

ABSTRACT

Muhammad Fariz Ardiansyach (2024). “*Cinderella Characterization Formula in The Race for Love Novel by Barbara Cartland*”

English Literature Study Program
Faculty of Business and Humanities
University of Technology Yogyakarta
farizardiansyachmuhammad@gmail.com

This study examines the presence of the “Cinderella Formula” in Barbara Cartland's novel *The Race for Love*. The Cinderella Formula is a basic plot often used in folklore and fiction, where a poor and oppressed woman eventually finds happiness through marriage to a prince or a rich man. The analysis is conducted by identifying and exploring the narrative elements in the novel that align with the characteristics of the Cinderella Formula. This research aims to show how Cartland, one of the most prolific romance writers of the 20th century, adapts and modifies the traditional Cinderella plot within the context of a modern story. Using an objective approach, the results reveal that *The Race for Love* significantly represents the Cinderella Formula through the characterization of the main characters, socio-economic background, and the resolution of the story, which leads to the achievement of a higher social status through marriage. These findings support the argument that the Cinderella Formula remains relevant and widely used in contemporary popular fiction as a reflection of readers' fantasies and aspirations.

Keywords: barbara cartland, cinderella formula, novel, objective.

ABSTRAK

Muhammad Fariz Ardiansyach (2024). *“Cinderella Characterization Formula in The Race for Love Novel by Barbara Cartland”*

English Literature Study Program
Faculty of Business and Humanities
University of Technology Yogyakarta
farizardiansyachmuhammad@gmail.com

Penelitian ini mengkaji keberadaan “Cinderella Formula” dalam novel The Race for Love karya Barbara Cartland. Formula Cinderella merupakan plot dasar yang sering digunakan dalam cerita rakyat dan karya fiksi, dimana seorang perempuan miskin dan tertindas akhirnya menemukan kebahagiaan melalui pernikahan dengan seorang pangeran atau pria kaya raya. Analisis dilakukan dengan mengidentifikasi dan mengeksplorasi unsur-unsur naratif dalam novel yang selaras dengan ciri-ciri Formula Cinderella. Penelitian ini bertujuan untuk menunjukkan bagaimana Cartland, sebagai salah satu penulis roman populer paling produktif di abad ke-20, mengadaptasi dan memodifikasi plot tradisional Cinderella ke dalam konteks cerita modern. Dengan menggunakan pendekatan objektif, hasil penelitian mengungkapkan bahwa novel The Race for Love secara signifikan merepresentasikan Formula Cinderella melalui karakterisasi tokoh utama, latar belakang sosial-ekonomi, serta resolusi cerita yang mengarah pada pencapaian status sosial yang lebih tinggi melalui pernikahan. Temuan ini memperkuat argumen bahwa Formula Cinderella masih relevan dan digunakan secara luas dalam karya fiksi populer kontemporer sebagai refleksi dari fantasi dan aspirasi pembaca.

Kata kunci: barbara cartland, cinderella formula, novel, objektif.