AN ANALYSIS OF SUPERHERO GENRE IN CAPTAIN AMERICA THE WINTER SOLDIER FILM

A Thesis

Submitted to Adab and Humanities Faculty
In partial Fulfillment of the Requirements for the degree of Strata One

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ABSTRACT

Nuraini Rismawati, An Analysis of Superhero Genre in Captain America The Winter Soldier Film. A Thesis: English Letters Department, Adab and Humanities Faculty, State Islamic University of Syarif Hidayatullah Jakarta, 2015.

Captain America The Winter Soldier (2014) film directed by Anthony Russo and Joe Russo is the unit analysis of this research. The writer uses this film to reveal it as the superhero genre. The purpose of this research is to know how superhero genre stands as the specific genre through six elements, which are setting, iconography, location, narratives events, characters, and plot structure by Jane Stokes and concepts of superhero genre by Peter Coogan. The writer uses qualitative descriptive analysis method to analyze it. The data are collected from the film that analyzed by structuralism approach.

The Result of this research shows that Superhero genre can be a specific genre and stand as its own genre. The writer finds that many of reviews are not mention this film as superhero genre. The writer makes it clear and invite for every critics or researchers to tell superhero genre as the main genre without mention others genre in the reviews of any superhero film.

Keywords: Captain America The Winter Soldier, Genre, Superhero film.
APPROVEMENT

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Submitted to Letters and Humanities Faculty
In Partial Fulfillment of the Requirement for the Degree of Strata One (S1)

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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on September 21st, 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, September 21st, 2015

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due knowledge has been made in the text.

Jakarta, 25 Agustus 2015

Nuraini Rismawati
ACKNOWLEDGMENT

Bismillahirrahmanirrahim

In the name of Allah is the most gracious, the most merciful, and the most beneficent. The writer would like to give the most appreciation, praise and many thanks for Allah SWT, the biggest lord of the universe and thereafter. The writer sure, she cannot do anything in her thesis without Allah. God is our power, guider, and helper with all of His kindness in our life. Then, may Shalawat and Salam always is upon our massager and beloved prophet Muhammad SAW who bought us a religion of peace “Islam”, family and all of His follower in the goodness till the day after.

The paper is offered to English Letters Department of Letters and Humanities faculty State Islamic University of Syarif Hidayatullah Jakarta as partial fulfillment of the requirement for strata one degree. Indeed, it is very great pleasure to the writer. She would like to express the highest thankfulness to lovely family who become her motivation to finish her study in the university. There are her parents Mr. Iskandar and Mrs. Suhaemah, Her brothers and sister, Anto, Adi, and Dewi. Thank you so much for their support, love, and pray.

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Jakarta, August 2015

The Writer
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CHAPTER I
INTRODUCTION

A. Background of the Study

Film and literature have several structures. They may be related one to another. Since film is a long term of literature, it makes film as an object of literary analyses. In some structural intrinsic elements, it has theme, plot, characters, setting, and genre. Now we close to be known about film that we watch. Something inside has attracted us to watch it and like it for a whole.

‗Genre‘ is a French word meaning ‘type’ or ‘kind’.1 Genre is the first thing that attract us, what film you want to watch you see the genre first and this is how film productions produce their film into people, they create as what people wanted to. Following as John Frow mention, “genre is amongst other things, a matter of discrimination and taxonomy of organising things into recognisable classes”.2

We classify film following into the basic pattern such as: setting, characters, plot, images, and convention to know film in same type. Commonly recognized film genres include the Western, horror, science-fiction, musical, and gangster film, but this is far from a complete list. The film industry continues to make action films, biographies (biopics), melodramas, thrillers, romances, romantic comedies, fantasy films, and many others that fall within some genre or subgenre category.3 Furthermore, we memorize icon, costume, character and something build the story. For example a Wild West town, a sheriff, good and bad cowboys, raiding Indians,

2 John Frow, Genre the New Critical Idiom, (London: Routledge, 2005), p.51
deserts, six-guns and horses. Once this set of criteria is fulfilled, then the
genre is defined as, say, a Western.  

Genre grows by the time. One genre can mix or become a new genre; being
sub or born by the new name of genre. One of the most favorite genre now is
superhero film according to the box office that has been dominating by superhero
film.  5 Superhero film a sub genre from action genre. 6 Since some intrinsics are
included by action genre, such as: fighting, physical action, thriller and story about
good and evil. Many superhero characters made by film production are adapted from
comics, myths, and imagination. “The superhero movie combines the genres of
superhero comics and action films.” 7 The superhero film can appear to be a genre in its
own right, with identifiable tropes, conventions and iconography”. 8

Superhero films began as Saturday movie serials aimed at children
during the 1940s. Batman (1943) and Captain America (1944) were
successful with young audiences. 9 The first superhero serial was The Green
Hornet (Universal, November 1939). Based on a popular 1936–1953 radio
drama created by Fran Striker and George W. Trendle, the serial Green
Hornet was played by Gordon Jones (radio alter ego Al Hodge provided
Hornet’s voice), while sidekick Kato was played by Keye Luke. In the
thirteen chapters, Hornet and Kato fought underworld crime boss the Leader,
whose identity was kept secret until the final episode. A fifteen-part sequel,
The Green Hornet Strikes again, was released in September 1940, with

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4 Andrew M. Butler, *Film Studies*, (USA: Trafalgar Square Publishing, 2005), p.118
5 http://www.cinemablend.com/m/new/why-superhero-movies-popular-right-now-
accoring-superhero-screenwriters-69189.html accessed on August 27, 2014
9 http://film.edusites.co.uk/article/the-superhero-genre-codes-and-conventions/
accessed on July 3, 2014
Warren Hull taking over the title role. This time out, danger came in the form of underworld crime boss Crogan (Pierre Watkin) and his cronies. Both serials featured such Hornet staples as the theme music (“Flight of the Bumblebee” by Nikolai Rimsky-Korsakov), the gas gun, and the buzzing car known as Black Beauty.\(^\text{10}\)

Then, superhero film begins to produce as a favorite film for adult and young. In 1980’s there are many superhero icon in mass media such as Spiderman, Batman, Fantastic Four and many others. Many of these films are giving some sequel that every audience waits. Movie lovers, some of them just know that film they have watch categorized as action film but actually they are superhero genre. From these problematic, the writer wants to make it clear what is specific genre are they.

*Captain America The Winter Soldier*\(^{11}\) is a film categorized as action, thriller and science fiction in some reviews. A film review in New York Times movie review by Manohla Dargis mention that it as an action, adaptation, adventure genre. in contrast with she writes down that Kevin Feige ,who runs Marvel Studios, has said that the Russos were hired as directors “Because they loved our explanation that we really want to make a ‘70s political thriller masquerading as a big superhero movie.” It is unrelated to what she writes down the classify genre with the argument of marvel studios directors.\(^{12}\)

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\(^{10}\) Misiroglu *et. al., The Superhero Book*, (Thailand: Visible Ink Press, 2004), p.508


Steve Rogers struggles to embrace his role in the modern world and battles a new threat from old history: the Soviet agent known as the Winter Soldier. This film released on April 4, 2014 directed by Anthony Russo and Joe Russo.

Other website, Rottentomatoes categorized it as action and adventure, science fiction and fantasy in their movie info. Those website and newspaper do not mention *Captain America The Winter Soldier* as a superhero film or superhero genre, but it is actually a superhero film as Danny Fingeroth, former writer and editor at Marvel said Captain America remarks Captain America is the superhero genre.\(^{13}\)

By using structuralist approach and descriptive qualitative method, this research is focusing in intrinsic elements to find the genre of the film *Captain America The Winter Soldier*. The writer wants to make it clear because superhero film has their own structure to stand as the specific genre. The writer will focus in six ways which are: setting, iconography, location, narratives events, characters, and plot structure by Jane Stokes and concept of superhero by Peter Coogan, to show *Captain America The Winter Soldier* as a superhero genre according to elements that will be showed in the analysis.

**B. FOCUS OF THE STUDY**

According to the background of the study, every film has the point to tell something. The topics are limited within discussion on elements of superhero genre in *Captain America The Winter Soldier* film to show it is a superhero film.

\(^{13}\) Robert G. Weiner *et. al.*, *Captain America and the struggle of the superhero: critical essays*, (London: Mcfarland and Company, Inc.,2009), p.4
C. RESEARCH OF THE STUDY

Based on the background of the study and the focus of the study, The writer sees the problem is “How is *Captain America The Winter Soldier* categorized as superhero film genre through convention and code by Jane Stokes?”

D. SIGNIFICANCE OF THE STUDY

The writer signifies for the future this study gives some contribution for all research. In academic studies, it gives some contribution to know deeply about the elements that build Superhero film and Practically for film industrial to make a genre clearly showed as the specific genre, Superhero, in *Captain America: The Winter Soldier* by watching film. The reader may be criticize how genre influence the story and the audience’s expectation. Thus the reader have a clear understanding about the specific genre in *Captain America The Winter Soldier* film.

E. RESEARCH METHODOLOGY

1. Method of Study

The method is to examine and get some answers from the problems which are presented in the research questions. The writer uses the descriptive qualitative for the method used. Qualitative research is practised in many disciplines, so a range of data collections. Method has been devised to cater for the varied requirements of the different subjects, such as: qualitative interviewing, focus groups, participant,
discourse and conversation analysis and analysis of texts and documents.\textsuperscript{14} Descriptive is the activity that including collective data to answer the question and know the hypothesis that knowing for each time goes on.\textsuperscript{15} The writer does library research to analyze and gives some understanding about the issue that related to this research. All of the writer’s ways will be supported by the theory of film, and also the structure of genre, according to Jane Stokes did. The first step is watching film, collecting data from many library sources, then analyzing it. Next steps is giving the evidence that build superhero genre and the last makes the conclusion about solving this problem.

2. Object of Study

The object of the study is film \textit{Captain America The Winter Soldier} by showing the conventions and code by Jane Stokes to analyzed.

3. Technique of Study

In analyzing the data, the writer uses the descriptive analysis technique by implementing the following procedure:

a. Collecting data DVD (Picture and text), books, and some references.

b. Identifying data include watching and selecting data from film.

\textsuperscript{14} Nicholas Walliman, \textit{Research Methods The Basics}, (New York: Routledge, 2011), p.131

\textsuperscript{15} Merriam Sharan B, \textit{Qualitative Research: A Guide to Design and Implementation}, (United States of America: A Wiley Imprint, 2009), p.34
c. Analyzing data of film. In this analysis, the writer explains about the conventions and code of genre by Jane Stokes and the concept of Superhero by Peter Coogan in the film *Captain America The Winter Soldier* and focus on elaborating what is the elements that build the film to be a superhero genre as the specific genre in this film. The analysis will be taking a focus to them and show it as superhero film.

d. Writing report of the study

4. Instrument of Study

The instrument of this analysis is the writer itself that explain and describe about the problem of this film by showing the Picture, icon and text as the object of the research DVD *Captain America The Winter Soldier* film, some reviews from newspaper or websites, journals and some books as references to add and build the theory and solve the problem.

5. Unit Analysis

The unit analysis from this research is DVD of *Captain America The Winter Soldier* film released on April 4, 2014 directed by Anthony Russo and Joe Russo. It takes 136 minutes to watch this film.

6. Time and Place of Study

The research is beginning in seventh semester at English Letters Department, Faculty of Adab and Humanities, State Islamic University of Syarif Hidayatullah,
Jakarta in 2013, the writer usually goes to other library and get the information from discussion. Another way to collect the data, the writer also reads, discusses, and asks to the lecturer.

7. Research Design

To get clear image of this research the writer decides this research into four chapters, which in every chapter has sub chapter.


**Chapter II** Theoretical description contains of Previous Research and Concept. The Sub chapters contains of the explanation of Film Theory including Genre Study and Convention and Code in Genre.

**Chapter III** Data Findings contains Data Description and Data Analysis.

**Chapter IV** Conclusion and Suggestion contains Conclusion and Suggestion.
CHAPTER II

THEORITICAL FRAMEWORK

A. PREVIOUS RESEARCH

Captain America The Winter Soldier has been watch by million people in the world and has been analyzed by others research, they are:

First is Fransisca Devita uses Jane stokes concept to show the genre in Wreck it Ralph film. She explains that Wreck it Ralph has many genre than the critics said. She shows that not only an adventure or fantasy genre in Wreck It Ralph but also action, noar, comedy and others genre build in this film. It proved by the concept with six elements that Jane stokes said. This analysis makes the writer to analyze genre of film in different ways. If Fransisca shows and proves wreck it Ralph has more than one genre, the writer just focus on proving and disagreeing about the genre in Captain America the winter soldier that mention not as superhero film but in different genre.

The second is the analysis or book from Peter Coogan that explain about superhero. He writes book about superhero and focus on the genre. He makes the differences between hero, superhero, villain, and Supervillain. He explains that superhero can be a genre unto itself.
The writer makes these two previous researches as the source and makes the combination of these concepts. The writer focuses on the elements that build Captain America The Winter Soldier as Superhero Genre into a specific and detail analysis. The writer uses structuralism approach and the theory convention and code in genre by Jane Stokes with a concept of superhero by Peter Coogan to make this complete and give something new to the readers, including students or critics of film. This research also be a considered references to others research.

B. CONCEPTS

1. FILM THEORY

Film nowadays has more meaning, not only enjoyed by watching it we have to take a lesson or message. In any perspective film can be an object to analyze the social life, from this situation the academy do a research then give a result as theory of film. “Film theory is based on general principles concerning how we might analyze the film or film theory is a way of looking at film from a particular intellectual or ideological perspective”.16 We can understand how a society is by watching film. Many film elements such as the picture, costume, dialogue, plot or character that can be used to reflect a certain issue. One of the elements is a genre as a convention.

The term genre film has very often been used to describe film stories that have been repeated again and again with only slight variations, following the same basic pattern and including the same basic ingredients. Setting, characters, plot (conflict and resolution), images, cinematic techniques, and

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conventions are considered practically interchangeable from one film to another in the same genre.\textsuperscript{17}

Genre is more specific as an element that influences the whole story or film. It becomes a soul of film to create a story as an intrinsic element and create audiences as extrinsic element too. Thus, genre is built by the intrinsic elements, from Jane Stokes; genre typology is semiotic category and narrative category. Semiotic is including a conventions and codes in the film such as a plot, location, and iconography. Narrative is how the story structured.

1.1 Genre Study

Genre is born because of many films in film industrial success and categorized as specific film by the repeated structural in the story. Many of films give their own characteristic and make grouping of audiences.

“Genre theory is, or should be, about the ways in which different structures of meaning and thruth are produced in and by the various kinds of writing, talking, painting, filming, and acting by which the universe of discourse is structured.”\textsuperscript{18}

Filmmakers and marketers depend greatly on the major hollywood genres to ensure that a particular film has a decent chance of finding an appropiate audiences. Genre offers familiar story formulas, conventions, themes, and conflicts, as well as immediately recognizeable visual icons, all of which together provide a blueprint for creating and marketing a type of film that has proven successful in the past. Whether


\textsuperscript{18} John Frow, \textit{Genre the New Critical Idiom}, (London: Routledge, 2005), p.10
or not a particular analysis focuses on genre, nearly any kind of film analysis will benefit from an awareness of it. Understanding some basic ways in which genre functions will help the develop interesting.\textsuperscript{19}

Brief survey of documentary and experimental cinema conducted by Barsam and Monahan\textsuperscript{20} demonstrates that both of these primary types of movies can be further divided into defined subcategories. These distinctions are both useful and inevitable. Any art form practiced by ambitious innovators and consumed by a diverse and evolving culture cannot help but develop in multiple directions. When filmmakers and their audiences recognize and value particular approaches to both form and content, these documentary or experimental subcategories are further differentiated and defined. The moment such a distinction is accepted, filmmakers and viewers will begin again to refine, revise, and recombine the elements that defined the new categorization in the first place. Genre refers to the categorization of narrative films by the stories they tell and the ways they tell them. Commonly recognized film genres include the Western, horror, science fiction, musical, and gangster film, but this is far from a complete list. The film industry continues to make action films, biographies (biopics), melodramas, thrillers, romances, romantic comedies, fantasy films, and many others that fall within some genre or subgenre category.

\textsuperscript{19} Joseph M.Boogs and Dennis W. Petrie, \textit{Op. Cit.}, p.336
According to Pratista genre is divided into two big categories; main film genre and sub film genre.\textsuperscript{21}

Table 1. Main film genre and sub film genre.

<table>
<thead>
<tr>
<th>Main Film Genre</th>
<th>Sub Film Genre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action</td>
<td>Biopics</td>
</tr>
<tr>
<td>Adventure</td>
<td>Chick Flicks</td>
</tr>
<tr>
<td>Comedy</td>
<td>Detective and mystery</td>
</tr>
<tr>
<td>Crime and Gangster</td>
<td>Disaster</td>
</tr>
<tr>
<td>Drama</td>
<td>Fantasy</td>
</tr>
<tr>
<td>Epics/Historical</td>
<td>Film Noir</td>
</tr>
<tr>
<td>Horror</td>
<td>Guy Films</td>
</tr>
<tr>
<td>Musical/ Dance</td>
<td>Melodramas/weepers</td>
</tr>
<tr>
<td>Science Fiction</td>
<td>Road Films</td>
</tr>
<tr>
<td>War</td>
<td>Romance</td>
</tr>
<tr>
<td>Western</td>
<td>Sport</td>
</tr>
</tbody>
</table>

Pratista said that superhero genre is a sub film genre. Superhero is a mixed genre of science fiction, action and fantasy film. It is about the good and evil, story of heroism that exterminating the evil. Character of superhero has more power, and strong mental than human in average. Superhero films commonly show action with visual effect.\textsuperscript{22} It is linking to the definition of action genre, the action or adventure

\textsuperscript{21} Himawan Pratista, \textit{Memahami Film}, (Jogjakarta: Homerian Pustaka, 2008), p.13
\textsuperscript{22} \textit{Ibid} p.25
genre is comprised of narratives of violent confrontation perpetrated by or responded to—often with more violence—by men.\(^{23}\)

1.2 Conventions and code in genre

Genre is constructed in order for viewers to be able to understand film better. It has its own different characteristic from one genre to another. According to theory of classify genre, it has specific structural that build the story. Therefore, to classify genre we use structuralism approach. Structuralism offers the most logical basis for genre criticism because it focuses on meanings within conventions shared widely throughout a given genre rather than on the transformation of those conventions within individual works.\(^{24}\) By using structuralism approach, Stokes suggests a hypothesis to know how the texts relate to each conventions of genre. According to Jane Stokes, The kinds of hypotheses can adapt are based on the extent to which one or more texts do or do not adhere to the conventions of the genre. “Those conventions may be semiotic, narrative or representational. This study is focus into six ways to analyze setting, location, iconography, narratives events, characters, and plot structure”.\(^{25}\)

The writer mixes two concepts of Jane stokes and Peter Coogan to analyze *Captain America The Winter Soldier* film. Coogan said “Hero stories traditionally


\(^{24}\) Thomas Leitch, *Crime Films*, (United Kingdom: Cambridge University Press, 2004), p.64

have fulfilled this function by narrating the adventures of young men who learn to apply their strength to benefit their social group. Defining the superhero character is a necessary part of defining the superhero genre because the genre takes its name from the character”.  

Superhero genre divides into two specific ideas: superhero and supervillain. Superhero has the primary conventions that are Mission, identity, Powers, and Costume. Supervillain has five types, they are the monster, the enemy commander, the mad scientist, the criminal mastermind, and the inverted- superhero supervillain. Superhero genre is an imitation of criminal story. It becomes popular because of the first superhero, which is Superman.

Those concepts will be combine by the six elements of genre from Jane Stokes are:

a) Setting is wherever film’s action is located and how that environment is portrayed in a common genre convention. Setting includes everything on scene taking, furniture or property, weather, position of things in scene, landscape on what we see in real on the stage or scene. Setting becomes so important in films element. It string up the whole story and tell the story exclude narration or dialogue. Setting lives up the story so the audiences easy to get the message when actor (character) plays. In Superhero genre, Superman as the first superhero is set in the urban setting as Coogan mentioned.

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b) Location is the place that the film takes, related to geographical area, for example: gangster films are almost always in urban setting, horror films seek the sort of isolated locations—farms, abandoned summer camps, small rural villages—that place the genre’s besieged protagonists far from potential aid. Western genre, commonly take grassland or mountain as setting and located in North America. Such as *Brokeback Mountain*, is showed as western genre because of the setting and location in this film are in grassland and North America. In action film the setting always take in some crowded places, in the road always pursuing of something, and some unusual places such as retired place, ex factory and more. For superhero genre, the setting and location take some parts in high building, office, secret house, secret headquarter and others. Location takes in whole of America, country or city crowded place or empty place, historic city and other important places. Location gives audiences perspective to believe the scene is taking in that place.

c) Iconography is visual motives, which allowed audiences to identify film into specific genre. It will help audiences to understand the characters, setting, action, costume, set and objects that familiar to specific genre. The term 'iconography' derives from art historian Erwin Panofsky's discussion of Renaissance art, wherein he suggests that themes or concepts are expressed by symbolically-charged objects and events. In genre films, iconography refers to particular objects, archetypal characters and even specific actors. In the western, the cowboy

who dresses all in black and wears two guns, holster tied to either thigh, is invariably a villainous gunfighter. This is the iconographic wardrobe of a generic type, bearing little relation to historical reality. Just as religious icons are always already infused with symbolic meaning, so is the iconography of genre films. For example in the western, horses, wagons, buildings, clothes and weapons. Action film shows car, motorcycle, helicopter as the unit in hunting mission. Explosion, shooting and fighting become another iconography of action film. Iconography in superhero film is costume of superhero, Coogan emphasizes that costume as an important icon of Superhero. Other iconography such as gun and weapon, high building, member of secret agents, and special symbol of the enemy and the hero; such as in Batman there is a symbol in the night sky for calling Batman, symbol S for Superman, Star as icon of Captain America, and others.

d) Narratives events is also part of convention in genre. It is include the time, place and characters of the story. Genre is also a narrative category: the boy-meets-girl structure of the romance is an invariable deep structure of any movie of the genre.

‘If you have seen one, you have seen them all, we may hear people say of horror films, or action movies. The gangster movie has to have the stakeout, the chase scene, the `execution’, the betrayal -all are narrative conventions which have grown up over the years, and which are developed and worked on by subsequent

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29 Barry Keith Grant, *Film Genre from Iconography to Ideology*, (London: Wallflower Press, 2007), pp.11-12
Filmmakers. Superhero always give some climax in the end of the story, they begin with some question tag for audience or just give some clue for all story. Usually superhero film show the problem first, back to the past for some reason that make problem then there are some contributions and they get or finish the mission.

e) Character is another essential element of film narrative, play functional roles within the plot, either acting or being acted on. Stories cannot exist if either plot or characters are missing but at their best, characters do not have merely a technical function, as if they were just pieces on a chessboard. The theme of such films can best expressed in a brief description of the central character, with emphasis on the unusual aspects of the individual's personality. In most serious films, the action and characters have significance beyond the context of the film itself—a significance that helps to clarify some aspect of life, experience, or the human condition.

While most screenwriters strive to create individuated characters, genre films are often populated by specific character "types." Western protagonists personify the tension between order and chaos in the form of the free-spirited but civilized cowboy or the gunslinger turned lawman. Every genre film always tells a story of the main character as the center point of the story. In

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many superhero films characters divided into two groups: the good and evil as Pratista mention in his explanation of superhero film. Therefore, in superhero film main character always being a title of the film and the story tell about him/her, for example: Superman, Spiderman, X-man, and other superheroes.

f) Plot structure is a structure for presenting everything that we see and hear in a film. The way a movie’s story is structured—its plot—also helps viewers determine what genre it belongs to. In sum, plot will lead to the resolution of conflicts, mysteries, and frustrations in the story. Plot of superhero film most tell the first cause of who they are, what they have, what is their power, who is the enemy and some causes that bringing the problems. Then next they grow up, they know the problem, solve it with remember the point of blind side the enemy and finish the mission or problem.

Jane Stokes gives an example analysis in comparing some conventions and code of gangster films and television situation comedy by six elements that she mentioned. This is the example table of comparison conventions gangster films and television situation comedy by Jane stokes.

Table 2. Comparison of some conventions of gangster films and television situation comedy.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Gangster films</th>
<th>Situation comedy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setting</td>
<td>The city</td>
<td>The city</td>
</tr>
<tr>
<td>Harsh social background</td>
<td>Harsh social background</td>
<td>Middle-class USA</td>
</tr>
</tbody>
</table>

33 Ibid, p.120
34 Ibid, p.83
We can see how those two genres are different and have their own specific conventions. By the six elements, we can make a sure that one film to another classified to a specific genre and see the differences between main genre and sub genre in film.
CHAPTER III
RESEARCH FINDINGS

In this chapter, the writer analyzes the superhero genre elements by following the steps from Jane stoke and the concept of superhero by Peter Coogan. This research is to answer the research question “How does Captain America The Winter Soldier categorized as superhero film genre through convention and code by Jane Stokes?” and as the result, the writer will show that Captain America The Winter Soldier is the superhero film.

The story is a sequel of Captain America The First Avenger. Captain America The Winter Soldier mostly tells how HYDRA (the organization that Captain America has fight in the past) corrupts S.H.I.E.L.D (the organization that Captain leads to protect the world). The Story begins when Steve (Captain America) did the mission to rescue the citizen that hijack by the hijackers in the ship. He knew S.H.I.E.L.D corrupted by HYDRA by the data that he found in the ship. While he was searching for HYDRA, there was a new villain called winter soldier that want to kill him for insight bay mission.

The writer will use data from the text, picture, and dialogues from the Captain America The Winter Soldier. Those data will be analyzed to show the elements that build superhero genre.
A. Six ways to analyze the superhero genre is the convention and code by Jane Stokes.

1. Setting

According to Pratista, superhero film is a mix of action, science fiction and fantasy film. The setting in superhero film is commonly combination from the setting in action, science-fiction and fantasy film. In action film, setting is more complex and real. The situation changes as fast as the character moves to one place into others. In science fiction, setting takes in some galaxy, in air or sky and mention another planet or place except the earth, while in science fiction the setting is focusing on Laboratory. In fantasy film, setting takes place in illogical or unreal world. An example of illogical setting is a waterfall but the water is not falling down. Superhero genre mixes these three kinds of setting. It can be seen in Captain America The Winter Soldier. The Setting in Captain America The Winter Soldier film is taking some parts. It is divided into four parts as the main setting that show more in the film.

The first setting is the city. The city for every superhero film is always be the place for fighting with the enemy such as in Spiderman. It took place in New York, a crowded city that makes it possible for superhero to rescues the citizen. In other superhero film, city becomes the symbol of where superhero comes from for whole. America is the major place the superhero country. In Captain America, the story

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begins with Steve Rogers and Sam Wilson jog in the Washington monument area (Picture1) and in the park when Steve and Sam introduce themselves (Picture2).

(Picture 1)

Picture 1 shows us the high building of Washington DC named Washington monument as the landmark of the city (it is behind Steve and Sam). Steve is jogging around the Washington monument and we can recognize that the setting take place in the city, Washington DC. The Monument, Road, Cars and Traffic lamp emphasize it is a city.

(Picture 2)

We focus on when Steve or Captain jog in Washington (the city). The beginning of the story shows us monument of Washington. The Setting of
Washington DC enables each character in the film to interact. As the capital city of USA, Washington is a place of important places of influential people, center of power where the superheroes gather. That is why it is easy for Sam to meet Captain.

*Steve*: what unit you with?
*Sam*: 58th Pararescue, but now *I'm working down at the VA*

(00:01:41-00:01:44)

These dialogues above tell us how they interact. They know they will meet again; they try to make a friendship, for everything that could happen. Sam tells he is working down at the V.A that means veterans administration and it is on the city.

We see the landmark of the city is the high building that shows the urban setting as the major setting in superhero genre as Peter Cogan said for every superhero film has the urban setting or city that build a living then contribute as setting superhero.

The next setting is the road of the city when Nicholas J. Fury hunted by the police and the winter soldier. The road becomes popular setting from action genre and superhero genre; it is always be a pioneer of the excellent tragedy as a place for battling.

(Picture 3)
Picture 3 shows the big road or the main road in America. Setting show faster as cars move, it controls to incur nervous feeling from the audiences. The police car hunts fury’s car. Cars, police car, buildings, and road of the city clarify the setting is in the urban setting.

(Picture 4)

Picture 4 setting is in the main road seen buildings in the left side. The explosion of Fury’s car adds some contribution of panic and make the setting complete for show power of winter soldier. City, building and road are the main setting for Captain America stories as the complete setting of urban setting.

(Picture 5)

The third setting is Camp or Bunker, which is show in Picture 5. Camp or bunker in this film is in New Jersey where the first place Captain America comes from. The camp is the place where Steve Rogers transformed into a hero with
extraordinary power. This is the place that caused him becomes to a hero such as in Spiderman that becomes Spiderman where he goes to spider museum and bitten by a spider. Bunker has point as the center of Captain America is born. The setting of the bunker is the first memory of Steve, the place where the experimental of super soldier serum given to him, the place that gives him a chance to be a hero of America. The Bunker or camp showed as the old building, dark, dusty and far from the residence.

![Picture 6](image6.jpg)

The last setting is S.H.I.E.L.D Office showed in Picture 6. S.H.I.E.L.D office is showed after Captain America completed his mission in Ocean Indian. Captain and team gather in this big office of Captain America (S.H.I.E.L.D). In the S.H.I.E.L.D office, there are many high technology and unrealistic weapons. There is icon of S.H.I.E.L.D in front office of S.H.I.E.L.D made by silver metal shaped like bald eagle symbol of America. It shows a united of America, a power of nationalism. Captain works with S.H.I.E.L.D as the team to rescue citizen when they get trouble, need a rescue or help but in this film S.H.I.E.L.D office corrupted by HYDRA (the enemy of S.H.I.E.L.D) to take over the world.

*Fury*: “Insight bay”
System: “Captain Rogers doesn’t have clearance for project insight”
Fury: “director override, Fury Nicholas J”
System: “confirmed”

(Picture 7)

Pictures 6 and 7 show us S.H.I.E.L.D building is like other office but S.H.I.E.L.D has difference. S.H.I.E.L.D has high technology showed in picture 7 when Steve enter the building there is an alarm that show he rejected to enter the office, not only high technology but S.H.I.E.L.D have powerful weapons, secrets data, secrets project and mission. Even in the same building and same office, Steve actually does not know that S.H.I.E.L.D has secrets project to take freedom in the world, because S.H.I.E.L.D has corrupted by H.Y.D.R.A.

All of the setting in this film is become setting in superhero film because city, road, and S.H.I.E.L.D office are urban setting to do a mission of superhero. City and Road being a setting in many film to purpose the audience the superhero comes from and strengthen that the character of hero save the city, world and citizen. City and road as a setting tell superhero fight with the villain then being a dramatic conflict in the story. This is why almost superhero film shows the name, icon or symbol of the city or road in the scene and setting to tell that superhero has the mission. Camp or
Bunker is become a setting where superhero has the secret identity. In Captain America The Winter Soldier clearly that bunker or camp is a setting that he comes from the army, his first identity as superhero thus, the S.H.I.E.L.D office is the organization works in world protection which Captain included as the team leader. Bunker and S.H.I.E.L.D is an identity in Captain America The Winter Soldier as superhero films. It shows that elements setting in Captain America The Winter Soldier clearly an elements in Superhero genre as Coogan said in his book that superhero genre has the primary convention such as mission and identity as the component of superhero, affirms that City and Road is a setting in mission, Bunker and S.H.I.E.L.D office is an identity of Captain America.

2. Location

Location is different with setting. Location is the place that situation is taken. Location gives more specific and detail about the place of superhero to get battle and save the citizen. In this film we know that USA as the primary place of the whole story, most of this superhero film located in United States and big city in U.S.A such New York, Washington, Los Angeles and others. There are some places in coordinate location as places of the mission there are:
2.1 Indian Ocean

(Picture 8)

This is the first mission in this story that shows us how Captain works as a team with S.H.I.E.L.D. to rescue citizens in the ship on Indian Ocean that hijacked by some pirates. This place called location because we know about the place and its coordinate. We know it as a real place, not as an imagine place. It is on the Earth, the ocean, the secret mission for rescue. The Ship is a common ship, the differences are the passenger that an important person in their part. This is what makes hijacker hijack the ship to steal the data and those important passengers.

2.2 S.H.I.E.L.D office

(Picture 9)

S.H.I.E.L.D. office takes a location in Triskelion. It is an unreal place; it is a fictional building of S.H.I.E.L.D., the secret agents of Captain America. This is including of Fury’s office and the secret power to control and protect the world. The
location is in Triskelion as the center of mission control. The building looks like common office building. It is so high with tens of floor and different offices, transparent lift, protection with high technology, computerize system, and there is a secret place to build a machine of insight bay in the underground. The location is near the city but S.H.I.E.L.D office has the sterilization area from the citizen in common.

2.3 Smithsonian (Museum)

Smithsonian is a museum; it is real museum in United States shows you about everything in scientific, artifacts, and historic things. The Smithsonian Institution—the world’s largest museum and research complex—includes 19 museums and galleries and the National Zoological Park.36

It is a center of many researches. In this film Smithsonian is a place to memorize Captain America and friends when they save America in World War II. The museum shows us how Captain America and team save the world from HYDRA. The old film, the statue and many photographs tell us America knows Captain America as their hero.

36 [www.si.edu/Museums/](http://www.si.edu/Museums/) retrieved 2 December 2014
Picture 10 show us when Captain enter the museum, Smithsonian is as if others museum, but divide into many sectors classify by the historical of the artifacts. Such as Captain America is located in America’s Hero sector as the history of America’s Freedom.

Picture 11 shows America’s Hero that are Captain America and his friends (the soldier) who being the symbol of the nation in Smithsonian museum. The location of Smithsonian Museum knowing by the place for remembering Captain and friends struggle for the nation and citizen in world war II. This is how Captain remind his memory about his past.

2.4 New jersey

New Jersey becomes one place or location that show us Captain America’s bunker. This is how we can see the background of Captain America comes from. He
does an army coaching in New Jersey. In this film, the flash disk that has a secret data show the location in New Jersey to bring Captain America and Natasha come into the trap.

(Picture 12)

Picture 12 is a location of New Jersey taken by Natasha in internet store when Captain and her searching for the data in Fury’s flash disk. It shows as an accurate location. New Jersey is the place that bunker was build. The first S.H.I.E.L.D organization establish in New Jersey too.

All of the location clarify that location explains how something important happen in the story and being a memory for the story of superhero, such as bunker or camp that makes Captain being extraordinary army because of the poison from the experiment. When the mission takes a place in New Jersey Captain knows so well about the place. The name of location directly reminds him for incident or event that makes a plot in the story. Such as when the coordinate shows New Jersey, Captain tries to remind the place that he and Natasha go on. The location can be a landmark where superhero comes from too. Captain America shows New Jersey as the place he becomes to be a superhero. New Jersey is the location that a bunker or a camp of army built. S.H.I.E.L.D office is located in Triskelion city the place that Captain
working. Then Smithsonian (Museum) that being in memory place of Captain and his squad when the world war happened. These three locations, S.H.I.E.L.D office, Smithsonian and New Jersey is an identity of Captain America as a superhero. Indian Ocean is being a location of Captain America mission. These are location is a primary convention of superhero films from *Captain America The Winter Soldier*.

3. Iconography

Iconography in action, science fiction and fantasy film always show something unique, something unusual, and always being audience waiting. If there is no the icon or the symbol, it will be nothing. In this film, some iconographies recognize easily such as:

3.1 Captain America’s costume and shield.

First in this film we do not see Captain or Steve wears Captain America’s costume, but in the first mission he wears a costume with star in the center and bring the shield that tell us, he is Captain America. When he comes to Smithsonian, there are statue of the hero in America and one of them is wearing Captain America’s costume just only him that wear that costume and use shield as his weapon. We easily recognize him with his performance.
Picture 13 is Captain America’s costume in the first time when he fights in World War II with his best friend and other soldier. His costume is a symbol of a nation of America with the star in the center and white blue red like America’s Flag.

Picture 14 is Captain America costume in nowadays with S.H.I.E.L.D team. It is a different style of him, because his costume has different colors with Captain America old costume. He no longer wears costume that resembles the American flag. Instead, he wears costume with color that represents the organization of S.H.I.E.L.D. The difference color of them indicates that the Captain’s action does not represent America. They represent the S.H.I.E.L.D. Once the Captain finds out the S.H.I.E.L.D
is corrupted and its objective to take away the freedom, he decides to leave and works by his own. This change shows that through the changing of the costume, it is the iconography from costume. Captain now wears the old costume that representing the American flag that has meaning Captain does a mission for America not for the S.H.I.E.L.D or something else. For every superhero film, costume of superhero becomes an iconography because of the costume will be easily recognize as superhero than the others.

Captain costume is a character identity of superhero from America. The color blue, red, and white and big white star represents America’s flag as the nation of the superhero. The costume and shield Steve wore makes him as Captain with the secret identity. Public just know Captain America when Steve use it, when he does not wear it he just Steve Rogers.

3.2 Bunker of S.H.I.E.L.D

The places to gather the team, to control everything in mission, the first place Captain join the army. This place is a place that make hero and become icon for patriotism.
Bunker of S.H.I.E.L.D in this film show as old building that has secret information about HYDRA. Bunker as the iconography because of this is the first place that makes Steve to be extraordinary man. The place that S.H.I.E.L.D is built. It is an iconography because S.H.I.E.L.D is a symbol of the power and team from Captain America. The Camp is an iconography for the place of Army team.

3.3 Agent Equipments  (Weapons, Cars, Helicopters, Cell phones, Plane)

Every superhero film has weapons, cars and others high technology. The agents S.H.I.E.L.D in this film has secrets in flash disk with high protection. They keep important data that become usurpation with H.Y.D.R.A. The cars in this film are different because they have protection with any guns; bomb and GPS that make them easy to go to one place to other without get traffic jam, or when they cannot get drive, the cars can get automatic to drive by themselves as the instructions.

(Picture 17)

This is the flash disk that fury gives to Steve, contains data of HYDRA. The secret of S.H.I.E.L.D and planning of insight bay that wants to take the freedom of citizen in the world. The flash disk has some protection to open. It can show the
specific location with the right coordinate. It show the data of HYDRA when Steve and Natasha come into the bunker.

![Picture 18]

(Picture 18)

Picture 18 shows Fury’s car has high technology. The car has interactive communication between fury’s and his agent. Fury’s can do easily to contact his friend or agent by the voice call in his car. In Picture 19, car condition can show easily in the monitor of the car. The car has high protection to save the driver of the car.

![Picture 19]

(Picture 19)

![Picture 20]

(Picture 20)
Picture 20 is Winter Soldier uses the high gun that can explode something easily and in the right target. The shape and type is different with other guns, it has no missile but can explode something like bomb or bazooka.

Picture 21 and 22 are showing the vehicle that Captain America and S.H.I.E.L.D use which are the plane with high technology and weapons, it can fly low without any airscrew such in common plane. The shape like other jet plane but has high technology. Next is motorcycle, it becomes iconography because Steve or Captain always rides it when he goes somewhere. Black motorcycle from Harley Davidson Street 750 belongs to Captain America as his iconic vehicle. Gun and vehicle in every superhero film are different but has the function as equipment and being an iconography because of its special function or appearance.
3.4 Intelligence card

Everyone in S.H.I.E.L.D has intelligence card. They have specific and detail about everyone’s data. Because the team is secret, it is protected to enter the place with intelligence card by high technology.

Everyone who entered the room in S.H.I.E.L.D office have to log in by the system by voice. If the voice does not recognize it will be denied as the Picture above showed. Captain does not have an access into the secret area of project insight. This is can be an iconography because in superhero film always has the secret place that saved and protected that makes the protection is in high level.

3.5 Winter Soldier

These iconography form parts of superhero film easy to indicate that every superhero film has the special costume of hero’s character. In Captain America The Winter Soldier, we see just Steven Rogers as Captain America who wears the costume. There is no one wear it. For the winter soldier too, just only Bucky who has the metal arm. This is what we called as symbol because they just the only person who has it. In Captain America especially, there is a flag in Captain’s costume and
shield for patriotism. In this film, The Winter Soldier becomes a primary icon. It creates a whole story. The narratives focus on them Captain America and Winter Soldier. He becomes a competitor of Captain America. Winter soldier as the central iconography has an important role for the story except the Captain America itself.

Just only one person in this film who has metal arm called Winter Soldier. He has iconic arm, which easy to recognize as winter soldier. The Supervillain in every superhero film has the costume or special characteristic like superhero. Supervillain for every superhero film has his or her own ability that can be an iconography too such as Winter Soldier has the metal arm, joker in Batman with his iconic smile, etc.

All of this Iconography, such as costume Captain America, bunker of S.H.I.E.L.D, agent equipments, and intelligence card is an identity for Captain America and S.H.I.E.L.D. They are part of Captain's identity to explain the
questions; who is Captain America that we can answer it by see his costume that means he is a superhero, for whom he is working for answered with S.H.I.E.L.D bunker, what Captain wears, uses, and rides to do a mission and answered by agent equipments. These all Iconography belongs to identity of superhero as the primary conventions of superhero.

Winter Soldier is an iconography of this film because he is an iconic supervillain in the whole of story. He is a mission in this film for Captain America. This is Captain America purpose to know what is wrong with S.H.I.E.L.D and who Winter Soldier is that wants he died. Winter soldier becomes a purpose of the story as the mission of superhero genre itself (Captain America).

4. Narratives Events

Narratives events in Captain America The Winter Soldier is rescue the citizen then there is a conflict in S.H.I.E.L.D that there is seditious band who want take the control of citizen’s freedom, so the big enemy or the main problem is happen in internal S.H.I.E.L.D that corrupt by HYDRA. The Story is going on how Captain finds out about the truth of S.H.I.E.L.D is working for. Then he knew that HYDRA, the enemy, is inrush with S.H.I.E.L.D. for a whole, Captain America beginning with something new and fresh. Then problems appear. Captain fight and try to fix it. He knows that the problem is come from the past and his old enemy. As usually appear in many superheroes’ films, superhero will get problems in the beginning then his friends will help and finally the villain will be fail.
Such as Peter Coogan said in a narratives sense, villains or supervillain are proactive and heroes or superhero are reactive. 37 Such as in this film, the winter soldier is proactive to do a mission to kill Captain, this brings the story as a plot. Then Captain reactive because of what winter soldier did. What always happen in superhero film are hits, battling, explosions, rescue, war, and fail and success mission.

5. Characters

The characters of superhero film are always divided into two main groups. There is superhero, a heroic person who has transformation identity from ordinary human into superhero, super power, extraordinary ability, pro-social, iconic costume and character, and has a mission. 38 How can it bring you to understand is the way them give a positive energy to others such as a help, a support or sympathy for recognize a good side. Supervillain is a significant marker in superhero genre; it is an opposite of the superhero characteristic 39. The difference of Villain with Supervillain and Hero with Superhero is in the power and skill that super than other. Every superhero genre has these two Characters: Superhero and Supervillain.

In Captain America, there are characters in these two groups with their own specific characteristic. There are three heroes and one superhero thus; there are three villain and Supervillain.

5.1 SUPERHERO

5.1.1 Steve Rogers or Captain America

Captain America or Steve Rogers has appearance like other superhero, muscle body, handsome, powerful, energetic and critical thinking. He is Friendly and Good Man, it shows in this scene or dialogue below:

\[
\begin{align*}
\text{Captain} & : \text{need a medic?} \\
\text{Sam} & : \text{I need a set of lungs} \\
\text{Captain} & : \text{what unit you are with} \\
\text{Sam} & : 58^{th} \text{ parachute} \\
\text{Captain} & : \text{Steve Rogers (and give a hand)} \\
\text{Sam} & : \text{Sam Wilson (take his hand)}
\end{align*}
\]

(00:01:23-00:01:48)

He welcomes for a new friendship. He talks to Sam when jogging after that he gets conversation. They never know each other before. He tries to make friend, then he goes and say nice to meet with Sam. He gives good impression in the first meeting, by give a hand to Sam then gets a little conversation.

The second Characteristic of Captain or Steve is Patriotic, Responsible, Helpful, and Protecting.
Captain: our mission is to rescue hostages

(Picture 27)

The scene indicates that Captain America rescues all hostages he wants all people save. He is protecting, helpful and responsible for his mission. He said ‘Rescue’ that has meaning saving with every risk that will he get in the mission.

Then he is a patriotic man, he cares about all American. He knows that Freedom is for everyone in the world.

Fury: we are gonna neutralize a lot of threats before they even happen thought the punishment usually came after the crime, we cannot afford to wait that long.

Cap: who is “we”

Fury: after New York, I convinced the world security council, we need a quantum surge in threat analysis. For once, we are way ahead of the curve

Captain: by holding a gun to everyone on earth, and calling it protection

Fury: you know I read SSR files “greatest generation”, you guys did some nasty stuff.

Captain: yeah, we compromised, sometimes in ways that made us not sleep so well. But we did it, so that people could be free. This is freedom. (pointing project insight) this is fear.

Fury: SHIELD take the world as it is. Not as we would like to be and it’s getting damn near past time for you to get with that program, cap.

Captain: do not hold your breath. (while walking out)

(00:17:07-00:17:52)
Captain America has patriotism because he just wants freedom and peace for all people in the world. He does not want war and fear exists such as when he fought with HYDRA.

Steve or Captain is always being a Leader. He can take a control for everything in a good way. He controls with his heart and always thinking about everyone life and divide everyone job with their own skill. Captain and team do a mission to save the ship in Indian Ocean

*Captain*: all right, I’m gonna sweep the deck and find Batroc. Nat you kill the engineers and wait for the instructions. Rumlow you swept aft find the hostages. Get them life-pods, get them out. Let’s move.

*Rumlow*: STRIKE you heard the cap, gear up.

(00:04:18-00:04:27)

He controls (give instructions) in first mission to Indian Ocean. He becomes good leader to divide groups with strategy to rescue the hostages.

The character of Captain America has special ability, performance and skill. He has the muscle body, power and energy more than human in average, his shield is his weapon that just only him that used it.
5.2 HERO

5.2.1 Natasha Romanoff

Natasha is the only woman that always helps Captain. She has a beautiful face, sexy body and good in martial art. She is Care and Helpful. It begins when Natasha picks up Captain while he is jogging to do the mission, she cares Captain is need a help. In the plane, Captain feeling fed up with the mission, but Natasha tells him to be enjoy it.

Captain: you know, I’m getting a little tired of being Fury’s Janitor
Natasha: Relax, it is not that complicated.

She always reminds Captain to enjoy with everything that he does. Even though Captain feels that, he tired to being Fury’s Janitor.
She always flirt Captain about the girl, she cares about Captain’s love story that she wants to know. She asks him about the date by using other girl’s name. Her tricks can be the way to make Captain enjoy being her friend. The Dialogue and the ways Natasha cares about Steve or Captain tell us she likes him.

**Natasha** : Did you do anything for Saturday night?
**Captain** : well, all the guys from my barbershop quartet are dead. So no, not really.
**Natasha** : you know, if you ask Kristina out from Statistics, she probably say yes.
**Captain** : that is why I do not ask
**Natasha** : too shy or too scared?
**Captain** : too busy! (while jumping)

She helps Captain to save the flash disk that Fury gives to Captain even Captain did not ask her to save it.

**Captain** : where is it?
**Natasha** : safe.
**Captain** : do better
**Natasha** : where did you get it?
**Captain** : why would I tell you?
**Natasha** : fury gave it to you. Why?
**Captain** : what’s on it?
**Natasha** : I don’t know.
**Captain** : stop lying
**Natasha** : I just act like I know everything, Rogers.
These dialogues above tell us Natasha always care and help Captain. Natasha keeps attention to Captain. Whatever Captain does and need, she always try to help and fulfill it as a good friend.

Then she is care and helpful for everyone, it is shows when she gets in trouble in the road with winter soldier she helps citizen to stay out the area.

Natasha : get out the way, stay out of the way! (While running)

(01:21:43-01:21:50)

The action that she does to the citizen nears the road full of explosion and shoot from the soldier that hunting her and Captain is screaming out to them to stay away from the road and hide in the safe building.
Natasha is a smart woman; she can analyze and know what is the primary planning with her job.

*Captain:* you are saving SHIELD intel

*Natasha:* Whatever I can get my hands on

Natasha has a secret mission given by Fury to take data in the ship. Data about S.H.I.E.L.D save by her even Captain America does not allowed and mad at her. She is smart of a secret technology with difficult protection or password. She is smart to use smart technology. She can operate every software and hardware to know the information or data.

Natasha is brave. Even she is a woman, she really brave and does not fear with guns, bomb and can fight without fear. She had many experiences in agent security. She can fight beautifully and active. Although she is a woman, she is not fear with men with guns or bomb.
She can do a battle or fight with a man such as she does in the Picture above. She has martial art to protect herself.

5.2.2 Furry Nicholas J

Fury is a leader of S.H.I.E.L.D. He has iconic performance with a single eye closed such as a hijack in Peter Pan Story. He lost his eye. He wears a long black suite. He is a smart person and does not trust anyone. He has an authority to control the mission. He has smart thinking to analyze some issues or problems.
Captain: you just can’t stop yourself lying, can you?
Fury: I didn’t lie, agent romanoff has different mission than yours
Captain: which you didn’t feel obliged to share
Fury: I’m not obliged to do anything
Captain: those hostages have died, Nick
Fury: I sent the greatest soldier in history to make sure that did not happen.
Captain: soldier trust each other, that’s what make it an army. Not a bunch of guys running around shooting guns
Fury: last time I trusted someone, I lost an eye.

(00:13:58-00:14:13)

Fury knows everyone skill and he can predict what will happen, even Cap or Steve is mad with him about the mission that Fury gives to Natasha, he can explain and show that it is good and mission is completed success. He can argue in a good way to Captain, he can show everything in his mind is better then everyone expect.

5.2.3 Sam Wilson

Sam Wilson is Steve new friends; he has black skin and muscular body like an army. He has a friendly characteristic, helpful, and charitable. He is being one of person that help Captain, even he just already becomes Captain’s friend.
Captain: I cannot ask you to do this Sam, you got out for a good reason.

Sam: dude, Captain America needs my help.

In those dialogues above, Sam helps Captain and Natasha after they got trouble in bunker and being a targets operation of S.H.I.E.L.D. Sam is friendly, even he does not know about Natasha. He wants to help Steve even he knows he will be in the danger in this mission.

Superhero and hero has differences. Coogan said that Superhero has super power and ability, whereas hero is only a normal human without any super power and
ability. This is what makes Captain or Steve has differences between Sam, Fury and Natasha. It showed when Steve and Sam were jogging. Steve can run faster than Sam and he rounds the monument of Washington DC more than Sam did because of Steve has super power to do more than human in common. Even though Steve and Sam have army historical, Steve has big power in his body because of the last experiment.

Sam and Natasha can do martial art, run, and fight with same level because they have same power and ability as normal human. Natasha and fury are smart, they have logical thinking, high critical thinking, and could break protection codes. Natasha, Fury and Sam have a heroic character; they are pro-socialism, and care to the citizen. They have similarity in term of power called Hero (even without super power) because they have characteristic to protect the world, save the citizen, and make a peace in the world. Steve or Captain, Natasha, Fury and Sam are worried about citizen freedom and peaceful in the world. They have patriotism, nationalism and humanism. The other similarities of them are they have their own costume to be an icon from them. Steve has his Captain America’s costume and shield, Sam with his falcon (wings that make his flying) and glasses, Natasha with her high technology weapons, and Fury with his long black suite and his black eye patch. They also have their own names. Steve Rogers as Captain America, Sam as The Falcon, Natasha as Black Widow, and Fury as Fury himself.
5. 3 SUPERVILLAIN

5.3.1 Bucky Barnes or Winter Soldier

Winter soldier is a man with metal arm (left arm). He wears a mask to hide his face. In many scenes, he destroys everything in front of him. He burns, shoots and explodes everything that hinders his mission. There is not much dialogues and information about the winter soldier. He cannot remember who he is; he cannot remember everything because of brain washing. He is controlled by Mr. Pierce to kill Captain America. He becomes a robot of Mr. Pierce until he remembers pieces of memory that he was once Captain America’s best friend. Finally, he rescues Captain even though he still cannot understand what happen.

(Picture 42)

*Captain* : you know me
*Winter soldier* : no, I don’t *(while battling)*
*Captain* : Bucky, you’ve known me for whole your life. Your name is James Buchanan Barnes.
*Winter soldier* : shut up!
Captain: I’m not gonna fight you. You are my friend.
Winter soldier: **you are my mission**! (throwing punches many times)
Captain: then finish it, because I’m with you to the end of the line.

(01:58:52-02:00:53)

Those Picture and dialogues tell us that Bucky or Winter Soldier does not remember himself. He just does a mission that he receives then he just finishes it as soon as he could. However, in the end of the story he tries to understand who he is and help Captain even though he fights with Captain until Captain falls from the plane and passes out.

5.4 VILLAIN

5.4.1 Alexander Pierce or Mr. Pierce

Alexander Pierce or Mr. Pierce is Fury’s friend. They build a project called Insight Bay that is actually pro with HYDRA, yet Fury does not know about it. He looks like common man that wear a western style suite. He is as smart as Fury, but he is a dictator and has negative thinking of everyone. He is in HYDRA side or in the
enemy side. He gives HYDRA a way to control and so Hydra could take the freedom in the world.

Mr. Pierce: Captain, why was Nick in your apartment?
Captain: I don't know.
Mr. Pierce: Do you know it was bugged?
Captain: Yes, I did, because Nick told me.
Mr. Pierce: Did he tell you he was the one who bugged it?
Captain: (silent)
Mr. Pierce: Are you saying Fury hired the pirates? Why?
Mr. Pierce: The prevailing theory.

Mr. Pierce tries to know more about what Fury and Captain America’s planning. He is scared it would give threat to the Project Insight. He tries to investigate Captain. He is smart with strategic and knows there are something wrong with Fury’s death in Captain America’s apartment. Then he does an investigation to
Batroc (pirates of Lemurian Star ship) to know more about what really happens. He distrusts Captain America, so he makes Captain as a target.

5.4.2 Rumlow

Rumlow is a brave agent in STRIKE but he gets envy with Captain, Rumlow is the leader of STRIKE team before but when Captain joins it, STRIKE becomes under Captain’s control. He is brave and has good skill but he is in the wrong side. It shows when Mr. Pierce gives command to Rumlow to kill Captain America, and then Rumlow gives order to STRIKE team to catch Captain in the lift. He looks like an army agent but with STRIKE costume. He always brings a gun and blade. He has muscular body and martial art skill.

(Picture 48)

*Captain* : “before we get started, does anyone to get out?”

*Rumlow* : “*whoa big guy, I just want you to know cap, this isn’t personal.*” *(while fighting)*

*Captain* : “*it kind of feels personal.*”

(00:47:44-00:48:56)
Rumlow seems envy and get personal problems with Captain America even in the dialogue he tells that he does not get have one. In the lift, when STRIKE team ordered by Mr. Pierce to catch Captain, Rumlow feels so happy and he goes to pay revenge with Captain.

5.4.3 Jasper Sitwell

Jasper Sitwell is a part in S.H.I.E.L.D team. He does what Pierce commands to him, so he knows that S.H.I.E.L.D is corrupted by HYDRA. He hails HYDRA but he is a coward. It shows when Captain, Sam and Natasha catch him and give a threat to tell everything about the Project Insight. He looks like Mr Pierce that wears a western style suit, tie, a glasses and he is bald.
Sam: agent sitwell, how was lunch? I hear the crab cakes here are delicious.

Sitwell: who is this?

Sam: the good looking guy in the sunglasses on your 10 o’clock. Your other ten o’clock. There you go. (while soot the glass).

Sitwell: what do you want?

Sam: you’re gonna go around go around the corner to your right. There’s a grey car two spaces down. You and I are gonna take a ride.

Sitwell: And why would I do that?

Sam: because that tie looks really expensive and I’d hate to mess it up.

Sitwell: (Panic)

(01:13:12-01:13:52)

We can see that when Jasper is under pressure, he tells about Zola Algorythma and Project Insight by HYDRA to take freedom in the world.

Supervillain and villain have the same meaning as superhero and hero. If superhero and hero are in good side, supervillain and villain are in bad side. Supervillain is villain who has super power and ability. They do a revenge mission to kill superhero or hero, spread fears, take a freedom and take an authority. Supervillain is usually a leader of the organization that leads villains, or being the weapon of the organization to kill superhero. In this film, supervillain is The Winter Soldier. He is being a weapon of HYDRA to kill Captain America. He has power by his super metal arm. He has no empathy; he kills everyone that wants to stop him. His ability is to kill
and shoot the victim in the right target. He always finishes the mission. No one knows about his face because he wears a mask. But Captain successfully takes off his mask, then he finally finds out that Winter Soldier is Bucky Barnes (Captain best friend).

Mr Piece is villain even though he is the leader of the mission from HYDRA, he has no power and ability likes The Winter Soldier. He is cruel, greedy betrayer and sly. He controls and commands the mission of the Winter Soldier. Seems like Mr. Pierce, Rumlow and Jasper Sitwell have some characteristic. They betray S.H.I.E.L.D and pro to HYDRA. Through Mr. Pierce commands The Winter Soldier, Rumlow, and Jasper Sitwell. Villain has the cruel soul or idea without super power, costume or special characteristic; they just wear common costume like other men or women.

6. Plot

Plot of this story is forward, the story always go forward. Even in some scenes there are memories remind back again. We know that Captain America comes from the past. He lives again after his long sleep, then in the present he do story moves forward even in some scenes such as in bunker; New jersey he reminds back about how he becomes to be, how he really miss his best friends Bucky Barnes. Bucky Barnes was dead in a mission with Captain long time ago but in fact, Bucky was saving by Professor Zola (HYDRA team) and getting an experiment of brain washing. Captain and Bucky (winter soldier) meet in the climax of this story. In ending of every superhero film the Superhero and friend always wins or finishes the
mission completely. Captain America and his friends complete the mission successfully, S.H.I.E.L.D which corrupted by HYDRA fail to do Insight Bay mission. This story is open ending because it still left the question about The Winter Soldier and Captain America next mission. S.H.I.E.L.D was over; Captain America, Natasha and Fury do not join on it anymore. Captain America The Winter Soldier is open ending because of the last scene that Captain take a data of Bucky Barnes that Natasha gave. Then the last dialogues of Sam and Captain indicate that there will be next mission or story from the continuous of Captain America.

In conclusion, it can be found from analysis above, Captain America The Winter Soldier has the elements of superhero genre. by the six convention of genre by Stokes and the concept of Coogan, setting in this film categorized as superhero it shows Urban setting, for the location it takes in America and all the location tell us about the beginning and processing of Captain America to be a Superhero. Then, Iconography of Captain America’s costume is a central iconography to be a superhero genre. All Characters in this film categorize as Superhero, Hero, Supervillain and Villain. TheNarration and Plot is such as other superhero that has the mission to rescue or help and protect the world from the fear, awfulness and threat. These elements complete as the elements of superhero genre. It is different with the statement from New York Times and Rottentomatoes that mention it as other genre. Actually, it is easy to know Captain America The winter soldier as Superhero film, but this type of genre cannot stand as the main genre.
CHAPTER IV
CONCLUSIONS AND SUGGESTIONS

A. Conclusions

The writer analyzes Captain America The Winter Soldier by using the convention and code of genre by Jane stokes with the structuralism approaches and the concept of superhero by Peter Coogan. Through these theories, the writer can explain and proof that Captain America The Winter Soldier is Superhero film. The method that writer uses is qualitative research to explain from the dialogue and picture that writer analyzes.

In a conclusion, the convention and code that writer explain shows how Captain America the winter soldier has the significance of elements in superhero genre. The setting is take in the city, road, bunker and the S.H.I.E.L.D office which always become usual setting in any superheroes film. The location that related with the setting in this film almost taken in America, this shows Captain America is located in America too. Iconography in many scenes strengthen and being the center point in superhero films. The S.H.I.E.L.D, Winter Soldier, Weapons and iconic costume describe it is a superhero film. Narrative events that superhero tells about the kindness and sympathy to others, or do the mission to rescue the world from crime. Characters in superhero film always being a name or title for the story such Captain America The Winter Soldier. Superhero films always tell about hero and villain and in this film tell about it too. The last evidences is to make it clear, the plot that always
opens ended and continue for the next mission. The writer shows it as superhero film difference with the statement that given from the New York Times movie review by Manohla Dargis, She mentioned *Captain America The Winter Soldier* is an action, adaptation, adventure genre and from the website Rottentomatoes mentioned as action and adventure, science fiction and fantasy genre.

This research shows and make it clear to show how the elements of superhero genre is built, by the convention and code of its own genre with the easy way to analyzes and general elements of superhero film.

A. Suggestions

The writer suggests the result of this research can be paid attention by whoever interested with the research of genre. One of the specific in genre is superhero genre. The analyses it is possible for the other writers who want to analyze study genre in film, or critics of film. Hope this research can be work out to explore. Therefore, the writer hopes this research gives contribution to all student of English Letters Department who want to analyze study genre in film.
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APPENDICES