CHAPTER I

INTRODUCTION

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

A. Background of The Study

The world has been entering the globalization era. According to Stiglitz (2004), there is no single country is able to avoid themselves from globalization. It means that each individual is asked to prepare everything because the people cannot avoid it. Nurhayati (2019) also stated that along with the changing times towards to millennial or digital era, it cannot be avoided. So, the people have to prepare it start from the mental, physical and moral. Environment is the important thing that can build the character and moral of the human because everything that the people see, listen and do in environment can give influence in their life.

Actually, most of people's live is by imitating their idols lifestyle start from children. Nurhayati (2015) stated that most young learners can read English language by imitating their teacher because they read the words based on the letters (alphabets). Other examples like: imitating the style of hair, clothing, and behavior. This phenomenon happens because unconsciously the human have learned it by seeing in the media every day. So, it can give influence on their life. Bandura (2004) argued that media can help people to

prepare in life by modeling such situations and effective ways of overcoming them. It can be concluded that actually media can help people imitate anything that can help in their life. But, the people only imitate without thinking that it is bad or good for their life.

In globalization era, everything can be learned by media. Media that often be used in daily activity and can give more influence in the lifestyle, such as radio, television, smartphone and laptop. From those media, every people can get information without taking a long time. Actually, those media has functions to give information and entertainment to the audience, because media are always used in every time and everywhere, so it can give influences for the human lifestyle. There are positive and negative impacts that can give influences in human lifestyle.

The positive impacts of media in human lifestyle, such as: the first, the people can get more information and knowledge. Based on Depdiknas (2004) using a variety of media can overcome students' boredom. So, the students will learn enthusiastically. Media makes the students be creative and active because they can get knowledge by themselves. So, they will enjoy the teaching learning process and understand the lesson easily. According to Nurhayati (2019) most of people agree that to prepare creative students, definitely they need to conduct mutual interaction process and all their responsibilities, those are family, school and society. From that statement, it can conclude that students can be active, creative and get the information or knowledge quickly from anywhere such as environment like family, school,

society and also from media. The second is media can help the online market to get the customer quickly. From as cited in blog.hootsuite.com the positive impacts of media in business is media can help the business for promotional activities. So, it can make the online market quickly to get the customer without going anywhere and waste the time. Media also help to increase awareness among brands and reach with little budget. The third is media can make the people meet without doing face to face. Neelamalar & Chitra (2009) stated that media can help people to meet someone who may not have met outside. The last is can help the people connect each other. Media can help youngsters to stay connected with each other. Media also allow teens to find support online that they may lack in traditional relationships, especially for teens (Nielsen, 2009).

Beside the positive impacts, media also has the negative impact. The negative impacts of media in human lifestyle, such as: the first, bullying. Bullying is defined as an aggressive act that is carried out by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself (Bannick, 2014:7). Many people in the world do bullying in their environment without knowing that they have done it. It is because the people also do this action in media. Based on the data of UNICEF (2016 as cited in Kompas.com) there were 50% of young generations who did bullying in Indonesia. Not only from young generations, but also from parents who did bullying in their children or other people. The other negative impacts of media are there were terrorist group that using the media to record their

activities, so it can make other people scared about it. The second impact is terrorists group. According to Weimann (2008), terrorist groups are using social-media sites to spread their propaganda and raise funds, as well as to recruit and train new members. Many terrorists do their actions using media. Those actions like fake, theft, or even killing someone by using media. The third is make people addicted. Neelamalar & Chitra (2009) stated that one of the negative effects of social media is make people addicted. People spend lots of time in using media which can divert the concentration and focus from the particular task. It makes people do not do anything. People only focus in their media and continue it in the next time. So, it can make people addicted. The fourth impact of media is cheating easily. Many young people are assumed that it is a normal behavior. So many young people cheat when they get examination in their school or in their office. In this era, the people are made easier by media. The people can access anything through the media, like cheat when they did examination. Kline (2007) said that cheating is a violation of social norms. Cheating has always been a concern for educators and it is more common than ever despite all of the focus and efforts on moral education. So, it can be concluded that moral of young generation needs to be changed start from family and school environment because they spend lots of time in that environment. The last is wasting lots of time. Because media can entertain the audience 24 hours, so it can make people waste lots of their time. Lenhart (2010) stated that mostly youngsters waste lots of time on social sites like chatting which also effects in their health.

Based on those impacts of media in human lifestyle, it can be concluded that media can influence the human lifestyle in bad and good way. From those problems, the researcher assumed that it needs to find a good media that can teach moral value to every people. Like in Indonesia, based on the data of UNICEF (2016 as cited in Kompas.com) Indonesia is experiencing a moral crisis: violence to parents. It indicates that people lack of love in their life. From those moral crises, the movie of Beauty and The Beast is able to show the moral values for children in this era because one of the moral values in Beauty and The Beast movie are love. One of the media that can be used in this research is movie. Movie is including the media of television or laptop. Movie is the media that can educate the people to improve their knowledge in audio visual media. According to Yousuf and Dadabhoy (2013) movie is able to show the audience an image therefore can present themselves to the viewers lucidly. Most of people can get the messages from movie. The messages can be positive or negative depend on the audience. One of the messages in movie is about moral value. According to Nurgiyantoro (2002) moral value is like a theme which is expressed in the body of a story. A moral value is something that the researcher tries to convey to the readers. It is the knowledge to be presented in a story. In general, moral can defined as distinction between good and bad, false and wrong with regard to attitudes, behavior, and character. Moral values are expressed in attitudes that become visible in opinions and concrete behavior.

The researcher is interested in analyzing moral value in *Beauty and the Beast* movie because this movie is live action. Beauty and The Beast is the one of Disney movie that ever famous and has a lot of moral values for the audience. Disney's animated movies are popular and children often watch this movie continuously (Dreier, 2007). From (m.detik.com) beauty and the beast movie is a movie that gets a lot of positive responses from children to adults. This movie also gets many awards, such as the best movie in 2017 by *MTV Movie* and *TV Awards*. In this movie, there is character that is not found in other movie, like *beast. Beauty and the Beast* is an American romantic musical film. It was directed by Bill Condon, written by Stephen Chbosky and Evan Spiliotopoulus. In this movie, there are a lot of moral values that will take as an example; Belle is a beautiful and kind woman who does not look at the people by their appearance. But, she looked at the people from the heart, do not make the conclusion quickly because not everything that can look is same as reality.

Based on the description above, the researcher was watching this movie twice. For the first time on Mei 3rd 2020, the researcher found about the character's name. There are Belle, Beast, Otto and so on. From the character's name, the researcher knew about their behavior one by one. The researcher knew who the good character is and who the bad character. Based on (study.com) the characters of Belle are very good natured, humble, obliging, and kind. Then, the researcher was watching the movie in second time on Mei 5th 2020. In this time, the researcher finds out about the moral

value of this movie. The moral value of this movie, such as: love, help others in need, bravery, honesty, strong belief, and so on. Based on (ohmy.disney.com) the moral values of this movie are inner beauty better than outer beauty, never stop learning, and true love. Those moral values can be used as a role model for young people to make their lifestyle better.

There were several previous studies about moral value that have been conducted by using different research design. The first previous study conducted by Sari (2019). The methodology of this study was descriptive qualitative method. This study used purposive sampling technique was used to determine the sample of this research. The aimed of this study was to analyze categories of moral value and to find the benefit of reading in *Gulliver's Travel* novel. There was a study about moral value from Setiawan (2014). This study used descriptive qualitative method. The data was the movie "Rise of the Guardian". The aimed of this study was to analyze the moral values in "Rise of The Guardians" movie. The last study used content analysis design in qualitative approach. The study aimed to find out and analyze the moral values show in story "The Golden Touch" and the application in English Language Teaching (Yasa, 2014). Therefore this research used content analysis design in library research. The aim of this research was to find out the moral values that found in beauty and the beast movie that ever famous in the world. This study has never been conducted before by other researchers in research gap.

Not only have differences in research design, but also how to collect the data in the research. The first pervious study was collecting the data by using documentation, observation and oral comments from another reader (Sari, 2019). The second study was collecting the data by analyzing and watching the movie (Setiawan, 2014). The last previous study from Yasa (2014) that collecting the data by reading the story, identifying, analyzing and giving comment on the content of the story. Therefore this study was collecting the data by watching the movie, identifying and analyzing about the moral value that found in beauty and the beast movie.

Those previous studies also have differences each other about the moral values. Sari (2019) found the moral values of "Gulliver's Travel" novel, like commitment to something greater than oneself; self respect but still humble to others; self-discipline; respect and caring for other; courage and faith. From those moral values, the researcher hopes that it can be used by human as behavior in their life. The other study found the moral values of "Rise of the Guardians" movie, such as: responsibility, honesty, love and affection, strong belief, enthusiasm, bravery, goodhearted, loyalty, peace loving and perseverance, sacrificing for other, sincerity, and self-confidence. From those moral values, the researcher hopes that it can build the good character for human (Setiawan, 2014). The last study also found the moral values in Nathaniel Hawthornes short story. There are positive and negative moral values on this short story. The positive moral values are love, care, responsibility, wise, regretful, and self-confidence. The negative moral values

are arrogant, greedy, gripe, and avaricious. From those moral values, the researcher hopes that it can be used as a guide to understand in real situation (Yasa, 2014). While this research also found the moral values in "Beauty and the Beast" movie, such as: love, sincerity, self-confidence, strong belief, and so on. From those moral values, the researcher hopes that it can make the people do not judge other people based on the cover and make the people always learn every time and everywhere. So, it makes the human lifestyle better than before because the moral values in Beauty and The Beast movie are suitable for all ages.

The object of those previous studies also have different each other. Sari (2019) used novel as an object entitle "Gulliver's Travel". The second previous study conducted by Setiawan (2014) used movie as an object entitle "Rise of the Guardians". The last previous study used short story entitle "The Golden Touch" in Nathaniel Hawthornes (Yasa, 2014). Therefore, this study used "Beauty and The Beast" movie as an object. This study has different genre movie with Setiawan's study. The genre of Setiawan's study is fantasy comedy but the genre of this study is fantasy romantic. Nurhayati (2019) said that nowadays, Indonesian society have faced the new paradigm era, that is to learn could be concluded not only effectively but also enjoyably. This movie makes the audience enjoyable because suitable for children to adults and the theme of this movie was about family and true love. So, it is good for children when they have free time.

Based on the explanation above, the researcher chooses *Beauty and the Beast* movie, because the characters of this movie from animation and in this movie still believe magic. So, this movie is suitable for all ages. It makes the audience feel enjoyable during watch movie. If the audience enjoyed with the movie, they can understand and can get the moral value clearly. So, this study is entitled "**Moral Value Used in Beauty and The Beast Movie**".

B. Formulation of Research Questions

Related to the background of the study has been explained before, the research questions are formulated as follows:

1. What moral values are found in "Beauty and The Beast" movie?

2. Why moral values from this movie are important to learn?

C. Objective of The Study

According to the formulation of research questions, the objectives of this study are to find out as following:

1. The moral values that found in "Beauty and The Beast" movie.

2. The important of moral values that can be learned in "Beauty and The Beast" movie.

D. Significant of The Study

This study is expected to give some information about moral values to the audience. The results of this study are:

1. For Students

This study can help the students learn about how to be a good people in a good character and attitude, it also can guide the students to

take the moral values found in the story, and can improve in their vocabulary.

2. For Teachers

This study can give inspiration and also help the teacher to teach their students based on the students' ability, not based on the teacher wants. Every student has their own characteristics and it means that every student has different way to educate.

3. For Parents

This study can give information for parents to guide their children to be good people.

4. Future Researchers

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

E. **Scope and Limitation of The Study**

The scope and limitation of this study is focus on moral values used in Beauty and The Beast movie.

F. **Definition of Key Terms**

1. Moral Values

Moral value is a principle or character of human that is false or true, wrong and right, and bad or good (Ahmad, 2015).

2. Beauty and the Beast

Beauty and The Beast is the one of movie that ever famous and gets a lot of positive responses from children to adults. This movie also gets many awards, such as the best movie in 2017 by *MTV Movie* and *TV Awards*.

3. Movie

Movie is the media that can educate the people to improve their knowledge in audio visual media.