CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Mahou Shoujo Site or *Magical Girl Site* is a sixteen volume manga series written and illustrated by a Japanese writer, Kentaro Sato (SnakePAN14, 2014). It has been published since July 4 2013 in the magazine Champion Tap! of the Akita Shoten. The last chapter was launched on October 8, 2019. *Mahou Shoujo Site* tells a story about a girl named Aya Asagiri. Aya is a middle school student who has problems at school and at home. She is bullied at school and she is abused by her brother physically. Even so, deep inside she is an innocent and kindhearted girl.

One night, while she was browsing the web, a website with a terrifying looking person suddenly appeared. This person seems to feel sorry for her, and announces that she will give Aya magical powers. This person told Aya to see what is inside her school locker the following day if she accepts the offer. Without thinking, Aya accepts the offer.

In the morning Aya checks her locker at school and finds a wand looking like a gun. It is exactly like what the terrifying looking person on the website promised. In the event that follows, she is cornered by the bullies at school. Without thinking, she fires the mysterious weapon she found in the locker. The shot makes the bullies disappear. To her horror she discovers later that the bullies were run over by a train. Aya is really shocked that she killed them. She is also confused to see that now she has long red hair and eyes that cry blood. Aya starts to get worried and feel afraid of herself.

When her class resumes later, a new classmate suddenly comes to the same class as Aya and tells Aya that she is also a magical girl. She asks Aya to cooperate with her to reveal the mystery of the magical girls. They have to find three things. The first one is every single girl in Japan that has the same fate as Aya; the second one is the website, and the last one is the terrifying looking person that offers them such terrifying power. As the story goes on Aya faces so many horrifying things that will change her.

Ivan Gunawan (2016) has written about The *Grave of Fireflies* that is about the cruelty that happens in war. The manga the writer studies, "*Mahou Shoujo: Site*", like *The Grave of Fireflies*, tells about cruelty. However, instead of war cruelty, the manga used in this study is about the cruelty of bullying, violence, family abuse, and criminal offense.

There are reasons that make this manga interesting. First it is because the main character is developed. The main character here is considered dynamic because the character changes from coward, weak, and lack of confidence to strong, brave, and heroic. The character is portrayed as a phlegmatic character, innocent, passive, introvert, fearful yet dependable. Unfortunately, she has a very bad life because of bullying and sibling abuse. At the end, the character becomes someone who is brave to fight against the bullies, and who masters her power for justice even though the only option she has is kill or sacrifice or save the others. She also tries to befriend girls who experience the same tragedy. The changing in character, then, is the focus of this study.

1.2 Field of the Study

The field of the study is literature, focusing on character development in *Manga* (Japanese comic)

1.3 Scope of the Study

The study focuses on character development and the factors that trigger the changes. All the analyses will be done by using a formalistic approach which emphasizes the form of the manga such as character, plot, and setting. Formalistic Approach uses a method called close reading on all intrinsic elements such as character, figures of speech, plot, point of view, setting, and theme. The term of close reading applied in the manga means paying attention to the detail of every page and chapter. Despite many aspects of intrinsic elements in the manga, this study will only focus on two aspects which are setting and character.

1.4 Research Questions

To help the writer analyze the *Manga*, the writer bases himself on two research questions:

1.   What kind of development does the main character undergo?

2.   What factors trigger the development of the main character?

1.5 Objectives of the Study

1.   To find out the development that happens to the main character.

2.   To find out factors trigger the main character's development

1.6 Significance of the Study

Through this study, the writer hopes to deepen his understanding of manga analysis, especially the analysis using a formalistic approach. The findings of this study is expected to give understanding about character development. Moreover, through this study the writer is also going to bring up the explanation about the bad factors such as bullying and violence that trigger the character development of the main character which is usually being overlooked. The study can also help readers to realize the cruelty of bullying and violence that can change a person's character drastically.

1.7 Definition of Terms

1. Character

   According to Bennett & Royle (cited in Putri, 2017) state that characters are the life of literature: they are the objects of our curiosity and fascination, affection and dislike, admiration and condemnation.

2. Manga

   Japanese comics, known as *manga*, are one segment of graphic novels Schodt (cited in Snowball, 2011). The term *manga* is used to refer to both comics and cartooning. Outside Japan, the word is used to refer to comics originally published in Japan. Manga also has different genres such as action, drama, comedy, etc. Sh nen manga is written for boys and sh jo manga for girls Kan (cited in Snowball, 2011).

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3. Character Development

Character development is the change of character's personality, behavior or mind. The character development of some characters can be triggered because of certain events that happened in the story. Depending on the events, development of some character can be negative or positive. Otherwise, Taylor (cited Hasanah, A. N, et.al, 2018) explained that character development is the change or growth process of character personality that represents particular attributes.