

CHAPTER 1

INTRODUCTION

A. Background of the Study

Popular culture such as literature, music, art, fashion, film, dance, television, and radio that are consumed the majority of a society's population. It has mass accessibility and appeal. In the 19th century or earlier the term "popular culture" was coined. Traditionally, popular culture was associated with poor education and lower classes and the "official culture" of the upper class.

According to Berkley, Undeniably associated with commercial culture and all its trapping, popular culture in post war America such as: television, radio, cyberspace, advertising, toys, nearly any commodity available for purchase, many form of games, photography, and art.

Defined in literature involving elements of science and technology Science Fiction or the popular named as Sci-Fi includes more detail and events that impossible to happen in the real world. Not only more focuses on special technology, Sci-Fi sometimes includes of magic and etc.

The stories of Sci-Fi itself often explore how technology affects and changes people lives. It also shows that some kinds of a technology that can cause problems in the world.

Science Fiction films are more usually scientific, imaginative, visionary, comic-strip-like, and usually supported by imainative settings visualized through fanciful, expert film production design, advanced technology gadgets, and scientific developments, or by fantastic special effects. Sci-Fi films are complete with distant planets, impossible quests, impossible setting, heroes, fantastic places, shadowy

villains and great dark, futuristic technology and gizmos, and unknown and inexplicable force. Many of Science Fiction films feature time travels or fanciful journeys, and are set either on Earth, into outer space, or into future time.

Genre of Sci-Fi characterized by stories that involving conflicts between technology and science, human nature, and social organization in futuristic or fantastical worlds, often produce by means of special effects technology, Sci-Fi created in cinema through distinctive iconographies, sounds, and images. All the technologies of cinematic illusion are displayed at their most cutting-edge state in sci-fi films. (Kuhn, A. and Westwell, G., 2012)

Science Fiction is the literature of the human species encountering change, whether it arrives via scientific discoveries, natural events, or societal shifts, and technological innovations. (Chris McKitterick, 2015) sfcenter.edu

The last franchise of Transformers film in 2017 is *Transformers: The Last Knight*. This film is an American sci-fi action film based on the Transformers toy line created by Hasbro. *Transformers: The Last Knight* is the fifth installment of the live-action Transformers film series, the second film in the sequel trilogy and next sequel to 2014's *Transformers: Age of Extinction*. Mark Wahlberg joining Transformers installment from *Age of Extinction*, the fourth Transformers film with John Turturro, Josh Duhamel, and Glenn Morshower all reprising their roles from the first three films, with Laura Haddock and Anthony Hopkins both of them joining the cast of the last Transformers film. The director Michael Bay and Wahlberg have stated they will not return for another sequel.

The one of Sci-Fi film in 2017, *Transformers: The Last Knight* begin with Optimus Prime finds his dead home planet, called Cybertron, in which he comes to find Cybertron, he was responsible for its destruction. He finds a way to bring Cybertron back to life, but in

order to do so, Optimus needs to find an artifact that is on Earth. From summary above in IMDb web, we can conclude that the *Transformers: The Last Knight* genre is Science Fiction. This film shows that there are some Alien Invention as a Robot called Transformers from Cybertron planet. Transformers robot divided into two major, Autobots and Decepticons. It's responsible why *Transformers: the Last Knight* entering the Sci-Fi genre film.

The Box office or business of *Transformers: The Last knight* from IMDb web: Budget or estimated of *Transformers: The Last Knight*: \$217,000,000. In Opening weekend (USA): \$44,680,073 on 25 June 2017 (4,069 Screens), in Non-USA on 25 June 2017 \$196,000,000, in PHP or Philippines 165, 938,782 on 25 June 2017 (180 Screens).

In previews from an overall count of 3,000 locations, Paramount's *Transformers: The Last Knight* drew \$5.5 million. The fifthquel of Michael Bay-directed opens in first day in 4,069 locations. *Transformers: The Last Knight* started playing in 546 locations with "Optimus Prime Time" exclusively in 3D Imax and RealD. Then, the Mark Wahlberg film moved up to 3,000 sites. Pulls in an estimated \$70M in five days is the projection of *Transformers: The Last Knight*, which would be the lowest start for any Transformers film.

Paramount cost \$217M to make before marketing, according to the studio, is far better after opening to \$186.3M internationally from its first 40 markets. Before a major marketing, Paramount and partner Hasbro spend budget at \$217 in *Transformers: The Last Knight*. The fifth outing installment *Transformers: The Last Knight* posted a dismal five-day domestic debut of \$69.1M, including a Friday and Saturday gross of \$45.3M. any which way the numbers are sliced, it's a franchise low. In June 2011, *Transformers: Revenge of the Fallen* commanded a massive \$200.1M in its five-day debut, followed by *Transformers: Dark*

of the Moon's six-day haul of \$180.7M over the July Fourth corridor in 2011. (McClintock, Pamela PDT, Hollywood Reporter, 2017)

According to ComScore, *Transformers: The Last Knight* files was the midnight preview cash generated by 2009's *Transformers: Revenge Of The Fallen* (\$16M and in first day \$62M) and 2011's *Transformers: Dark Of The Moon* (\$13.5M, before posting \$37.7M). The 2017's *Transformers: The Last Knight* start \$5.5M.

Transformers: The Last Knight Awards from IMDb: Entering 3 nominated in Golden Trailer Awards 2017 (1) *Best Summer 2017 Blockbuster*, (2) *Best Summer 2017 Blockbuster TV Spot* (3) *Best Trailerbyte for a Feature Film*. In Teen Choice Award 2017 entering 1 nominated: *Choice Movie: Action*. Although from 4 nominations showing all above, no one wins.

Blockbuster sequel of *Transformers: The Last Knight* film by Michael Bay arrives in theaters that week to keep the Summer box office season rolling, while everyone watches closely to see if this latest chapter lives up to the successful financial legacy of the previous franchise outings. The last installment *Transformers: The Last Knight* isn't going to top of the box office of *Dark of the Moon* or *Age of Extinction*, which both topped \$1.1 billion in global receipts. With current estimates suggestin an opening five-day bow to the tune of \$70 million domestic (a 36% drop of *Age of Extinction*'s three-day opening of \$110 million), it needs a huge boost from foreign markets if it hopes to reach the \$1 billion tange of the franchise's two biggest performers. Lucky of the Autobots, international audiences seem happy to obligate, at least in the early stages. Despibe surprisngly muted interest among domestic audiences this week. The fifth sequel *Transformers* is generating more heat elsewhere. It should add anywhere between \$175 million and \$210 million from foreign markets during its rollout.

Transformers: The Last Knight film isn't a great movie, it's in fact very flawed and should've been better. But it's also not a bad movie, because at the end of the day it just wants to give you a couple of hours of pure escapism full of exciting action, cool visual effects, a bunch of corny jokes, and leave you feeling like you stepped off a roller coaster. It succeeds at those things, and there is plenty of room in cinema for films designed to do exactly that and no more. Meanwhile, we'll have another year with a few dozen movies of such high quality we'll be wondering if they could be Oscar contenders, so it's fine that some films just want to be roller coasters for a while. Some of us like roller coasters, sometimes. (Mendelson, Scott. 2017)

Based on the background above, the researcher construct the tittle the researcher proposal as **Audience's Disatisfaction to Michael Bay's Transformers *The Last Knight* Film (2017): Reader's Response Analysis.**

B. Problem Statement

1. What issues are dominant in the response of the audience to the Michael Bay's Transformers: The Last Knight Film (2017)?
2. To what extend were the audience satisfied to the Michael Bay's Transformers: The Last Knight Film (2017)?
3. The reason of the audience disatisfied to the Michael Bay's Transformers: The Last Knight Film (2017)?

C. Objective of the Study

1. To identify the dominant issue in the response of the audience to the Michael Bay's Transformers: The Last Knight Film (2017).
2. To describe the extend were the audience satisfied to the Michael Bay's Transformers: The Last Knight Film (2017).

3. To analyze the reason of the audience dissatisfied to the Michael Bay's Transformers: The Last Knight Film (2017).

D. Limitation of the Study

The limitation is focuses on the research in analyzing how the audience's dissatisfaction to the Michael Bay's Transformers: The Last Knight Film (2017).

E. Benefit of the study

This study expected to give two kinds of benefit. There are theoretical benefit and practical benefit.

1. Theoretical Benefit

The study is projected to give theoretical contribution of knowledge to the academic reference especially in audience's response analysis. It can be a reference for other researcher to conduct further research on this Transformers: The Last Knight film.

2. Practical Benefit

This study is useful to enlarge knowledge and experience of the writer and the other researcher to conduct research on Transformers: The Last Knight film, especially using reader's response/ audience's response analysis.