

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presented the findings and analysis of the study based on the formulated of research questions. There are two problems to be analyzed in this study; moral values that found in Beauty and The Beast movie and the important of moral values that can be learned in Beauty and The Beast movie. The descriptions are written in the following:

A. FINDINGS

In this chapter presented about the research problem includes: a) moral values that found in Beauty and the Beast movie, b) the important of moral values that can be learned from this movie. The data were analyzed based on the data classification that related with moral values that found and the important of moral values that can be learned from this movie. The researcher classified moral values that found in beauty and the beast movie based on Linda and Eyre as cited in Setiawan's theory. The moral values that found consist of bravery, sincerity, honesty, love, self-confidence, and strong belief. While, the moral values that found based on Taylor and Halstead as cited in Ashari's theory consist of responsible, helping others, polite, and judging others. The researcher also analyzed the important of moral values that can be learned from this movie by Setiawan's theory. The analysis of moral values in Beauty and The Beast movie. Moral values regulate and

organize in daily life. The example of moral values such individual moral, social moral, and religion moral.

1. Individual moral is the attitude of the human to him/herself.
2. Social moral is the attitude of the human to others.
3. Religion moral is the attitude of the human to God by daily activities.

Moral values divided into two kinds, positive and negative moral value. According to Taylor and Halstead as cited in Ashari (2004) there are several moral values either the good ones or bad ones as follows:

1. People should be responsible
2. People should help others in need
3. People should be polite
4. People should not judge other only from their appearances

After analyzing the data, it was found that moral values in Beauty and The Beast like in the following table.

Table 4.1 Moral values that found in Beauty and The Beast movie

No	The Scripts	Moral Values	Kind of Moral Values	Duration
1.	BELLE <ul style="list-style-type: none"> • Come on mom, the forest is wonderful and beautiful that I love it. • Who are you? • I said, who are you? • Is anybody here? 	Bravery	Individual	6.33 – 6.37
	BEAST <ul style="list-style-type: none"> • Try that again! And I'll 			9.34 – 9.35 9.40 – 9.41 21.57 – 21.58
				51.33 – 51.40

	<p>throw this right between our eyes before you have time to pull the trigger! Just try it!</p>			
	<p>BEAST</p> <ul style="list-style-type: none"> • Open the door!! 		Social	44.26
	<p>OTTO</p> <ul style="list-style-type: none"> • I'm the sheriff here, and I will not left you do that! 			58.55 – 58.58
2.	<p>RUDOLF</p> <ul style="list-style-type: none"> • That's right. I forgot you devil in witchcraft. • Your hearts as black as hell and everyone knows it. 	Honesty	Social	11.22 – 11.24
	<p>BELLE</p> <ul style="list-style-type: none"> • You're very clever 			11.46 – 11.49
	<p>BEAST</p> <ul style="list-style-type: none"> • The troll was here. You must go out! 			28.06 – 28.07
	<p>DRUNKEN PEOPLE</p> <ul style="list-style-type: none"> • He woke up me and said, "where's the washer woman's house?" and I showed him. And then he slammed my head against the table 			44.40 – 44.41
	<p>OTTO</p> <ul style="list-style-type: none"> • Well it all started when Maximillian feel in love with Lady Helen of Augsburg. From a long time, she was the only woman for him. Who couldn't take his eyes of her, they went everywhere together. • Well people said discovered she was cruel hearted and saucer, he shunned her and they became bitter enemies. King.. King married the beautiful Elisabeth of Austria and eventually they 			59.43 – 59.45
				52.35 – 52.44
				52.47 – 53.09

	<p>had a child.</p> <ul style="list-style-type: none"> No.. no.. Helen cast a spell on the baby and it was born terribly deformed or Maximillian was distraught at the death of his wife and he couldn't accept the child. 			53.16 – 53.28
	<p>BELLE</p> <ul style="list-style-type: none"> Do I like an idiot? The Beast killed a wolf right in front of my eyes with a crossbow and then he tried to kill me. Yes, Otto. He's .. He's very sick. He couldn't come, but he's worried about you. I didn't bring those men here. 		Individual	13.01 – 13.06 23.04 – 23.13 26.38 – 26.39
	<p>BEAST</p> <ul style="list-style-type: none"> What people? I have killed no people! I had nothing to do with this! It was a great trap. That's raw! 			24.03 – 24.08 26.14 – 26.20
3.	<p>RUDOLF</p> <ul style="list-style-type: none"> I'll get the throne without your help M'Lady. 	Self-Confidence	Individual	11.57 – 12.00
	<p>OTTO</p> <ul style="list-style-type: none"> It's me, sheriff Otto 			54.50 – 54.52
4.	<p>BELLE</p> <ul style="list-style-type: none"> Help him going home! It was you who saved me from the wolf wasn't it with the crossbow. I guess I thought it was the right thing to do You kill her for me? Ohh.. Oh god! Oh there must be something here that can help you 	Help others in need	Social	17.03 23.30 – 23.33 1:04:27 – 1:04:29 1:13:43 1:14:12 – 1:14:18

	<p>OTTO</p> <ul style="list-style-type: none"> • He needs me. He needs me! • The hell you do 			17.34 – 17.37 1:23:13
	<p>BEAST</p> <ul style="list-style-type: none"> • Open the door! Or you going to died! 			45.32 – 45.38
5.	<p>BELLE</p> <ul style="list-style-type: none"> • I believe and trust you. • I believe you. • I know. I believe you. Otto told me your real story. • Because it's the right thing to do and because I hope that you care for this land and the people in it. • Yes, those people. The frightened people, the ignorant people and also the good people. People like Otto, people like my mother. They need someone to be stand up for them. 	Strong Belief	Social	26.40 – 26.41 54.35 55.37 – 55.41 1:06:25 – 1:06:33 1:06:47 – 1:07:03
	<p>BELLE</p> <ul style="list-style-type: none"> • Of course I will • If Helen used sorcery, if she cast a spell, perhaps it could be broken. 		Individual	30.59 56.43 – 56.49
	<p>LADY HELEN</p> <ul style="list-style-type: none"> • And now I believe he may not have died. That the Beast may actually be Maximillian's son. • Don't worry, my creation asses instructions 			37.41 – 37.48 41.59 – 42.00
6.	<p>BEAST</p> <ul style="list-style-type: none"> • I don't know. All I know is he used to come here when I was law. He taught me to hunt. He was... He was good to me 	Sincerity	Sosial	27.31 – 27.43

	BELLE <ul style="list-style-type: none"> Because I care about you 			1:04:35 – 1:04:37
7.	RUDOLF <ul style="list-style-type: none"> It's not was that monster? Members of the jury, have you reaches a verdict? Is the Beast guilty or not guilty of the death of the washerwoman Anna? 	Don't judge other only from their appearances	Social	34.32 1:00:00:48 – 1:00:57
8.	BELLE <ul style="list-style-type: none"> She worked so hard. She worked so hard for me. I could never tell her so much loved her. I think, I care for him too 	Love	Social	50.27 – 50.40 54.41 – 54.43
	OTTO <ul style="list-style-type: none"> As if, as if he were my own son and I know he could never do any of the things. He's been accused off. 			54.26 – 54.34
9.	BELLE <ul style="list-style-type: none"> Are you alright? 	Responsible	Social	1:07:35
10	BELLE <ul style="list-style-type: none"> So, who are you? What's your name? We go hunting, my friend. We go together 	Polite	Social	27.03 – 27.06 1:08:19 – 1:08:23

Based on the table 4.1, it can be concluded that there are many moral values that appeared in Beauty and The Beast movie such as bravery, honesty, self-confidence, help others in need, strong belief, sincerity, don't judge other only from their appearances, love, responsibility, and polite.

1. Moral Values Found in Beauty and The Beast movie

Based on Linda and Eyre as cited in Setiawan (2014), there are six moral values found in Beauty and the Beast movie,

such as bravery, sincerity, honesty, love, self-confidence, and strong belief. While Taylor and Halstead as cited in Ashari (2004) stated that there are four moral values found in *Beauty and the Beast* movie, such as responsible, helping other, polite and judging others. The explanation of the moral values that found as following:

a. Bravery

Bravery is doing something that is difficult but correct and it is the best choice for long term period. People should be brave to choose about everything that they want in this life as long as it is true based on their opinion (Cahyani, 2016). The example of bravery in the dialog as follow:

1. Bravery Individual

It means that doing something that is difficult but correct and it is the best choice for long term period for him/herself.

Belle, *“Come on mom, the forest is wonderful and beautiful that I love it”*. (Before that dialog, Belle’s mother was reminded Belle that the forest is dangerous place. But, Belle still calm and answer that forest is the wonderful and beautiful place).

Belle, *“Who are you? I said, who are you?”*. (Belle was met with the Beast. actually Belle was shocked and afraid because before it, they never meet. But Belle brave to ask who the Beast

is and repeat it to make sure that the Beast is human, not a ghost).

Belle, *“Is anybody here?”*. (Belle went to the forest and Belle was found the Beast’s house. Belle enter to the Beast’s house and looking for the Beast, but there were not found the Beast until Belle says that is there anybody in that place. But still there is not the Beast).

Beast, *“Try that again! And I’ll throw this right between our eyes before you have time to pull the trigger! Just try it!”*. (When the Beast in the jail, the old soldier enters the jail and wants to kill the Beast with a crossbow. But, the Beast can eschew it. Then the Beast says to the old soldier to do that again. The Beast is angry with the old soldier because he lied to the Beast. The old soldier says that the Beast who killed Belle’s mother).

2. Bravery Social

It means that doing something that is difficult but correct and it is the best choice for long term period for others.

Beast, *“Open the door!”*. (The Beast knows that there is the troll on the roof of Mrs. Anna’s house. The Beast wants to help Mrs. Anna, but Mrs. Anna thought that the Beast is a stranger person who wants to kill her. So, she closes and locks the door so Beast

could not enter her house. But, the Beast still braves to help Mrs. Anna from the troll and ask her to open the door).

Otto, *“I’m the sheriff here, and I will not left you do that!”*. (Otto said that because Otto seen that old soldier wants to kill the Beast. Otto brave to say it because Otto knew that the Beast is true, not the Beast who killed Belle’s mother. Because of these words, Otto was beaten by other soldier, so that Otto does not defend the Beast).

b. Honesty

Honesty is telling the truth allows everyone to know what is exactly happened and help people feel safe and peaceful inside. According to Cahyani (2016), honesty is telling about the truth and everyone likes it. Telling about the truth allows everyone to know about what is exactly happened and it help people feel dafe and peaceful. The example of honesty in the dialog as follow:

1. Honesty Individual

It means that telling the truth allows everyone to know what is exactly happened and help people feel safe and peaceful inside for him/herself.

Belle, *“Do I like an idiot? The Beast killed a wolf right in front of my eyes with a crossbow and then he tried to kill me”*. (Before that, Belle met with Beast and actually the Beast does not want to kill Belle. The Beast only wants to kill the wolf and wants to

Belle left him. So, Beast used crossbow to make Belle left him. But, Belle thinks that Beast wants to kill her. In the middle of the forest, Belle met with the old soldier and Rudolf. Belle said that Belle met with the Beast and he wants to kill her. But, Rudolf did not believe what Belle says. Rudolf thought that the Beast was in her imagination. So that's way Belle said like these words).

Belle, *“Yes, Otto. He's ... He's very sick. He couldn't come, but he's worried about you”*. (When Belle went to the Beast's house, Belle wants to know about who the Beast is. Belle met with the Beast in the middle of the Beast's house. The Beast asked Belle “Otto?” and Belle answers like these sentences. Belle wants to know why Otto worried about the condition of the Beast).

Belle, *“I didn't bring those men here”*. (When Belle and the Beast were conversing, suddenly came the royal palace who wanted to kill the Beast. But, the troll killed them first. When the Beast came to check the condition outside, Belle also came and thought that the Beast had killed the royal palace. But Beast said that Belle who brings the royal palace. Belle rejected what the Beast says because Belle went alone).

Beast, *“What people? I have killed no people!”*. (When Belle and the Beast were conversing, suddenly came the royal palace

who wanted to kill the Beast. But, the troll killed them first. When the Beast came to check the condition outside, Belle also came and thought that the Beast had killed the royal palace. But the Beast tries to make Belle believe with him that what is seen does not same as what happens).

Beast, *“I had nothing to do with this! It was a great trap. That’s raw!”*. (The Beast still makes Belle believe with him because Beast feels that he is not killing the entire royal palace).

2. Honesty Social

It means that telling the truth allows everyone to know what is exactly happened and help people feel safe and peaceful inside for others.

Rudolf, *“That’s right. I forgot you devil in witchcraft”*. (Lady Helen came to invite Rudolf become her partner but Rudolf rejected. Lady Helen said that Rudolf work alone, he will be exhausted like today. Rudolf tries to lie, but Lady Helen reminded him that she could see anything. Finally, Rudolf said honest with Lady Helen).

Rudolf, *“Your hearts as black as hell and everyone knows it”*. (Lady Helen is the cruel witch. She does anything to be a Rudolf’s queen. So, she invited Rudolf to be her partner. But, Rudolf does not want to be her partner. Then, he said like that).

Belle, *“You’re very clever”*. (Belle saw the patterns that have makes by the Beast. It is so beautiful. So, Belle said that the Beast is very clever because Belle knows that Beast never studied about it).

Beast, *“The troll was here. You must go out!”*. (After the Beast knowing that Mrs. Anna will be killed by the troll, Beast went to Mrs. Anna’s house quickly, and it is true. In the roof of the Mrs. Anna’s house there is troll that will be killed Mrs. Anna. So, the Beast asked Mrs. Anna to go out from her house. But Mrs. Anna does not believe the Beast and locked her door. The Beast tried many times to open the door, but failed. Finally, Mrs. Anna died by the troll).

Drunken people, *“He woke up me and said, “where’s the washer woman’s house?” and I showed him. And then he slammed my head against the table”*. (Actually drunken people said honesty. But, the real story is the Beast asked drunk people because the Beast wants to help Mr. Anna).

Otto, *“Well it all started when Maximillian feel in love with Lady Helen of Augsburg. From a long time, she was the only woman for him. Who couldn’t take his eyes of her, they went everywhere together. Well people said discovered she was cruel hearted and saucer, he shunned her and they became bitter enemies. King.. King married the beautiful Elisabeth of Austria*

and eventually they had a child. No.. no.. Helen cast a spell on the baby and it was born terribly deformed or Maximillian was distraught at the death of his wife and he couldn't accept the child". (Because Belle wants to know the real story about the Beast, so Otto said honesty to Belle about the real story of the Beast. Actually Belle does not believe, but finally Belle believe with Otto).

c. Self-Confidence

Self-confidence is feel belief that you can do things well and that other people respect you. Cahyani (2016) stated that self-confidence is a good thinking that will affect to someone about what they do to make happy. So, they will ignore all words from other people, but if it makes a good, they will do it.

Rudolf, *"I'll get the throne without your help M'Lady"*. (Rudolf said that because he believe that he can do it by himself)

Otto, *"It's me, sheriff Otto"*. (When the old soldier ask Otto "who are you?", Otto confidently answered that he was sheriff Otto and Otto was allowed to visit the Beast).

d. Help Others in Need

People need other as other need us. Helping someone can make easy other people when they have some problem.

Belle, “*Help him going home!*”. (Otto was unconscious because he heard that Rudolf was going to kill the Beast. After that Belle asked the people to bring Otto in his house).

Belle, “It was you who saved me from the wolf wasn’t it with the crossbow”. (Beast helped Belle when Belle will be killed by the wolf. Beast killed the wolf with the crossbow. Because of that Belle ask Otto, and Otto said yes that he wants to help Belle from the wolf).

Belle, “*I guess I thought it was the right thing to do*”. (Belle helped Beast when Rudolf wants to kill the Beast with axe. The beast asked Belle why Belle done it and Belle answered that it was the right thing to do).

Belle, “*You kill her for me?*”. (When Belle wants to help the Beast, Lady Helen tried to attack Belle. But, the Beast tried to help Belle and kill Lady Helen).

Belle, “*Ohh.. Oh god! Oh there must be something here that can help you*”. (Belle helped the Beast because he was stabbed by Lady Helen. So, Belle look for some herb there for helping the Beast).

Otto, “*The hell you do*”. (Otto helped the Beast by giving crossbow to kill the troll that wants to kill Belle).

Otto, “*He needs me. He needs me!*”. (After Otto waking up. Otto said that he wants to help the Beast. But Otto sick and Belle asked him to rest. Belle was trying to find the Beast).

Beast, *“Open the door! Or you going to died!”*. (When Mrs. Anna wants to killed by the troll, Beast tried to help her, tried to open the door and tried to ask her going out. But Mrs. Anna still in her house and does not hear what the Beast says).

e. **Strong Belief**

Strong Belief is an unshakable belief in something without need proof. Strong belief is about big expectation. When someone has little pessimists to do something, they will many ways to ignore it and will motivate their selves to still believe. It is so difficult (Cahyani, 2016).

1. **Strong Belief Individual**

It means that an unshakable belief in something without need proof for him/herself.

Belle, *“Of course I will”*. (Belle said like that because she believes that see would meet with Beast again. Belle still wants to know about who the Beast is).

Belle, *“If Helen used sorcery, if she cast a spell, perhaps it could be broken”*. (Before Belle kissed the Beast, she said like that to the Beast. she believe that Beast is the human but Helen was changed Beast like that.)

Lady Helen, *“And now I believe he may not have died. That the Beast may actually be Maximillian’s son”*. (Lady Helen feels that the Beast is king’s son. She believed that Beast did not die).

Lady Helen, *“Don’t worry, my creation asses instructions”.*

(When Lady Helen and Rudolf planned to kill the Beast, actually Rudolf did not believe that it would be success. But, Lady makes sure Rudolf that it would be success like their plan).

2. Strong Belief Social

It means that an unshakable belief in something without need proof for others.

Belle, *“I believe and trust you. I believe you. I know. I believe you. Otto told me your real story.”* (The first sentence was taken when Belle knew that the royal palace died and in that place only Beast. But, Belle still believes with the Beast because if the Beast killed the royal palace, there are bloods in the body of the Beast. The next sentences was taken when the Beast want to help Belle’s mother form the troll, but failed. Belle’s mother was died. Firstly Belle thought that Beast was killed her mother, but after Otto said the real story, Belle belief that Beast did not killed her mother).

Belle, *“Because it’s the right thing to do and because I hope that you care for this land and the people in it. Yes, those people. The frightened people, the ignorant people and also the good people. People like Otto, people like my mother. They need someone to be stand up for them”.* (Belle believed that Beast can be the next king after his father. The Beast is good people,

always help others people in need the society need someone like Beast. Because of that, Belle believes that Beast can be the next king).

f. Sincerity

Sincerity is saying and doing what is true without pretending or hiding anything. The example of sincerity as follow:

Beast, *“I don’t know. All I know is he used to come here when I was law. He taught me to hunt. He was... He was good to me”*. (Beast said like that because he did not know what the real happen with him. The Beast only knows that Otto is the one people who want to help him from he was baby).

Belle, *“Because I care about you”*. (After Belle had met the Beast several times, Belle began care with the Beast because Beast was a good people and anyone who bad with others would be attacked with the Beast).

g. Don’t Judge Other from Their Appearances

Judging people is to express a bad opinion of someone’s behavior because think that you are better than them.

Rudolf, *“It’s not was that monster?”*. (When Lady Helen tried to open the Belle’s mind, there is Beast in Belle’s mind. Lady Helen and Rudolf was shocked, they thought who he is. Suddenly, Rudolf said that Beast is a monster because he has seen someone like monster in

Belle's mind. It is bad attitude, because they do not know about the real condition).

Rudolf, "*Members of the jury, have you reached a verdict? Is the Beast guilty or not guilty of the death of the washerwoman Anna?*".

(Actually Mrs. Anna died because of Rudolf and Lady Helen. But they make that the Beast was the people who killed Mrs. Anna. It is their plan to make the Beast would be killed. He said lied to all of people in village, and then he asked those people that the Beast is guilty or not guilty).

h. Love

Love is having strong feelings of liking a friend or person. Actually all of the people have that feel to other people who care with us. The example of Love as follow:

Belle, "*She worked so hard. She worked so hard for me. I could never tell her so much loved her*". (Belle feels that died of her mother was her fault. Belle was so sad. Belle missed and loved her mother so much).

Belle, "*I think, I care for him too*". (Firstly, Belle thought that the Beast who killed her mom, but after Otto talking about the real story, Belle felt sad. She thought that the Beast wants to help her mother. Because of that, Belle felt care and love with the Beast).

i. Responsible

Responsible is having control and authority over something or someone and the duty of taking care. Responsibility can be defined as an assuming accountability for a task, decision or action (Cahyani, 2016).

Belle, “*Are you alright?*”. (Belle asked like that to the Beast because the Beast wants to kill by the troll. Lady Helen asked the troll to kill him. Fortunately, the Beast can leave the troll. After that, Belle asking likes that to the Beast to know his condition).

j. Polite

Polite is behaving or speaking in a way that is correct and showing the careful to consider other’s people needs and feelings.

Belle, “*So, who are you? What’s your name?*”. (Although Belle did not know how the Beast characters, but Belle did not shy to ask the Beast first).

2. The Important of Moral Values that can be Learned in Beauty and The Beast Movie

According to Linda and Eyre (1997 as cited in Setiawan 2014) there are explanations about the important of moral values that can be learned from beauty and the beast movie. The explanation as following: .

a. Bravery

Bravery is important in life because we need bravery to face our fears and overcome the obstacles in our life. Bravery is doing

something that is difficult but correct and is the best choice for long time. It can conclude that bravery in the movie is important and good for people to learn how to be brave on their life.

b. Honesty

Honesty is important in life because without honesty there is no foundation for enjoyable the relationship in any context. Being honest does not just mean telling the truth about factual of information, but also about feeling. Being honest also can improve the relationship and save us from live lie. So, each person must be honest if he wants a good life because honesty is the key for others to believe in ourselves.

c. Self-Confidence

Confidence is believing and feeling comfortable with own self. Self-confidence can help the people makes the right decisions and productive because with self-confidence people will spend their time only to the activities that can achieve their goals. Self-confidence is important because people need to be confident in doing a variety of things for the totality of us in doing something.

d. Help Others in Need

Help other in need is so important because humans are social creatures who always need help from others. If the people can live each other, they can live peacefully and happily.

e. Strong Belief

Strong belief is an acceptance that a statement is true or that something exists. Strong belief is important because it can be the proof for someone that has trusted him or her. When someone has little pessimists to do something, they will have many ways to ignore it. They will motivate their selves to still believe with their selves and it is difficult to do, but they could through it.

f. Sincerity

Sincerity is important because it can helps to create or build trust to other people. Actually a sincere person will enjoy a large circle of friends and usually has an honest mind. Sincerity also has related with love. People cannot do sincerity without having love. So, sincerity comes from heart that makes pleasure after doing it.

g. Don't Judge Other from Their Appearances

Judging is to express a bad opinion of someone's behavior because think that you are better than them. Each person was born with different skill, characters, and so on from the other because of that, when there is someone who unfortunately in their life, do not judge him or her. Actually each person has their own advantages. Do not judge other actually include in polite moral value. It is important because if you want other people polite to you, so do not judge others as can as possible.

h. Love

Love is more important than money. The people work for get money to their family. Without love, there is no inspiring thing to ask the people work and do something. Having love is important because human are very sociable and have close relationships with other

i. Responsible

Responsible is having control and authority over something or someone and the duty of taking care. The people who being the responsible person be able to become a leader because responsible people always try to keep thing simple and maintain good relationships with others. The responsibility is important because can make someone more powerful to show their identity.

j. Polite

Polite is so important when the people communicating with others. If one of them not polite, so the communication will not match and there are many misunderstanding in that communication.

Based on the explanation above, the researcher found that from Beauty and The Beast movie, the people can learn about several moral values such as bravery, honesty, helping others, do not judge other by their appearances and many more. This movie also important because show the moral values that can be learned and taught how to be a good people and have a good attitude from children to adult in daily life.

B. DISCUSSION

In this part, the researcher discussed about the data that have been found in the movie. The data were about the moral values found in beauty and the beast movie and the important of moral values that can be learned from this movie.

The result of this study that the researcher found there are 10 moral values that shown in beauty and the beast movie. There are six moral values by Linda and Eyre (1997 as cited in Setiawan 2014). They were bravery, sincerity, honesty, love, self-confidence and strong belief. The researcher also found 4 moral values that shown in this movie, such as responsible, helping others, polite and judging others (Taylor and Halstead as cited in Ashari, 2004). The researcher found judging moral values in the movie. It means that express a bad opinion of someone's behavior because think that you are better than them (Taylor and Halstead as cited in Setiawan 2014). Beside it, there is another argument about judging and it can be as hatred (Fajar, 2017).

The important of moral values that can be learned from this movie is used the theory by Linda and Eyre (1997 as cited in Setiawan, 2014). The first important of moral value that can be learned was talking about bravery. Bravery is important because people need bravery to face our fears and overcome the obstacles in our life. . It can conclude that bravery in the movie is important and good for people to learn how to be brave on their life. The

second was about honesty. Honesty is important in life because without honesty there is no foundation for enjoyable the relationship in any context. Being honest also can improve the relationship and save us from live lie. The third was about self-confidence. . Self-confidence is important because people need to be confident in doing a variety of things for the totality of us in doing something. The fourth was about help others in need. Help other in need is so important because humans are social creatures who always need help from others. The fifth was about strong belief. Strong belief is important because it can be the proof for someone that has trusted him or her. The sixth was about sincerity. Sincerity is important because it can helps to create or build trust to other people. The seventh was about does not judge other only by their appearances. Actually each person has their own advantages. Do not judge other actually include in polite moral value. It is important because if you want other people polite to you, so do not judge others as can as possible. The eighth was about love. Having love is important because human are very sociable and have close relationships with other. The ninth was about responsible. The responsibility is important because can make someone more powerful to show their identity. And the last was about polite. Polite is so important when the people communicating with others. If one of them not polite, so the communication will not match and there are many misunderstanding in that communication.

The researcher compared this research with other research that related each other. The researcher used a research from Syarif Anshari (UIN Antasari

Banjarmasin, 2015) entitled “The Analysis of the Moral Values in the First Series of Narnia Movie *The Lion, The Witch and The Wardrobe*” as the comparison in this research because the research problem’s in this research almost same. The research problem’s in his research is (1) what are the moral values found in *The Lion, The Witch and The Wardrobe* movie? (2) how the moral values in *The Lion, The Witch and The Wardrobe* applied for moral education? While in this research, there are two research problems, such as (1) what moral values are found in “Beauty and The Beast” movie? (2) why moral values from this movie are important to learn?

The following research is from Ibnu Sina Irvany Setiawan (STAIN Salatiga, 2014) entitled “*An Analysis of Moral Values as seen in “Rise of The Guardians” Movie*”, he also used Linda and Eyre’s theory on his research, but he used another movie as his object. He analyzed the moral values in “Rise of The Guardians” movie and reveal the socio cultural background used in the movie. Almost same with this study, but this study analyzed the moral values that found and the important of moral values that can be learned in Beauty and The Beast movie In this research, the researcher also uses Oxford dictionary to analyze the moral values that are found in Beauty and The Beast Movie.