

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the background of the research, formulation of the research question, objective of the research, significance of the research, scope and limitation of the research, and definition of the key terms.

#### **A. Background of The Research**

In recent years, there have been studies focused on the values that found in the literary work. Some of them are from Irvani (2015) analyzes the educational values based on 18 character educational values which are stated by KEMENDIKNAS. There are 13 from 18 character educational values found in The Ron Clark Story movie, these are honesty, tolerance, discipline, hard working, creativity, democratic, curiosity, love homeland, appreciating achievement, friendly, like to read, sociality, and responsibility. In the other hand, 5 of 18 educational values are not appeared in this movie. These are religious, independent, national spirit, love peace, and environmental care. He states that the most intensive values appeared in The Ron Clark Story movie are appreciating achievement and sociality. Both of them had 5 data which is taken from 5 segments. Then, creativity, hard working, curiosity, and friendly became the next intensive values appeared in that movie. Each of them had 3 data from 3 segments of the movie. Furthermore, discipline is the next intensive values because it was appeared twice. While, the other values just

appeared once, they are tolerance, honesty, democratic, love homeland, responsibility, and like to read.

In the same side, Verawati (2017) analyzes the educational values that are reflected in the miracle worker movie. She states in educational world there are many kinds of manner that used to convey education itself. One of the manners that can be used is watching literature. Movie is the one of literature that can be used to convey education. The Miracle Worker movie is the one example of movie that can be used in education process. In this movie there are some educational values which can take to apply in educational world. Education value that include in this movie taught us how teacher effort when taught her student. Same with (Irvani, 2015), the scope of this study is the educational values based on 18 character educational values which are stated by KEMENDIKNAS. But in this movie, the writer just finds 10 educational values: religious, discipline, hard work, creative, independent, curiosity, appreciating achievement, friendly, like to read and sociality.

In addition, Arianty (2016) analyzes the setting and the educational values in Brave Animation movie. The scope of this study is the 18 character educational values which are stated by KEMENDIKNAS. In her study, she describes the setting of the movie and finds out the educational values of the movie. She uses descriptive qualitative research and uses library or literary study to collect the data. The settings that she finds in Brave movie, there are: the first is setting of place, including locate, geography, mood or atmosphere in the movie, the second is setting of time, including time of year, time of

day, and elapsed time in the movie and the last is setting of culture, including historical important, social, political and culture. The setting can be covered almost of the important element of literature that contain in a movie, story or drama. Then, the educational values that can be found in Brave Animation movie are: responsibility, discipline, respect, teamwork, religious, honest, tolerance, curiosity, national spirit, independent, creative, democratic, social care, friendly, environmental care, rewarding achievement and love peace. The writer states that the educational values above is not only 17 items but also there are many kind of values that can be found if we looking for the educational values deeply in the appropriate study with the material that related.

Kusmayati (2017) states that education in Indonesia is very large. One of them is informal education. Informal education is educational streaming in the family and environment. So, informal education becomes the important things to create the character of children. Here, the parents have to guide and monitor how their children do their activities. One of their activities is what they watch. Almost all children like to watch movie. Movie is the literary works which is close by us and we cannot avoid from it. Parents have to choose a good movie for children, because movie can give influence to their character and their intelligence. One of the inspiring movies is *3 Idiots* movie. Parents and children can get the values in that movie and apply it in the daily life. Therefore, the researcher is interested in analyzing educational values found in the *3 Idiots* movie and classified it into 3 kinds of human

intelligence. Thus, the purposes of this research are to elaborate educational values found in *3 Idiots* movie and to know the classification of it.

Finding of this research showed 10 educational values found in *3 Idiots* movie: honesty, working hard, creativity, democracy, curiosity, appreciating achievement, communicative, loving peace, social sensitivity, and responsibility. Then, from those values the researcher classified it into IQ, EQ, and SQ. Communicative belongs to IQ. Hard work, social, and responsible belong to EQ. Honest, creative, democratic, curious, appreciating achievement, and love peace belong to SQ. As the conclusion, the dominant intelligence is Spiritual Quotients, because there are 6 values that belong to it. So, in the movie the children not only get the educational values, but also can improve their intelligence.

In the opposing side, there are some studies that also done focusing on social value. Munawaroh (2016) finds out the values founded in the subtitle of the pirate fairy movie and finds out how the values presented in the movie. This study uses descriptive qualitative approach. In this study, the writer finds moral values including open minded, inquisitive, active brave and cheerful, finds social values including please, cooperative, ambitious, good helper and finds educational values including smart. The values are presented by looking in the dialogue and interpreting the dialogue itself. In the pirate fairy movies, the characteristic which show about three values are shown by some dialogues which proven by the script. Another way is from the action.

In addition, Yulyana (2015) in the learning of some common socio-cultural aspects, it is very important to learn, because the language used in a community is not released from the existing social-cultural context. Social value is one of the socio-cultural aspects that need to be learned. The socio-cultural aspects can be learned through several authentic media, one of which is the original film media which is the language of the educator. The purpose of this study is to find out the social values contained in the film *Le Petit Nicolas* Director Laurent Tirard, social values that often arise, and how these social values can become learning material in French. The method used in this research is descriptive qualitative research method with total sampling (total sampling).

In the same side, Mustaghfiro (2018) states that one of the Booming films in 2016 was the film "My Stupid Boss". This film is a type of comedy drama that is classified as mild and liked by the people of Indonesia. This study aims to find out and describe the narrative of the storyline of the film *My Stupid Boss* and describe the social value of the film *My Stupid Boss*.

Reviewing Munawaroh (2016), Yulyana (2015) and Mustaghfiro (2018), their studies still have some weakness: Mustaghfiro (2018) just analyzes the storyline of the movie and the social values. Storyline does not have very important benefit, the viewers of the movie will just know the story of the movie from opening until the end. Munawaroh (2016), Yulyana (2015) just find out the social values. The writers just mention the social values that are mentioned in the movie. The writers do not explain how the social values

that be found in the movie can be implemented. It is useless, if the children or the viewers just know the values, but they cannot make their life better after watch the movie. It means that the students or the viewers know kinds of social values, such as: honesty, helpfulness, tolerance and so on, but they do not imitate what the actors do in their real life.

Therefore, this current study analyzes the social values in the movie and how that social values can be implemented. It will make the better life for the students or the viewers of the movie. They not only know the social values that appear in the movie, but they can take it and do it in their life. Social value is important, because as social beings need to know what the social values are. Social value can also teach us to respect each other, it will create peace and unity as a result of the social process. The other wonderful result of social value is the creation of diversity in human life, getting to know more than one or two different tribes, religions and cultures, and helping one another. People who have good social, they will have a good life, because in the truth, humans are social beings.

Then, the researchers chooses Zootopia movie, because, the characters of Zootopia movie is animal. So, Zootopia movie is suitable for all ages. The viewers will feel enjoy and fun during watch the movie. If the viewers enjoy with the movie, they can understand the movie and they can get the values clearly.

**B. Formulation of The Research Problems**

From the background of the research, the research problem of this research is:

1. What are the social values that can be found in Zootopia movie?

**C. Objectives of The Research**

From the research problem above, the objective of this research is:

1. To analyze what social values that can be found in Zootopia movie.

**D. Significance of the Research****1. For Students**

Students can learn how to be a good people with a good attitude and character, and they will know that they can learn it not only in school, but everywhere. Especially in movie, most of students like to watch movie, so, they can get the social values happily. If they can get the social values, they can put themselves wherever they are, especially in society.

**2. For Parents**

This study can add information for parents to guide their children to be good people. At least, parents can understand what their children feel and what their children want.

**3. Teachers**

This research is aimed to give inspiration or lesson and also to help the teacher to teach their students. Especially, for the teachers who have unique or special students. Every student have their own characteristics, it means that every students have different way to educate.

#### **4. Future Researchers**

This research can help the future researchers who want to conduct research about social values in other movie. There are a lot of movies which have social values that can be analyzed.

#### **5. Scope and Limitation of The Research**

The scope of this study is focus on social values and the limitation of this research is the researcher cannot make direct interview with Byron Howard, Rich Moore and Jared Bush as the directors of the movie. Probability, the analysis is different with the directors' purpose.

### **E. Definition of Key Terms**

#### **1. Social Value**

Social value is the value adopted by a community, about what is considered good and what is considered bad by the community. Someone who has good society will have a better life. It is because they can put themselves wherever they are. Then, they can live in togetherness, peaceful and kindness.

#### **2. Movie**

Movie is a medium of education that can demonstrate to the human audio visual so people with such a device would be easier to accept education. Movie is also one of the tools used to deliver the events. A Movie or motion picture includes photographs, diagrams, or pictures in a series which projected in a screen by a projector for process in turning in a screen that cause appearance in screen look natural movement.