

The Future of Hollywood Movie: Comparison Between Comic Adaptations and Hollywood Movie

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Abstract. The development of movies over time has evolved so rapidly. At the beginning, the process of making movies used very simple technology and mostly still used manual processes. Nowadays, the presence of a sophisticated film industry creates various digital effects to improve its visual appearance. The main focus of this study is to prove that the process of adaptation from comic to movies has undergone various significant developments. The process of making the movies currently applies more CGI (Computer-Generated Image) effects to facilitate the process of realization from static images to moving images. This adaptation process affects the results of the creation of the embodiment static images from comics into real-moving characters in the movies. This research uses qualitative descriptive method to examine the comparison that emerges from the process of Star Wars and Marvel Comics adaptation to movies. The result obtained is the similarity process of the creation on the adaptation of Star Wars movies into comics, while there are some significant differences in the process of adaptation of Marvel Comics into movies in Marvel Cinematic Universe. This study concludes that Star Wars and Marvel have different characteristics in the adaptation process from comics to movies or movies to comics. Star Wars still maintains its authenticity as a legendary canon masterpiece. George Lucas still tries to show the similarity of character manifestations as authentic and original forms. On the other hand, the process of adaptation from comics to movies carried out by Marvel often changes the original manifestation of the character to get more charming visual results and stronger characterization strength.

Keywords: adaptation, comparison, character, authentic, character manifestations

1 Introduction

A long queue was seen in front of the entrance to the theatre room for the premiere of a very popular movie on the weekend. Movies always provide a magical appeal that makes every audience feel addicted to watch movies. Movies becomes a medium from the amalgamation of works of art and literature. [1]

The development of movies dating back to the 19th century has undergone a fantastic evolution, and the evolution of the science fiction movie has brought an increasingly impressive and

realistic visual experience. With the development of technology, this has an impact on the audience's enthusiasm and the imaginative stories that are built are increasingly complex.

Researching its history, cinema or what one could call its debut movie began in 1895. Two brothers from France discovered a new innovation, which was to create a machine that could capture and project moving images. The basic and initial concept of movie is the photographic process that then transforms into motion pictures. Movie as the most modern art, is closely related to technology and western cultural influences. As it evolves, imaginative ideas created by authors have been in synergy with the technological interventions of the twenty-first century. With the process of acculturation between creative imaginative ideas, storytelling concepts, player acting combined with technology, a process of creation of works called modern movies was created. [2]

The journey of movie development has created some very diverse genres, such as one of them called science fiction. Many people argue that science fiction movies do not have any correlation with science, but there are many new technological discoveries inspired by science fiction movies today. The presence of this science fiction movie genre was initially a brand-new thing. These science fiction movies began in 1895 by H.G Wells with the title 'Time Machine' followed by other directors such as 'A Trip to the Moon' (1902), Metropolis (1927), 2001: A Space Odyssey (1968), Star Wars (1977), Dune (2021) and others. [3]

Movies such as Star Wars and Star Trek are icons of science fiction movies that have a unique theme about the journey of discovering a new civilization in the space universe (around 1980s), on the other hand 'Interview with the Vampire', 'The League of Extraordinary Gentlemen' are example of a science fiction movies with a fantasy horror theme. These movies genre have become a popular culture and are widely spread in society, people adore imaginative fiction movies genre as the new breed of modern popular culture.

The American Hollywood genius has succeeded in bringing a remarkable process of adaptation from comic to movie, and vice versa. This adaptation process has translated real visualization from static image form to moving audio-visual. The imagination of a comic reader about a character, has been transformed into reality through the process of changing the media into a movie. This adaptation process became very essential and crucial to improve fan animos, story continuity, and product diversification.

This research has chosen sampling using purposive sampling method in the embodiment of characters who have gone through the process of adaptation from the Marvel Comics universe to the Marvel Cinematic Universe and compared with the Star Wars version of the movie to be adapted into comic. Both were examined using qualitative descriptive methods to compare in order to find significant differences between the process of media change transformation (adaptation).

2. Research Methodology

2.1 Qualitative Research Method

This study used descriptive qualitative method. The use of qualitative methods is more appropriate to be applied to social research. The data obtained can be processed directly using literature studies and can be found problems and solutions using theories obtained from reference sources in the form of books and articles from the internet media.

Qualitative methods are well suited for use in social research. Scientific research using qualitative methods is much more effective because it does not use statistical data that needs to be analyzed using quantitative methods in the form of processing data in numbers [4]. Qualitative methods are more suitable to research things in the social field, such as researching artwork, literary works, culture and social things. [5]

2.1 Comparative Literature

Comparative literature which was later called 'The New Humanities' is an approach used to analyze a work by comparing two works from the same media and from the same country, but developments over time have made the boundaries of the context fade.

Starting from France, comparative literature then developed and spread throughout the European continent to America. Comparative literature experts from America emphasize that comparative literature does not only compare two works from the same media and from the same country, but comparative literature can be used to compare two literary works from different media and from different countries. Comparative literature is an approach that can also be applied to compare literary works with other disciplines. This concept of comparing is a very powerful 'tool' and can be applied to various disciplines. [6]

2.2 Theory of Adaptation

The adaptation process is a process of moving from one medium to another, the process of borrowing, or it can be said that the process of duplicating to different media. This adaptation is a form of creation process to be able to develop story ideas from the initial concept (improvisation) or to stick to the initial concept. This adaptation process can take place in a variety of media, from movie and opera, to video games, pop music, and more. Its existence is the impact of a very varied and unique process of creation. This adaptation process is very useful to provide breadth, coverage, and creative possibilities in each media. Nicholas Wright in Hutcheon explained that an adapted work must of course be able to explain certain themes and even plot details more simply, because there is not as much time for drama viewers to put it all together as there is for those who read novels. [7]

This research uses a comparative literature approach with a focus on adaptation theory. The comparative literature approach is used to compare two things, namely comics which are then adapted into movies, and vice versa. Adaptation is a process of subtraction, addition or modification made to the derivative work of the original work. This process initiates a 'surgical process' that produces a new work based on the work of its predecessor. [8].

3. FINDINGS AND DISCUSSION

3.1 Original or modified?

An artwork or a literature work can certainly never be separated from the idea of the previous work. We will have a very difficult time stating that the work we see today is truly the original of the author's idea, this is due to the influence of his predecessor's works. This original concept or modification makes the creation process more diverse and interesting to follow. This can be a positive factor so that the creation process develops more widely and varied, or even a negative factor because it will cause a lot of controversies.

In the context of this original or modification, the two universes of fiction, Marvel Comics and Star Wars have very significant differences, the process of adaptation of Marvel Comics to Marvel Cinematic Universe is more improvised than Star Wars from movie to comic.



Figure 1: Depiction of Doctor Strange, Ant-Man and Iron Man in the frame of comparison between movie version versus comic version (source: @accurate.mcu)

The picture above shows a very significant difference in the representation of a Marvel superhero character in his movie and comic version. Changes in the form of display modifications are made because they consider several things, namely:

- This is done to increase the audience's interest in the superhero character of their dreams. Comic writer Dennis O'Neil in Gavalier explains that a writer must be able to describe the figure of a superhero that is interesting to his readers. The figure becomes the main character (superhero or human) who can successfully solve problems and get out of problems safely. The hallmark of a super hero is to have powers beyond the average human being. The main characteristics of super heroes are physical characteristics and distinctive appearance. [9]
- Add aesthetics to the appearance of a superhero character to make it appear more attractive and keep up with the era (today's technology). The original concept in classic comics is more likely to be outdated, because the characters of this version of the comic superhero were created in the early editions of comics around the 60s.
- Idealism of directors and production teams in movies who have various thoughts in representing a superhero character adapted from comic to movie.

The phenomenon of differences in the visual side that occurs in the adaptation process in comics to movies that occur in Marvel is inversely proportional to the adaptation process in Star Wars. Star Wars has a pattern of adaptation from movie to comic, the process of adaptation to comic is a form of product diversification so that it reaches two media at once in the marketing process. The representation shown in the adaptation process from movie to comic does not undergo many changes or modifications, because the basic rules and characters that are already very strong, so that comic artist feel this adaptation process does not require many modifications.



Figure 2: Depiction of movie poster and comic version comparison in Star Wars' adaptation

The image above is a representation of two versions, namely a comic version and a movie version. Through the picture above, it has been shown that the comic artist has tried to maintain the originality of characters and stories, some legendary characters who play an important role such as Darth Vader, Luke Skywalker, Princess Leia Organa, Master Yoda still maintains the resemblance of their physical form even though they have gone through the process of adapting to media changes. Star Wars is a movie that is a popular culture in America, if there are many modifications or improvisations by changing the appearance of characters in the comic version, it will affect the storyline and greatly risk undermining the originality of the story in the movie that has first appeared on the screen and become this canon's work.



Figure 3: Luke Skywalker in the movie version (left), Luke Skywalker in the comic version (middle), Luke Skywalker in the Computer-Generated Image (CGI) version (right)

3.2 Duration

The comic version certainly has more breadth in the concept of storytelling, because comics are present in the story connected from one edition to the next. The storytelling details in the comic

version certainly have much more complexity and diversity of ideas than the comic version. This is due to the duration of the movie which limits the details and length of a story shown. Marvel Comics focuses its story on the parallel reality that occurs in multiverse, so the complexity of the story becomes one of the strengths of Marvel Comic in building the story.

On the other hand, Star Wars begins with a movie version that first hypnotizes and builds a fanatical mind about the concept of storylines. The process of adaptation carried out from movie to comic must of course maintain the integrity and authenticity of the story, which is about war among galaxies. The concept of maintaining the story or modifying the story as well as the representation of the character is an option to get animos from a growing audience and fans. Errors in the selection of strategies, will certainly affect the success of the movie and comics. On the duration side, Marvel must be very smart to take advantage of the limited movie duration time because the adaptation process of this comic must be very detailed. Star Wars has a significant difference, because the initial product was a movie then adapted into a comic, so story development can be done more freely because it is not limited by the duration as in the movie.

3.3 The Formula of Story Mixing

Robert Mc. Kee conveys the idea that in the process of creating characters enters the realm of your imagination, this will bring an abundance of story possibilities. If the life journey of this character is told in detail continuously every time, of course a story of this character's life journey will be very complicated. The ideas that form in our minds can be simple imaginations to the divine level one, it can also be everyday life stories to the tale about space travel exploring inter-dimensions. when we create a story, make sure we make a story as a 'story told'. We have to be really careful in creating a story in order to a very limited time duration [10].

The formula that Marvel does is with the idea of how to combine such a vast multiverse into one whole story that is easy to follow. Marvel Universe is a multiverse consisting of 161 multidimensional universes that live simultaneously. 'Building the story' are emphasized on complicated storylines, but they are related to each other. Through the concept of formulas like this, the director can more freely develop the story and of course can escape the binding rules of the story created by the original comic artist. Changes in story concepts and characters in the story inside the movie version can differ from the comic version partially or completely. All this is done to give a curious effect to the audience, because what happens is not always the same as what has been created in the comic version.

In the Star Wars universe, a comic version was launched onto the market moments after the movie Star Wars: A New Hope aired on the big screen in 1977. The story presented in the comic version (then published by Dark Horse and now the Star Wars comic has been acquired by Marvel Comics) is the story development of its widescreen movie version as the main basis of this concept of intergalactic adventure. The Star Wars Saga further preserves the originality of the story and the concept of the detail of the character to stay in line with what is happening in the movie version. Star Wars is very popular probably because it turns into an inseparable part of pop culture and does not limit itself only through movies. The main components of the Marvel and Star Wars saga have a similarity of patterns, namely with a lot of material and works spread from television series, novels, comics, to video games, all of which of course focus on exploring extended universes between galaxies.

Conclusion

The adaptation process carried out by Marvel has tried to create a new and fresh concept of storytelling and visual. The idealism of the director to realize static images from pictorial comics into a new medium, namely movie, is certainly quite reasonable. This change in concept certainly also refers to several considerations, namely audience segmentation, the development of stories delivered to the audience and the duration of movie screening time that is not as long and as widespread as storytelling in comics. The existence of multiverse as the main key to Marvel's power from both the comic and movie versions provides many possibilities that cause this adaptation process to undergo changes and shifts in story. Technological advances also lead to synchronization that must be done to represent the existing characters of Marvel's classic comics.

The concept of adaptation that happened in the Star Wars Saga is inversely proportional to what happened in Marvel. This media takeover process began with the success of a movie in 1977 as the most popular movie of the time, which until now has been a canon story around the world. The visionary thinking of George Lucas as a director has made Star Wars: A New Hope a movie that inspired the birth of the science fiction genre. The process of adaptation from big screen movies to comics in Star Wars has not undergone many modifications and story improvisations because the concept of storytelling in comics is tied to the original story patterns and rules in the movie version of Star Wars.

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