attitudes*(1932) stated that this scale is a psychological measurement device that is used to gauge attitudes, values, and opinions (Likert.36). In this research there are several Likert items which has five stages of opinion (1) strongly disagree (2) disagree (3) neutral (4) agree (5) strongly agree<sup>3</sup>. Those stages indicate the opinion of the viewer toward the works. To analyze data from Likert scale we need to summarize using median, and finding its interval.

In Likert scale analysis the measurement interval of questions divided into five stages:

- Index 0% – 19,99% :Strongly Disagre
- Index 20% – 39,99% :Disagree
- Index 40% – 59,99% :Neutral
- Index 60% – 79,99% :Agree
- Index 80% – 100% :Strongly Agree

Those stages indicates that the relationship between the verbal behavior expressed on an attitude scale and other more overt forms of behavior may be examined and determined, but at present we are concerned with verbal behavior only. After all, the verbal reactions studied here are related to problems in reference to which the majority of our reactions in everyday life are verbal (Likert.30).

### 1.7 The Respondent/Audiences

In this research the writer has one group of respondents, they are the group of English Department Student in their first-year. The amount of

<sup>3</sup>likert item: an individual statement or question which asks a person to indicate the extent to which they agree by choosing one of several ranked options.



first year student in English Department are eighty-one, only forty-fifth respondent of the first-year student were available to fill the questionnaire. They consist of thirty female and fifteen male, one of them aged 17 years old, twenty four of them aged 18 years old, nineteen of them aged 19 years old, and one of them aged 20 years old.

First-year of English Department Student is reliable to be the respondent because they are new in English Literature and as a classic *The Little Prince* is something that need to be introduced to the first-year student.

### 1.8 Methods of The Research

In order to analyze the aim of this research the writer going to do several steps :

#### 1. collecting data

The primary data is taken from the library, *The Little Prince* by Antoine de Saint Exupery translated by Robert Howard (2015) and *The Little Prince The Movie* directed by Mark Osborne (2015) then the secondary data are taken from some literary books and articles related to this research. To find the respond from the audience the writer collects the data by distributing Likert scale to those who already watched the film and haven't read the book.

#### 2. Analyzing the data

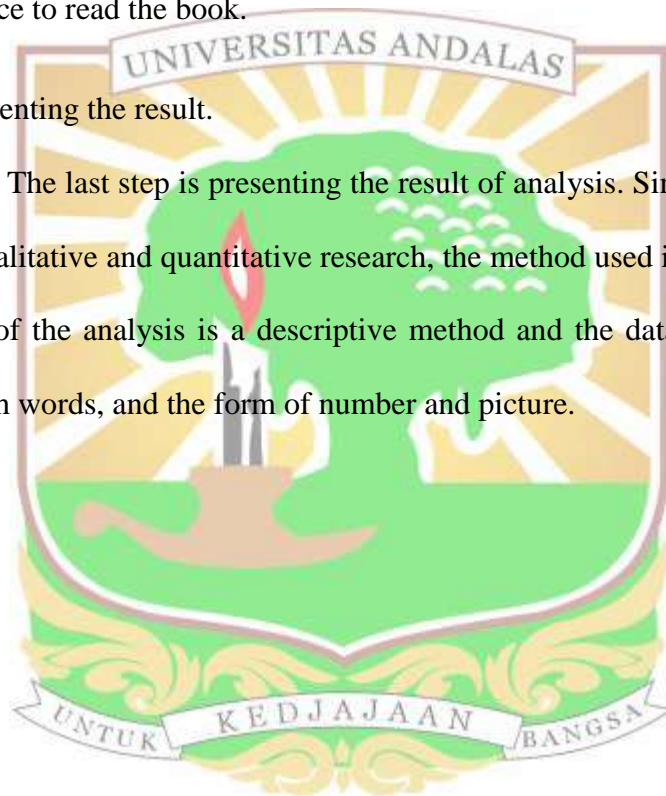
In case of analyzing the data; the writer is going to decipher the differentiation and similarities of both works and seeing the fascination of

the adaptation to the audience by analyzing the Likert scale. The writer will analyze one of the question which represent each Likert scale by seeing the percentage of interval score<sup>4</sup>.

After analyzing the adaptation and the respond of the audience toward the film adaptation the writer will see the relation of the text transformation and how the film has the capability to encourage its audience to read the book.

### 3. Presenting the result.

The last step is presenting the result of analysis. Since this research is a qualitative and quantitative research, the method used in presenting the result of the analysis is a descriptive method and the data are elaborated through words, and the form of number and picture.



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<sup>4</sup>Likert Scale consist of several likert items