

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Korean pop culture especially drama has been well-known in Indonesia since the 1990s. Some Korean dramas that are famous in Indonesia, are *Endless Love*, *Full House*, *All About Eve*, *Friends*. Aside from the drama, Korean music has also attracted Indonesian fans. Many boys and girls in Korea who can sing and dance with unique choreography get together to form a band, known as “Hallyu” (Korean Wave) which has become global (Jeong, Lee, & Lee, 2017). In addition to dramas and Hallyu, the South Korean variety show, such as *Running Man* has also received big popularity in Asia (Yin, 2019), including Indonesia.

Based on a journal from Febryana (2016), she quoted that “*Variety show* is a program that combines various formats including music, comedy, dance, fashion shows, interviews, and vox vops. In addition, variety show provides information and entertainment, but the entertainment takes precedence (Febryana, 2016). Meanwhile, Damayanti, Saleh, & Lumintang (2012) stated in their journal that the variety show is given a place to share everything. It shares news, reports, comments, features, interviews, dramas, and all kinds of journalistic broadcasts and artistic models (Damayanti et al., 2012). The examples of variety shows are *Running Man* (South Korea), *Two Days One*

Night (South Korea), *Knowing Bros* (South Korea), *The Return of Superman* (South Korea), *Pesbukers* (Indonesia), *Saturday Night Live* (U.S)

In three years, from 2011 – 2013, *Running Man* became one of the most popular evening prime-time shows in many Asian territories among youths (Kim & Li, 2018). *Running Man* is a variety show from SBS (Seoul Broadcasting System). It first aired on July 11, 2010 (Kim & Li, 2018). The seven members of *Running Man*: Jae Suk, Suk Jin, Jong Kook, Haha, Gary, Ji Hyo, and Kwang Soo have nicknames that depict their character and behavior. Every one of them has creature epithets. Grasshopper is a nickname for Yoo Jae Suk, meanwhile for Suk Jin is impala, tiger for Jong Kook, penguin for Haha, the monkey for Gary, a feline for Ji Hyo, and a giraffe for Kwang Soo. These creatures' conduct is fundamentally the same as the behavior presented by the members of *Running Man*.

In Indonesia itself, there is a program that has a similar concept to *Running Man*, it is called *Mission X*. It first aired on September 29, 2013. Then TransTV as the channel which is aired the program explained that *Mission X* is a collaboration between SBS and TransTV. On September 9, 2013, *Running Man* production Director Cho Hyo Jin visited Indonesia to discuss the collaboration. Since many people argued that *Mission X* is illegally imitating *Running Man* (Nadhifah, 2018).



Figure 1.1 *Running Man*, the animated series

Source:

https://runningmananimation.fandom.com/wiki/Season_1?file=Running_Man_Season_1.png

Besides being aired as a variety show, *Running Man*, due to its popularity, is also made into an animated series. The animated series *Running Man* tells about the seven members of *Running Man* depicted as animals. Here, the members are called “*Running Man*”. The members are; Liu the grasshopper who is the brain of *Running Man*, Kuga the tiger, is the strongest member in *Running Man*, Lonky the giraffe, is number one for petty tricks, Miyoko the cat is the ace member in *Running Man*, Gai the monkey, is the most agile member in *Running Man*, Popo the penguin is the member who has many magic tricks and Pala the impala, is the alchemist in *Running Man*. In the series, each of the members also has a superpower. The grasshopper Liu has a jump superpower, Kuga the tiger has super paw (hand blast), meanwhile, Lonky the giraffe can control minds, Miyoko the

cat has a psychometric superpower, the monkey Gai can replicate himself, Popo the penguin has time magic superpower, and the last one Pala the impala has alchemy as his superpower. In this series, they must finish the missions that are given to them (Studios, n.d.).

This thesis focuses on the animated series *Running Man*. There are a few reasons the writer wants to write about the animated series *Running Man*. First, *Running Man*, the animated series, has the same concept as the original *Running Man*, and it is funny as the original version. Second, although the animated versions of *Running Man*'s characters are animals, their appearances are very similar to the seven members of the original *Running Man*. Third, besides their appearance, these behaviors of the characters are similar to their human characters.

Schneider (2012) discussed anthropomorphism in his journal, he stated that “anthropomorphism is an important literary device that provides animal allegories viewers can relate to.” There are reasons why anthropomorphism should be used in literature based on the journal written by Ágata C. Teixeira Salgado (2017). The reasons are (1) anthropomorphism allow the readers to understand the characters in a wider range, (2) anthropomorphism can bring the readers to a different world by their imagination, (3) anthropomorphism made the authors write their stories more flexible, since animals have various characteristic and distinguish them, (4) with anthropomorphism, the author gives humor to the readers, (5) anthropomorphism showed animal characters, which is more interesting than human characters for the children. In addition, an article titled

“ANTHROPOMORPHISM AND ITS ROOTS IN FOLKLORE” (2018) explains that anthropomorphism is used in tales of mythology since pre-history. The author of the article stated, “There are examples of humans giving animals humanistic qualities throughout all history”. He also gave an example in the article, where he showed a lion standing upright like a human. He stated “We may not know the story behind this odd-looking figure, but we can use heuristics to understand that humans have been personifying animals since the dawn of the time” (“ANTHROPOMORPHISM AND ITS ROOTS IN FOLKLORE,” 2018). Animals that represent human beings as in the case of the animated version of *Running Man* have been studied by several scholars. Keen (2011) has written about anthropomorphism and dehumanization. Keen focuses on J.P. Stassen’s *Deogratias: A Tale of Rwanda* and Brian K. Vaughan’s *Pride of Baghdad*. Keen said that the dehumanized boy in Stassen and the anthropomorphized group of lions in Vaughan are employed to show the truths of the human heart and the suffering of those caught up in action they do not control. The escaped zoo lions describe the invasion of Iraq, meanwhile, the Rwandan people describe the ethnic differences that lead to genocide. Keen also takes some examples of anthropomorphism in graphic narratives, such as in Bruce the Shark in *Finding Nemo* (2003) who tries to break his fish-eating habits, and Munro Leaf the pacifist bull in *The Story of Ferdinand* (1936) which prefers to sit in the meadow smelling the flowers (Keen, 2011).

The other scholar who wrote about anthropomorphism is Bolongaro (2009). In the journal, Bolongaro wrote about anthropomorphism, cognition, and

ethics in *Palomar* by Italo Calvino. In this journal, Bolongaro talked about the importance of the representation of animals in *Palomar*. He examines the observations on the depiction of animals in fiction along with the reflection on the ethical issues which arise as soon as the question of the animal is bringing up in its full complexity. Here, Bolongaro emphasizes that the fiction animal characters are a more or less straightforward case of anthropomorphism, the animal characters are made to portrait human types and attributes. In the journal, Bolongaro discussed all three sections from *Palomar*. (Bolongaro, 2009)

This paper aims to discuss the anthropomorphism of seven animals in *Running Man*, the animated series that depicted the members of the Korean variety show *Running Man*. Anthropomorphism is clarified as the human mental state such as thoughts, feeling, motivation, beliefs to a nonhuman agent (Serpell, 2003). Here, anthropomorphism is used to analyze the similarities between human and animal behavior, and physical appearance. The writer used the anthropomorphism theory from Keen (2011), which in his journal said that animal characters are given anthropomorphized personalities, experiences, and expressions, on the other hand, real animals do not have personalities, experiences, and expressions (Keen, 2011).

Here animal symbolism is helped to give more explanation about behaviors of the animal character in *Running Man*, the animated series. Several scholars have written about animal symbolism. One of them is Dasterdi & Haghshenas (2012). In the journal, they discussed strategies that used by Persian translator to interpret the symbolic meaning of animals in children's literature.

Dasterdi and Haghshenas observed twelve western children's books and their Persian translations. Based on the journal, symbols are used to showing concepts that cannot be completely defined (Dasterdi & Haghshenas, 2012).

1.2 Field of the Study

The field of study for this research is literature, especially folklore.

1.3 Scope of the Study

This research focuses on how the human characters in the *Running Man* variety show are represented as animals in the *Running Man* animated series completed with their characteristics.

1.4 Problem Formulation

The problem formulations for this paper are:

1. What are the imagined behaviors of animals that are blended with humanlike characteristics in *Running Man*, the animated series?
2. What is the anthropomorphism, attributions of human mental states such as thoughts, feelings, motivations, and beliefs of the animals in *Running Man*, the animated series?
3. What is the animal symbolism in the *Running Man*, the animated series?

1.5 Objectives of the Study

The purposes of this study are:

1. To reveal the behaviors of animals that blended with humanlike characteristics in *Running Man*, the animated series.

2. To unveil the anthropomorphism (attribution of human mental states such as thoughts, feelings, motivations, and beliefs) to animals characters in *Running Man*, the animated series.
3. To find out the animal symbolism in the *Running Man*, the animated series.

1.6 Significance of the Study

This study is expected to describe the anthropomorphism of the characters of *Running Man*, the animated series, and also helps the readers to understand the anthropomorphism of the characters of *Running Man*, the animated series. This research is also expected to increase knowledge about anthropomorphism, which many people do not know, and rarely heard anthropomorphism. In addition, by using the anthropomorphism theory, the author found that humanlike and animal characteristics are mixed with the characters in the series.

1.7 Definition of Terms

1. Anthropomorphism

- Anthropomorphism describes the tendency to imbue the real or imagined behavior of nonhuman agents with humanlike characteristics, motivations, intentions, or emotions (Epley, Waytz, & Cacioppo, 2007)
- Anthropomorphism is defined as the “attribution of human mental states (thoughts, feelings, motivations, and beliefs) to nonhuman animals” (Serpell, 2003)

2. Symbolism

A symbol is used to define or describe something with much deeper and significant meaning. Symbolism can take a different form to represent meaning. (Dan, 1963)

3. Running Man

One of the most celebrated television variety shows not just in Korea but throughout Asia in recent years. The show has generated a few significant tropes related to Korean transnational popular culture today: “reality television,” “affectivity,” and “remake politics.” (Kim & Li, 2018)

4. Running Man, the animated series

A brand new 3D CGI animated show based on the South Korean game show of the same name. In the show, seven competitors battle it out to become the ultimate champion, each contestant uses their super-powerful skill in tense individual battles, each competitor is pushed to their limits, all leading to a showdown with the “Devils”, a group of mysterious highly-challenging competitors. (Bevan, 2018)

