

## CHAPTER V

### CONCLUSION

#### 5.1. Conclusion

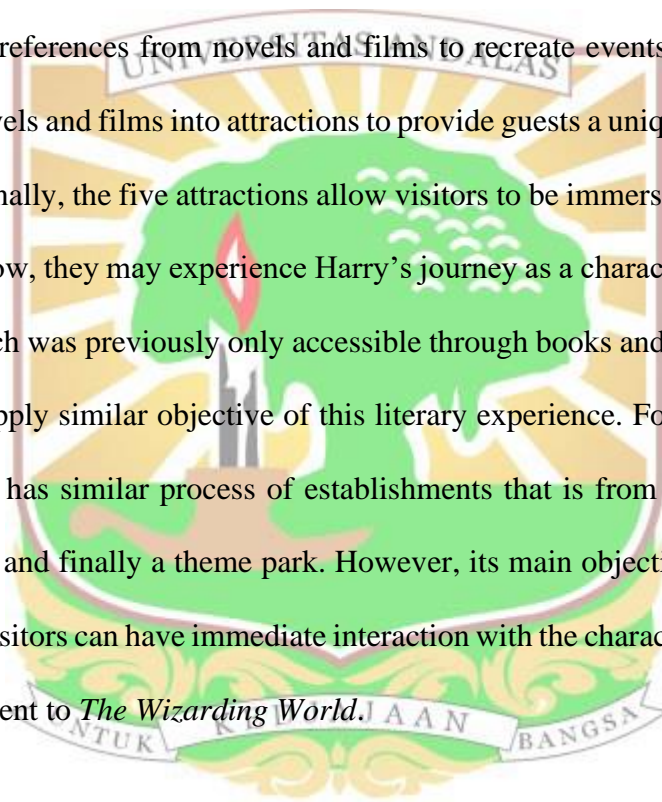
In conclusion, this study finds two key findings:

1. *Harry Potter* novels and *The Wizarding World* use characters and settings to build their themes in a different way. The novels emphasize the characters while theme park puts emphasis on its settings of place. The decision to change the focus from characters to settings is done to bring literary experience to visitors that is to become the main character and experience Harry Potter's journey.
2. The medium specificity of the theme park are its system and interactive attractions. With interactivity, visitors who were previously an 'outsider,' become the main character, and are able to wander around the wizarding world environment and explore to their preferences.

Visitors will not be Harry Potter, not Ron Weasley, not Hermione Granger, and not even becoming Lord Voldemort. The theme park's existence expands the vast narrative by creating a space for readers to experience Harry's journeys and to take on the main character role, which can be a Muggle or witch or wizard. The park exists to allow visitors to be themselves with the imagination, "how if we are to go to the wizarding world and have experience similar to Harry?" Rather than bringing existing stories into life, the theme park created new storyline by using elements of the original story including the characters, creatures, and settings. Visitors would have their own breakouts from the Gringotts Wizarding Bank, become a student of Hagrid's Care of Magical Creatures class, and many more

experience, all inside the two lands offered in *The Wizarding World of Harry Potter*, Orlando, USA.

*The Wizarding World* indicates the success of a theme park adaptation of a literary work. It stays faithful and retain the essence of the original storyline. This process involved critical reading of the novels to comprehend the storyline, which centres on Harry Potter, the main protagonist. Second, critical analysis of the films was important as the visual guidance for the park's attractions. Third, the park combined the references from novels and films to recreate events and settings. It transforms novels and films into attractions to provide guests a unique and engaging experience. Finally, the five attractions allow visitors to be immersed in the literary experience. Now, they may experience Harry's journey as a character through their own lens, which was previously only accessible through books and screens. Not all theme parks apply similar objective of this literary experience. For instance, Walt Disney World has similar process of establishments that is from a literary work, then to a film, and finally a theme park. However, its main objective is to create a space where visitors can have immediate interaction with the characters of the story, which is different to *The Wizarding World*.



## 5.2. Suggestion

This study's findings suggest the importance of understanding the literary work's character's journey to bring immersive experience to life and in *The Wizarding World*, Harry as the main protagonist became the focus of attention. However, what if the park creates a theme park area where visitors may experience the antagonist's journey, who is Lord Voldemort? If the park can recreate Hogwarts

Express's scenery to life with very little hints of the journey, it opens the possibilities for future visitors to walk around the inside of Riddle House and Malfoy Manor, as well as experience Voldemort's mission in creating Horcruxes.

Future research may employ a field study utilizing similar theoretical framework and methods. While this research focuses solely on characters and surroundings, future adaptation studies can include a far larger variety of topics, including theme park's elements that are shows, shops, and restaurants. Future research may also be conducted by evaluating other theme park areas, such the forthcoming Ministry of Magic area, which is set to open in 2025 in Epic Universal Land, Florida, USA.

The findings of this study suggest some implications for future literary theme parks which include:

1. The importance of understanding medium specificity in adapting literary works into theme park's attractions.
2. Literary theme parks should consider putting emphasis on both interactive settings and events in their attractions.
3. The significance of creating literary experience for visitors as the park's objective where visitors are situated as the main character who navigates through the physical and interactive environment and have similar journey as the story's protagonist.