

THE ROMANCE FORMULA IN CECELIA AHERN'S *LOVE, ROSIE*

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How to cite (in APA Style): Santoso, Distania; Basuki, Imam; Wardani, L. Dyah Purwita. (2019). The Romance Formula in Cecelia Ahern's *Love, Rosie*. *LENTERA: Jurnal Ilmiah Kependidikan*, 12 (2), pp. 267-284

Abstract: This research analyzes the romance formula presented in *Love, Rosie* by discussing the standard convention of the novel. The romance formula analysis tends to prove what is the sociocultural background in 20th century of Ireland society which becomes the cultural background of the novel. We discuss the issues among popular culture and also finding out the dominant components of the story which builds the story into a romance story. The discussion is employed the Cawelti's concept and supported by Radway's theory of romance. This study discusses Romance formula in *Love Rosie* is presented by the two dominant elements, those are the romance plot formula and the characters. The inventions of the romance formula in *Love Rosie* is found in the writing style of the novel. The novel is written in the form of instant messages and letters that are sent between the hero and heroine. The results of this study indicate that *Love, Rosie* has two dominant elements that built the story into a romance story. The first element is the story plot and the second is the main characters of the story whom develops the love relationship in the story, which are the hero and the heroine. The story plot of *Love, Rosie* can be classified into four stages, those are the first meeting of Alex and Rosie, Alex and Rosie fall in love to each other, Obstacles which contain the internal and external conflicts of the hero and heroine, and the ending of the story.

Keywords: romance formula, hero and heroine, love relationship, characters

INTRODUCTION

Romance stories always have their ways to entertain readers for centuries. Romance is one of five primary moral fantasies genre by John G. Cawelti. Here, I want to analyze Cecelia Ahern's *Love, Rosie* by using Cawelti's formula theory and supported by Radway's theory of romance. *Love, Rosie* is the second novel by Irish writer Cecelia Ahern published in 2004. Cecelia Ahern was born and grew up in Dublin. It has now published in nearly fifty countries, and has sold over twenty-five million copies worldwide.

This novel can be classified as a popular fiction. Popular fiction is a literary works that are arranged with the consideration to satisfy popular readers' tastes or market.

Love, Rosie is written in epistolary structure in the form of letters, emails, instant messages, and newspaper articles. The novel reached number one in Ireland and the United Kingdom, and was a best seller internationally. The book won the German Corine Award in 2005 (https://openlibrary.org/authors/OL1392576A/Cecelia_Ahern). In 2014, the novel was adapted into a film entitled *Love,*

Rosie. The purpose of this study is to define how the development of love relationship between a man and a woman which is portrayed in *Love, Rosie* by Cecelia Ahern and what makes the novel become popular in the 20th century.

The story tells about the ups and downs that the hero and heroine have to face along the way. Alex and Rosie are best friends since they were five years old. They are inseparable and they seemed obviously to be ended each other. Reality does not come along smoothly as everyone surrounds them expected it to be happened. At the age of 17, Alex had to go to Boston because his Dad's job and Rosie was left in Dublin to continue her life. Though they found a way to get together again in The United States. Rosie has got accepted in Boston University, while Alex has got accepted in Harvard University. Everything has changed after Rosie knew that she was pregnant because of Brian, the boy who once she dated in a prom night because Alex could not make it at that time. Rosie let the chance to get into Boston university went and she decided to raise the baby as a single mother. She had a messed up life while Alex set forth in achieving his medical career, but he had two messed up marriage along the way. Rosie and Alex are obviously destined for each other, and everyone seems to know it, but them. Best friends since childhood, they think that it is better to hide their feelings to each other because they actually are afraid if their feelings will ruin the whole friendship. Until the day when Alex has to move to Boston and they long for each other, they realize how strong is their feelings to each other. They manage to stay in touch by sending letters

and emails to each other. The story has a happy ending, although it takes them five decades to be together.

Love, Rosie has its own romance formula that is constructed by Cecelia Ahern. She creates a typical romance novel which makes the reader excited and keeps guessing about what happens next. Rosie is obviously going to end up with her best friend, Alex. But Ahern makes the stories become more interesting by playing the scenes with the small probability for them to be together. Besides, Ahern gives a unique touch in the writing style of this novel which makes it different from other novels. It is written in a form of emails, letters, and newspaper articles. Here, Ahern as a writer tries to show the pop culture on how people communicating around 20th century in the UK, especially in Ireland.

Formulaic structure analysis is always presented by the stories that have the five major of fantasy typology, called as the moral fantasy : Adventure , Mystery, Romance, Melodrama, Alien being or States stories (Cawelti, 1976: 39-47) as a forms of popular story. *Love, Rosie* as the popular one has that major of fantasy that adapt the interest of culture especially in 20th century of Irish society. The romance formula of this novel will be revealed by using John G. Cawelti's formula theory and also supported by Radway's theory of romance. This theory is an aid to break down the romance formula presented in the novel, how the Irish culture plays a big role in constructing the author's ideology, what was the issue in Irish society brought by the popular culture specifically in 20th century and emerge the romance formula of *Love, Rosie*.

The formula theory by John G. Cawelti and Radway's theory of romance are employed in this research. Both of Cawelti's and Radway's theory are applied to answer the research problems in this research. There are five primary moral fantasies that help us to figure out the elements in each story (Cawelti, 1976:39-50): 1) Adventure: Adventure story focuses of the hero (the main character) and his/her struggles to cope with his/her problems. The problem that the hero needs to cope with is actually the nature. 2) Romance: Romance story talks about a fantasy of love. Romance stories talks about the characters' struggle to cope with the social or psychological barriers that the hero and heroine face in order to be together. Romance story is known with its happy ending. 3) Mystery: The mystery story usually starts with an unsolved case that seems to be hard to solve. An investigation also becomes an essential part of mystery story. Usually, the story's secret is leaked and solved at the end of the story. 4) Melodrama: Melodrama is a complicated story which contains the other four fantasies. 5) Alien beings or state: Alien beings or state talks about an unusual activities of alien beings. The story is identical with the existence of some monsters.

Cawelti explains the general function of formula in his book entitled *Adventure, Mystery, and Romance : Formula Stories as Art and Popular Culture*, Formulas are more highly conventional and more clearly oriented toward some form of escapism, the creation of an imaginary world in which fictional characters who command the readers' interests and concern transcend

the boundaries and frustrations that the reader ordinarily experiences (Cawelti, 1976:38). Here we can see that formulas stories aim for its escapism through the fictional characters' life in the story. The readers can actually 'escape' from their real life by reading the ups and downs that the fictional characters experience in the story. It shows that the goals of formulas will be achieved when the readers can feel the escapism and enjoyment of the story. The escapism reaches its peak when the readers find the stories more exciting than their real lives.

Based on the five moral fantasies that are explained by Cawelti, Cecelia Ahern's *Love, Rosie* can be categorized into a romance story. Because the story tells about love affairs, struggles that the hero and heroine need to face in order to be together, and marriage failures. It is strengthen by Radway's theory of romance that explains about the plot of romance formula, they will go so far as to categorize them as "romances" because all are stories about a "man and woman meeting, the obstacles to their love, and their final happy ending." The women even claim that they most value unpredictable plots because they create the excitement and tension associated with not knowing what will happen (Radway, 1984:199). There are two dominant elements that make the story can be called as a romance story, those are the plot and the characters.

Based on Cawelti's concept, the general plot patterns of romance formula is known with its identical plot. The story starts with the first meeting of the hero and heroine, it is the moment when Alex and Rosie meets at the age of five and later he falls in love with his bestfrien,

Rosie. They actually fall in love each other but pretend to hide their feelings underneath because they are afraid of ruining their friendship. The second phase of the plot is reflected through development of love relationship between Rosie and Alex. As Radway says in her book, by remarking about its portrayal of the heroine/hero relationship, she alerts the reader to the book's treatment of the essential features that nearly all of her customers focus on in determining the quality of a romance (Radway, 1984:53).

The third stage is the conflicts experienced by the hero and heroine. The conflicts start to arise as the obstacles they need to face along the way. There are two kinds of obstacles in *Love, Rosie*.

Those are the internal and external conflicts. The purpose of the conflicts that the hero and heroine need to face is to postpone the excitement of a happy ending of the story. As Radway says in her book, the women usually articulated this insistence on process and development during discussions about the genre's characteristic preoccupation with what is typically termed "a love-hate relationship." Because the middle of every romantic narrative must create some form of conflict to keep the romantic pair apart until the proper moment, many authors settle for misunderstanding or distrust as the cause of the intermediary delay of the couple's happy union (Radway, 1984:65). While the last phase is the resolution of the story which is denoted with its happy ending. The obvious importance of the happy ending lends credence to the suggestion that romances are valued most for their ability to raise the spirits of the reader (Radway, 1984:66). The resolution

usually contains the solution to all the obstacles that the characters experience in the story. Here, romance story is known with its happy ending.

In romance story there are hero (man) and heroine (women) characters as the stereotype characters. Here in *Love, Rosie* Alex is the hero and Rosie is the heroine. The hero is usually depicted to be the one who protects and wins the heroine. Radway in her book *Reading the Romance* says that there are nine ideal characteristics of hero; intelligent, tender, protective, strong, brave, humorist, independent, attractive and athletic (1984: 82). As for the ideal heroine are; extraordinary beauty, intelligent, spunky, independent woman who has a few contacts with men, usually compassionate, kind, and understanding person (1984: 124-127).

Based on the above background study, there are two questions needed to be answered in this research, as follows: 1) How is the romance formula presented in *Love, Rosie* by Cecelia Ahern? 2) What is the socio-cultural background beyond the *Love, Rosie*'s popularity?

In accordance with the above research questions, there are two purposes of this research: 1) To know the romance formula is presented in *Love, Rosie* by Cecelia Ahern; 2) To elaborate the socio-cultural background beyond the *Love, Rosie* by Cecelia Ahern.

METHOD

This research uses qualitative research in order to explain and to explore the information and the facts. Creswell says, (2014:42) "In qualitative research, the numbers and types of approaches have also become more clearly visible during

the 1990s and into the 21st century. The historic origin for qualitative research comes from anthropology, sociology, the humanities, and evaluation.” The qualitative method is used in this research because the object of the research is a novel, so the research focuses on collecting and analyzing the data taken from textual narrative or verbal data which is not dealing with the number. The qualitative data is collected from text, image, interview, document, and so forth. Based on the explanation, qualitative research is appropriate to analyze the data related to the romance formula in Cecelia Ahern’s novel. It is done by analyzing the narrative text based on the ‘Love, Rosie’ novel by Cecelia Ahern. It means that the data of this thesis are in the form of words and sentences.

Narration, quotations, dialogues, are the forms of the main data that are gathered from *Love, Rosie* novel written by Cecelia Ahern. *Love, Rosie* was published in 2004. The process of work will be analyzed by John G Cawelti’s formula theory, discovery the formulaic structure in the novel by reviewing popular culture of 20th century in Irish society. The result of the discussion will explain more widely through the formula theory by John G. Cawelti and Romance theory by Jenice A. Radway. Creswell says (2014:232) “Writing a methods section for a proposal for qualitative research partly requires educating readers as to the intent of qualitative research, mentioning specific designs, carefully reflecting on the role the researcher plays in the study, drawing from an ever-expanding list of types of data sources, using specific protocols for recording data, analyzing the information through

multiple steps of analysis, and mentioning approaches for documenting the accuracy—or validity—of the data collected. This method is appropriate for this research. The data are written in this research as quotation. The quotations are taken from the action in the novel. The data are divided into two types: primary and secondary data. The primary data are collected from *Love, Rosie* by Cecelia Ahern which is written in 2004 in Ireland. And the secondary data are taken from any kind of the books, interviews, articles, or internet that related with romance formula.

The first step is close reading. Close reading is reading the source of the data more than once, and then the researcher will more understand about the content of the novel. The data is collected from Cecelia Ahern’s *Love, Rosie*. After reading and understanding the novel, the second step is choosing and classifying the data. In this step, I chose the data from the novel and the other sources about romance formula. In addition to the primary source, the collecting data come from secondary sources, such as the articles, journals, and some books. The supporting data are useful to strengthen the primary data.

Through the journals and some articles, I found many different issues and concepts in the similar theme that help me to enrich my understanding about the topic of my research, which is the romance formula. Furthermore, the secondary data are used as an aid to figure out the popular culture exists in 20th century of Irish society.

I answer the first research question using narrative strategy that belongs to the novel. The data in the novel such as the

texts and the dialogues used to find the plot and theme of *Love, Rosie*. The data from the novel are related to the Cawelti's concept of formula to know how the formula construction in the novel. Here, Radway's theory of romance is also employed to figure out how is the love relationship between the hero and heroine is depicted through the story.

Furthermore, the answers of the first research question help the simplification of the second research question that explains more about the social condition in 20th century of Irish society. The analysis in the chapter of discussion are solved by discussing the real issue around the popular culture. The real social condition as the background of the novel is elaborated, aimed to find the ideology exist in the novel. I figured out the social condition beyond the creation of the novel from the supporting data likes journals, online articles, and some books that related with the topic of discussion as explain in the first sub chapter.

All the data from primary and secondary sources classified by connected to the Cawelti's formula concepts. This theory useful to help me finish this thesis more straightly and adjust to the goals of this study. After classifying the data, we know which are the data related with the topic of discussion. Furthermore, I analyze the data one by one starting from what makes a story can be called as a romance story, how the development of the love relationship between the hero and heroine is depicted through the story and what are the dominant components of the romance story presented in *Love, Rosie*. Besides, I also figure out what is the ideology exist in the novel after knowing

the cultural background when and where the novel is written.

FINDINGS AND DISCUSSION

Romance Plot Formula

The most essential part in the romance novel plot is the first meeting between the hero and heroine. It marks the moment of love growth between the hero and heroine. It tells in *Love, Rosie* that the hero is Alex and the heroine is Rosie. Here, *Love, Rosie* basically tells the readers about the development of the love story between Rosie and Alex. It is told in the story that Rosie and Alex are friends since they were five. Alex and Rosie starts the romance story as best friend. They are trapped in a friend zone since they were kids. Everyone surrounds them know that someday they will end up together. According to Cawelti, in the book *Adventure, Mystery and Romance* which says "This is the conception of formula commonly found in those manuals for aspiring writers that give the recipes for twenty-one sure-fire plots boy meets girl, boy and girl have a misunderstanding, boy gets girl. These general plot patterns are not necessarily limited to a specific culture" (Cawelti, 1976:121).

There are four main plots of romance that explained by Cawelti: 1) Their first meeting: it tells the beginning of a love story; 2) Boy wins the girl: time to take serious relationship, the woman and man love each other; 3) Obstacle: the conflict in their love, it unintentionally leads them to keep their commitment; 4) Ending: the romance story always has a happy ending. Here, there are four stages in the romance story plot of *Love, Rosie*, the first stage is when Alex meets Rosie,

the second stage is when Alex and Rosie fall in love to each other, the third stage is the obstacles that the hero and heroine have to face along the way, and the last phase is the ending of the story. Radway says in her book "The obvious importance of the happy ending lends credence to the suggestion that romances are valued most for their ability to raise the spirits of the reader." (Radway, 1984:66). It can be seen from the happy ending of the romance story between Rosie and Alex in Cecelia Ahern's *Love, Rosie*. They finally get together at the age of fifty.

1. Alex meets Rosie

The romance story begins with the first meeting of the hero and heroine. As Radway says in her book, "they will go so far as to categorize them as "romances" because all are stories about a "man and woman meeting, the obstacles to their love, and their final happy ending." The women even claim that they most value unpredictable plots because they create the excitement and tension associated with not knowing what will happen." (Radway, 1984:199). In *Love, Rosie* Alex meets Rosie at the age of five. They make friends at the early age and they go to school together everyday. At school, Rosie and Alex love passing notes to each other, since they know they will be punished by the teacher if they talk. This becomes a habit, until one day the teacher found out that Alex and Rosie do not pay attention at the class. The teacher sent a letter to both of Alex and Rosie's parents to notify them that their kids make a mistake.

"Dear Mr. and Ms. Stewart, I would like to arrange a meeting with you

to discuss how Alex is progressing at school. I would like to talk about the recent change in his behavior along with the problem of his note-writing during class. I would appreciate it if you called the school to arrange a suitable time to meet. Yours sincerely, Ms. Casey." (Ahern, 2004:5)

Ms. Casey is Alex and Rosie's teacher at school. She is being annoyed with their bad behavior during the class. Ms. Casey finally gives up and decides to arrange a meeting with both of Alex and Rosie's parents. The meeting goal is to figure out the solution of their bad behavior during the class.

2. Alex And Rosie Fall in Love to Each Other

The writer uses the theory from the book *Adventure, Mystery and Romance* by John G Cawelti which explains the formulas of popular literature are. Cawelti stated the general plot in romance contains the development of love story itself (Cawelti, 1976:5-6). The love arises when the hero and heroine finally realize that they actually are in love. It can be seen that Rosie and Alex realize that as they grow older, the feelings become stronger. It can be noticed when they are sixteen, they start to explore the feelings.

TO ALEX HAPPY
VALENTINE'S DAY! LOVE
FROM YOUR SECRET
ADMIRER XXX

To Rosie,

You wrote that card didn't you?

From Alex" (Ahern, 2004:8)

This phase denotes the beginning of a love story between hero and heroine. In

this stage, their feeling started growing up when they spend much time together. Alex and Rosie's love story starts when they frequently meet everyday and shares their thoughts through the passing notes in the class and sending emails whenever they want to talk to each other. The sense of love can be noticed firstly when Rosie sent a valentine card to Alex that is signed under unknown name.

3. Obstacles

There are two kind of obstacles in *Love, Rosie*. Those are the internal and external conflicts. The purpose of the conflicts that the hero and heroine need to face is to postpone the excitement of a happy ending of the story. Here the romance story of Alex and Rosie's develops significantly with its ups and downs. The moment when Rosie and Alex live separately, Rosie's pregnancy, jealousy, and the marriage failures makes the romance story more exciting to read. As Radway says, "Because the middle of every romantic narrative must create some form of conflict to keep the romantic pair apart until the proper moment, many authors settle for misunderstanding or distrust as the cause of the intermediary delay of the couple's happy union." (Radway, 1984:65).

a. Internal Conflicts

The internal conflicts that the hero and heroine experience in the story can be classified into three categorizations. The first is friend zoned, the second is jealousy, and the last is Rosie's pregnancy. As Radway says in her book, "Like most narratives, the romance proceeds by setting up an initial situation whose very instability raises multiple

possibilities of future resolution. (Radway, 1984:205). The conflicts that the hero and heroine face in the story makes the readers feel more excited and make some guessing while reading the story. Here, we can see that the goal of escapism is achieved when readers really enjoy the story and can actually 'escape' from the reality.

1) Friend zoned

The love story between the hero and heroine starts since they were five. They become best friends since then. Bunking class together, making fun of each other, sending emails and letters when they are apart, and do a lot of stuff together. At first, they do not realize that the love they feel to each other is not an affection that friends usually give, as they have always been just best friends. It is Alex who has always been more afraid to express their true feelings. It is obvious that Rosie tries to make several attempts to express her feelings to Alex, but then she realizes that as a woman she should not make the first move to the man she likes. As it is supported by Radway's statement in her book, "This fear of an awakened female sexuality and of its impact on men is usually dealt with in the ideal romance by confining the expression of female desire within the limits of a permanent, loving relationship (Radway, 1984:169)

"from: Alex

to: Rosie

subject: Re: DISASTER!

I'll call you when I get home. It's true. Dad was offered a job doing something that sounds incredibly boring . . . Oh Rosie, I'm so pissed off. I don't want to go. I only have a year left in school; this is such the wrong time

to leave. I don't want to go to a stupid

American high school or whatever it is they call it. I don't want to leave you. I'll call you later and we can talk about it. We have to think of a way that I can stay. This is really bad, Rosie." (Ahern, 2004:25)

When Alex sent an email to Rosie about his parents' decision to move to Boston. Alex parents need to move to Boston, America due to the working requirements. Here, there is an internal conflict that the hero feels about living away from the heroine. Alex knows that distance is not a big issue for him and Rosie, but he cannot deny that he actually wants to stay closer with her best friend, Rosie. Seeing on them being together for about eleven years obviously makes Alex feels uneasy to move abroad.

"Rosie, I didn't want to wake you so your mum said she would pass this on to you. You know I hate goodbyes and it's not goodbye anyway because you're going to come over and visit all the time.

Promise me. I have to go . . . I'll miss you. Ring you when I get there.

Love, Alex

PS: I told you, I was awake that Christmas

Eve, my battery just went dead on my

walkie talkie . . . (and I did see Santa, I'll have you know)." (Ahern, 2004:26)

It can be seen from the quotation above that both of the hero and heroine is on another level of obstacles. The day has finally come when Alex has to leave

Ireland to follow her father to Boston, America. Although Rosie asked him to stay with her and her family, Alex's family cannot grant it. The day when Alex has finally left Rosie, he decided not to wake Rosie up, he then writes a letter to Rosie to say good bye.

2) Jealousy

Jealousy happens to be part of the internal conflicts that experienced by the hero and heroine in *Love, Rosie*. It is reflected in the story that both of Alex and Rosie possess jealousy to each other. As it is quoted from the Radway's book that hero and heroine are shown to despise each other overtly, even though they are "in love," primarily because each is jealous or suspicious of the other's motives and consequently fails to trust the other. (Radway, 1984:65)

"To the most inconsiderate asshole of a friend, I'm writing you this letter because I know that if I say what I have to say to your face I will probably punch you. I don't know you anymore. I don't see you anymore. All I get is a quick text or a rushed e-mail from you every few days. I know you are busy and I know you have Bethany, but hello? I'm supposed to be your best friend." (Ahern, 2004:20)

From the quotation above we know that Rosie feels lonely when Alex has a girlfriend named Bethany. Alex who always be there for her is now being distant. Rosie feels a jealousy that soon she realizes that the jealousy she feels is a jealousy from a girl to a boy. Here, Rosie is afraid of being replaced by Alex's new girlfriend, Bethany. She wants Alex know that he is changed at the time he got a new

girlfriend. Rosie realizes that Alex is grown up and can choose the one he finds it the best. But, from the quotation above we know that Rosie is actually hurt by the fact that Alex is being distant from her.

3) Rosie's Pregnancy

These potential endings are then kept consistently before the reader by the seemingly endless repetition of threats to the heroine's virginity or life. While this initial situation continues as an unresolved problem, however, secondary narrative puzzles are presented and subsequently solved within a very short amount of reading time. (Radway, 1984:205). As a heroine, Rosie has to face so many obstacles in her life. The endless conflicts in the heroine's life makes the story unseemingly to have a happy ending. As it is shown in the story, the conflict starts to arise when Rosie finds herself pregnant with Brian, her prom's guy. Although it is hard for her to cope with the fact that she becomes a single mother of her baby, she manages to give out her best.

"Where r u??? I'm waiting at airport. Me and dad have been here for hours. I tried ur house phone & mobile. Don't know where else 2 call. Hope everything'sok." (Ahern, 2004:32)

Rosie asked Alex to accompany her to school prom, but apparently Alex does not show up at the airport. After waiting for hours, Rosie finally gives up and goes home. Although Rosie believes that Alex will always fulfill his promises to her, but deep down she is still worried. This incident is the milestone to the heydays. It begins all the complicated conflicts between the hero and heroine. Hence to

this accident, Rosie has to attend the prom with another guy. It is obvious that Rosie is in a big dissapointment with Alex because he cannot make it to Dublin. Rosie decides to go with Brian, her friend in high school. At the night of Alex's flight to Dublin, he found that the flight has been cancelled due to the bad weather. Although he tries to call the flight service, he cannot find other flight schedules to see Rosie. Alex sent an email to Rosie to ask an apology from Rosie.

"Hi Rosie. Just got ur text. Sent u an e-mail explaining. Can u check e-mail at airport? Alex
from: Alex
to: Rosie
subject: Sorry!

Rosie I am so sorry. This whole day has been an absolute nightmare. There was a foul-up with the flight. I don't know what happened, but my name wasn't in the system when I went to collect my ticket. I've been here all day trying to get another flight." (Ahern, 2004:32)

We can see that Alex feels regretful with the incident happened at the night of Rosie's school debs. He tries to send an email and makes a lot of phone calls to reach Rosie. But, he does not get any single answer from Rosie. Alex feels confused on what is actually happening with Rosie at that moment. From the quotation above, it is clearly seen that although Rosie is dissapointed because Alex cannot make it to Dublin, she has to find another company to go to the school's debs. She decided to go with Brian. Brian is Rosie and Alex's school friend.

b. External Conflicts

The external conflict that experienced by the hero and heroine in *Love, Rosie* is shown through the marriage failures.

1) Marriage Failures

The marriage failures become the highlight of the external conflict that both of the hero and heroine experience in the story. Rosie and Alex have been in a toxic relationship. It is depicted in the story where Alex does not actually vibe with his first wife, Sally. The repetitive pattern happens to Alex's second marriage with Bethany. Although he does not possess feelings to Bethany, he still marries Bethany because she is pregnant with his baby.

The same thing goes to Rosie. Her marriage with Greg does not go smoothly as she expected to have. Greg betrayed Rosie twice and Rosie has finally fed up in the second time.

“Just to let you know I’m still alive—just about. Sally seems to be sucking all the life out of me these days. We’re finalizing the divorce . . . it’s a nightmare.” (Ahern, 2004:159)

When Alex feels bored to his marriage, he tells Rosie that he feels that his marriage is plain. Alex does not feel the same way when he is with Rosie, his best friend. Here, the hero feels the internal conflict that he actually wants Rosie instead of his wife.

Rosie as Alex's best friend suggested him to contemplate his life and consider many stuff before making a big decision, which is a divorce from his wife, Sally. The romance's treatment of foreshadowing, which typically reduces to a minimum the space between the initial

hint of ominous happenings and the actual event that inevitably confirms thereader's hypothesis. In most cases, competing possibilities are allowed to open up only for a few paragraphs (Radway, 1984:206). Since it is shown in the story that Alex later happens to have two marriage failures. The first marriage failures that the hero experiences in the story is actually foreshadowing the next marriage failure that he will face.

4. Resolution

The last phase of the romance plot is the resolution of the story. They will go so far as to categorize them as "romances" because all are stories about a "man and woman meeting, the obstacles to their love, and their final happy ending (Radway, 1984:199). The resolution usually contains the solution to all the obstacles that the characters experience in the story. Romance story is known with its happy ending. The love relationship between Rosie and Alex ends happily, although it takes them five decades to be together.

Finally, this manner of narrative disclosure also suggests tacitly to the reader that just as she "knew" the answer to this problem so does she know the answer to those crucial, still unanswered questions about the hero's love for the heroine and her ability to realize her individual identity. (Radway, 1984:206). The hero and heroine in *Love, Rosie* start the love relationship as bestfriend. It is obviously hard for them to open up to each other about their feelings. Actually, the hero and heroine try to express their feelings for several time. But, it is depicted in the story that there always be obstacles along the way.

The bad timing has always been the issue when one of them going to confess about their feelings. Until one day, the best timing comes to Alex, the hero of the story. He finally confessed his feelings to Rosie.

“I’m not scared anymore Rosie. I am not afraid to try. I no what that feeling was at your wedding—it was jealousy. My heart broke when I saw the woman I love turning away from me to walk down the aisle with another man, another man she planned to spend the rest of her life with. It was like a prison sentence for me. Years ahead without me being able to tell you how I feel or hold you how I wanted to.” (Ahern, 2004:403)

Seeing Rosie is not happy with her marriage, Alex feels that it is his time to confess to her that he actually loves her. It has always been Rosie whom he loves the most. Although the particular way they do so will be explored later, suffice it to say here that Dot believes a good romance focuses on an intelligent and able heroine who finds a man who recognizes her special qualities and is capable of loving and caring for her as she wants to be loved (Radway, 1984:54). Here, we can see from the quotation above that the hero is finally confessed his true feelings to the heroine. The development of feelings is at its peak. In this stage of life, he wants to be together with Rosie, his true love. Alex writes a confession letter and send it to Rosie.

Unfortunately, the letter is received by Greg, Rosie’s husband. Greg knows at the first place that Alex has feelings to Rosie. Knowing the letter is from Alex, he hides the letter in the cupboard and he

does not tell Rosie that there is a confession letter from Alex to Rosie. There always be an obstacle that seems preventing Alex and Rosie to be together along the story.

Characters

Radway in her book *Reading the Romance* says that there are nine ideal characteristics of hero; intelligent, tender, protective, strong, brave, humorist, independent, attractive and athletic (1984:82).

Here, as the hero character in *Love, Rosie*, Alex’s dominant characteristics are intelligent, tender, brave, humorist, and independent. As for the ideal heroine are; extraordinary beauty, intelligent, spunky, independent woman who has a few contacts with men, usually compassionate, kind, and understanding person (1984: 124-127). In this case, Rosie’s dominant characteristics are spunky, independent, kind, and an understanding person.

1. Alex’s Character

Alex is the hero character in Cecelia Ahern *Love, Rosie*. He is depicted as an organized man with goals. He is a Harvard graduate and a doctor. Based on his personality that is reflected by the narrative and the conversation between the characters in *Love, Rosie*, Alex is categorized into an intelligent, tender, brave, humorist, and independent character.

a. Alex is Intelligent

Alex is a humorist intelligent guy. It can be seen from the quotation below when he has got accepted in Harvard University in Boston. As we know that Harvard University is one of the best

universities in America. Besides, he takes medical study as his major.

“from: Alex

to: Rosie

subject: Re: Boston

here I come!

This is *brilliant* news! I can't wait to see you too! Harvard isn't too far away from BC (well in comparison to being a whole ocean apart —can you believe Harvard accepted me? It must be the intellects' idea of a hilarious joke). I'm too excited to type, just get over here! When are you coming?.”(Ahern, 2004:31)

It is not easy to be a Harvard student, Alex needs to be discipline and well prepared. Here, Alex dedication is clearly depicted in the quotation below when he tells Rosie how hard it is to stick with the dense routines as a Harvard's student. Alex struggles hard to achieve his dream as doctor.

b. Alex is Tender

The tenderness of the hero character can be shown when she treats the heroine wholeheartedly. Although Alex knows Rosie is pregnant with other guy, his feelings to Rosie remains the same. Here, we can see that Alex absolutely accepts Rosie as the way she is. Alex realizes that everyone makes mistake, so does he. As it is shown in the quotation below.

“You need someone who will treat you with respect, love every part of you, *especially* your flaws. You should be with someone who can make you happy, really happy, *dancing on air happy*.

Someone who should have taken the chance to be with you years ago instead of becoming scared and

being too afraid to try.” (Ahern, 2004:403).

c. Alex is Brave

Alex is finally married with Bethany, here we can see that Alex's bravery is depicted when he does the marriage for the sake of the baby that Bethany carries in her womb. He knows that his love is actually for Rosie. But, he has to face the reality that life must go on. So, he manages to be a good father for Josh, his baby with Bethany.

“Rosie: Alex I'm your best friend, I've known you since I was five. No one knows you better than I do. I'm asking this for the very last time and do not lie. What happened to make you change your mind about breaking up with slutty Bethany?

Alex: She's pregnant.” (Ahern, 2004:296)

d. Alex is humorist

Alex is a humorist character. He has a good humor since he was kid. He loves to tease Rosie with his sarcasm and jokes. The intimacy between the hero and heroine is reflected by the way they make fun and teasing each other. It can be seen from the quotation below when Alex suspected Rosie about the valentine card that Rosie secretly sent to him. Alex did not specifically say that it was a valentine card, but Rosie carelessly leak her secret by saying that it was a valentine card.

“To Alex I really don't know what you're talking about. Why would I send you a Valentine's card?

From Rosie

To Rosie

Ha ha! How did you no it was a Valentine's card! The only way you could no is if you sent it.

You *love* me, you want to *marry* me.

From Alex" (Ahern, 2004:8)

e. Alex is Independent

From the quotation below, we know that Alex is finally settled down in a small apartment with Sally, her wife. Although the apartment is not big, but here Alex shows that he is an independent guy. As a fully dedicated doctor with a super dense activity in his daily basis, he barely has time for himself. On the other side, being independent and having a busy life later leads Alex into the marriage failures he needs to cope with.

"The apartment is small but because I've such long shifts at the hospital, I hardly get to stay here anyway. I've got another life-long sentence here at the hospital before I can actually call myself a heart surgeon. In themeantime I'm being paid a pittance at work and slaving away till all hours." (Ahern, 2004:60)

2. Rosie's Character

Rosie Dunne is the heroine character in Cecelia Ahern *Love, Rosie*. He is depicted as a smart and strong girl. She has got accepted in Boston University, but she has to burry her dream because she finds herself pregnant at the same time. Based on his personality that is reflected by the narrative and the conversation between the characters in *Love, Rosie*, Rosie is categorized into spunky, independent, kind, and an understanding character.

a. Rosie is Spunky

Everyday is a hell for Rosie, because Rosy is definetely not happy with her current state. She has to face the reality that she will be a single mother to her baby. And the most painful truth is Brian's family does not care about her and her baby. It can be seen from the quote below that although Brian's family knows that Rosie is having Brian's baby, they ignore the pregnant Rosie.

"In fact, never have sex. Might as well try to completely eradicate the odds. Trust me Steph, it is not pleasant. I'm not feeling at all at one with nature, I'm not radiating any sort of magical motherly signals, I'm just fat. And bloated. And tired. And sick. And wondering what on earth I am going to do when this little one is born and looks at me and I shrug back." (Ahern, 2004:45)

b. Rosie is Independent

As the time goes by, Rosie accepted the fact that she is a single mother who has to fight for herself and her daughter, Katie. Rosie is a strong and independent mother for Katie. She does not want to make her parents fund herself and Katie. Coping with her financial problem, Rosie has to work hard to fund her life with Katie. So, she decided to work and move out from her parents' house. As it is depicted in the story that Rosie's character is strong and independent, she works in a hotel as a hotel receptionist.

"I know it seems silly to put all that's happened down to the fact that Alex couldn't make it to the debts but if he had come then I wouldn't have gone with Brian. I

wouldn't have slept with Brian and there would be no baby. I think I need to face what I could have been in order to understand and accept what I am." (Ahern, 2004:51)

c. Rosie is Kind

We can see from the quotation below that although Rosie has a mixed up feelings about Brian, she has to consider Katie's feelings. Growing up without a father, Katie always wonders how does it feels to have a father. Considering that it would be the perfect timing for Katie and Brian to make a bound, Rosie tries to get rid off her bad memories with Brian and his family in the past.

"I realize that these two people needed me to bring them together. So for the sake of Katie's relationship with Brian, whatever feelings of resentment I have for him need to be kept to myself." (Ahern, 2004:236)

d. Rosie is an Understanding Person

Alex's decision to marry her wife, Sally makes Rosie sad and she cannot deny that she loves Alex. Although the heroine feels miserable towards the hero marriage with another woman, she still confirms Alex's demand to be his best woman at his wedding. Here, the hero, Alex actually covers his doubt by asking Rosie to be his best woman at his wedding day. He wants to show to people surround him that he actually does not love Rosie.

"Everyone said the best woman speech was brilliant, I think all my friends have a crush on you. And no, you can't have their phone numbers. By the way Rosie, you

were my best woman that day and you still are my best friend. Always will be. Just to let you no." (Ahern, 2004:74)

3. Social Condition in Ireland During 20th Century

There was also an increased demand for the Service Industries such as Banking, Law and Insurance. In the 1990's there is greater variety of jobs especially in the Computer Industry. Modern communications have become faster and more accessible to all – the Internet, EMail, Fax, Phone can give instant personal communication on an international scale. (<http://www.colaiisteanna.ie/wpcontent/uploads/2011/01/History-Revision-Social-Change-in-the-20th-Century.pdf>)

"Wildflower: Funny, we've been chatting about our most intimate life details for years now and we never even knew each other's real names. I'm just looking down the witness form right now, LonelyLady I see your name is Lynne, SureOne, I see yours is Sinead . . . the name Rosie Dunne . . . it suits you Buttercup." (Ahern, 2004:414)

We know that Ahern is born and raised in Dublin. She knows exactly what happened in Ireland, especially in Dublin during the 20th century. The 20th century marks with the coming of the technology era. It is the era of internet and people start using an instant message to communicate. Some 90% of Irish call centre employment is located in the Dublin region. While good telecommunications facilities are available throughout Ireland. (Breathnach, Proinnsias. 2000:6). It is shown in the

novel by the writing style of the novel. The novel is written in a form of letters, emails, and greeting cards that the characters send to each other. Mostly, the letters and emails are written from Rosie as the main character of the story. While reading the novel we won't feel bored because the novel gives the readers its escapism by the way of the story is being told. As it is quoted with the conversation of Rosie and her chatting friends she met through the internet.

SureOne: What age are you now
Buttercup, 42?

Buttercup: Yes.

SureOne: Right. He wrote that letter 12 years ago, before he got married. It's not right to bring it up now. She could break too many little hearts by telling him.

LonelyLady: SureOne would know, seeing as it happened to her.

Wildflower: Oh don't listen to those two Buttercup, you hop on a plane and go to Alex and tell the man that you love him.

Buttercup: But what if he doesn't feel that way about me anymore? I've never ever picked up on any vibes from him over the past 10 years." (Ahern, 2004:409)

As it is quoted from one of the journal, Ireland has one of the highest concentrations of information and communications technology (ICT) activity and employment in the OECD. This activity comprises primarily electronics hardware manufacturing, such as personal computers (PCs); software products and services, especially business application products and "localisation"; and call centres (Green, Roy and team, 2001:3). We can see that Rosie also

makes friends with some people through the internet. Rosie never meets her online friends directly. She meets her online friends from the chatting site.

Although they never met before, they frequently share their problems to each other to let the burden off their mind. Here, the writing style of *Love, Rosie* is clearly influenced by the cultural background of Ireland, especially Dublin in 20th century.

CONCLUSION

Through the analysis of this research which analyzes the romance formula in Cecelia Ahern *Love, Rosie* by using John G Cawelti's theory and supported with Jenice A. Radway's theory about romance and characters. It can be concluded that *Love, Rosie* has two dominant elements that built the story into a romance story. The first element is the story plot and the second is the main characters of the story whom develops the love relationship in the story, which are the hero and the heroine. The story plot of *Love, Rosie* can be classified into four stages, those are the first meeting of Alex and Rosie, Alex and Rosie fall in love to each other, Obstacles which contain the internal and external conflicts of the hero and heroine, and the ending of the story.

There are two main characters in the novel whom make the love relationship to develop, they are Alex and Rosie. Alex and Rosie are friends since they were five. They start the love relationship as best friend.

Rosie and Alex live in Dublin, Ireland. Both Rosie and Alex are always in denial whenever everyone surrounds them convince them that they are actually in love. Until they have to live apart and

both of them long for each other's presence. The conflict starts to arise when Rosie is pregnant with a guy named Brian. As the obstacles come and go to the hero and heroine's lives, they manage to stay in touch by sending emails and writing letters and cards to each other. The peak of the romance story falls at its ending. As romance story is known with its happy ending, the romance story of the hero (Alex) and heroine (Rosie) in *Love, Rosie* also shows that although the main characters have to face the ups and downs in their lives, they remain strong and finally get together at the age of fifty.

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