

CHAPTER I

INTRODUCTION

This chapter consist of background of study, statement of the research problem, objective of the research, significance of the research, scope and limitation of the research and definition of key terms.

A. Background of The Study

Literary work is creative ideas about human thought and delivered into a media. Literature also can be defined as combination between arts and chain of words. According to Hornby (2005) literature is piece of writing valued as work of art compared to technical language. Literature urges the people to read and imagine about things which describe from artistic written in same time. Literature includes the writing experimented result within language form to produce creative images or ideas that involve the readers' imagination deliberately and creatively (Goodman, 2001). The main of generic literary work divided to three types, there are poetry/poem, novel, and drama/movie. The definition of poem and novel consist of written text only or sometimes adding piece of picture, meanwhile movie is more complete than them because it is a media using stop motion visual and sounds to tells story. Hornby (2005) mentioned that movie or film is a series moving pictures recorded with sounds that tells a story.

One of the kinds literature is movie. Movie is mass medium consist of sounds, motion pictures, and a story which adds by character, plot, settings, and theme, and dialogue inside. Besides that, movie also the medium for carrying on the message to audiences. According to Hornby (2005) film or movie is a series moving pictures recorded with sound that tells a story. Meanwhile Merriam Webster (2012) mentioned that film also

called as movie or motion pictures. Movie is a recording of moving images that tells a story and that people watch on a screen or television.

There are many kinds of movie such as comedy, drama, animation, science-fiction, thriller and documentary, these kind of movie called genres. A short definition about genres is a term for sorting the movie based on the story line. Some of audiences watch the movie by take long time based on the story line and most genres favorite in the movie they watched, it can influence or create an attitude in their daily life because movie is a tool to deliver message to audiences. Generally, if they watch the movie which have bad values, usually they will have a bad attitude in their daily life. Moreover, if they watch the movie which contain good message, it will have a good attitude in their daily life, because basically the human will imitate what they look or what they watch then implementing in their life.

Movie always gives an influences and formed society's cultural thoughts based on the messages inside. Movie has become an audio visual communication medium which enjoyed by society of all ages and social backgrounds, it makes the writer assumes that movie have potentially to affects audiences. Based on studied about the impact of changes in young people's attitude after watching movie, the result shows that

differences in attitudes before watching movie are probably causes of differences of effectiveness of the film's impact (Kubrak, 2020). It means that movie gives the effect and create a new attitude toward audiences.

Movie gives the impact enough for every audience, either that is positive impact or negative impact. Through the messages or moral values inside, it able to changes or even formed the audience's characteristic. Moral value is one of important things in the movie. Moral value is a message or a lesson to be learned from the story or event. Hurlock (2002) states that Moral behavior controlled by moral concepts-the rules of behavior which the members of a culture have become accustomed and which determine the expected behavior pattern of all group members. In other words, moral value is the lesson taught by a fable, an event, or a story. Moral value is one of main element in the movie making. For the audiences, a moral value also become one of important things to choose the movie they watch. Because, it can influence an attitude the people. However, the movie should contain a good message.

One of movie title with good moral messages is "*Searching*" movie. "*Searching*" released by Sony Pictures and directed by Aneesh Chaganty. This movie talks about a father looking for a missing daughter through media social. In San Jose, California, David Kim looks through old photographs and videos of his daughter Margot and his late wife Pamela, who died from lymphoma nearly two years earlier, after which David and Margot became distant. One night, Margot goes to friend's house for her study-group. The next morning, David is unable to reach Margot but assumes she has risen early to go to school. Later, he calls Margot's piano instructor, but is informed that Margot had cancelled her lesson six months ago. Realizing that Margot is missing, he called polices to found Margot, but the result was nothing. At the end story, David found his daughter through Margot's social media.

The reason why researcher chooses this movie to be discussed in this study because this movie uses easy language and the story made touching of the kinds moral values. This movie also appreciated from audiences and movie reviewer. Based on the official website of Internet Movies Database (IMDb), “*Searching*” movie received a rating score of 7,6/10 or about 35% IMDb users gave it 8 scores. In other words, this movie successfully attracted attention from audiences.

The previous studies conducted by Maulida Humaira (2018) on her thesis at Ar-Raniry State Islamic University of Banda Aceh Darussalam with the title “An Analysis of Moral Values in *Zootopia* Movie”. This research design used descriptive qualitative method with data analysis approach. The data sources for this analysis are two data, the primary research source is the video of *Zootopia* movie and the secondary source of data is the subtitle’s movie. The result of the study showed there was found some moral values such as respect, responsibility, justice, tolerance, wisdom, helping each other, altruism, cooperation, courage, and confidence.

The next previous study was conducted by Selvy Dwi Suryati (2018) on her thesis at Raden Intan State Islamic University of Lampung entitled “An Analysis Educational Value in ‘*Life of Pi*’ Movie”. The method she used was descriptive qualitative method and technique to collect data she used was observation and documentation. This result of research showed she found some many educational values in the “*Life of Pi*” movie, there are grateful, respect, never give up, peace, loyal, diligent, and purity. The researcher also assumed the one of benefit to watching this movie was “*Life of Pi*” movie as medium of education and source of inspiration.

The last previous study was conducted by Siti Munawaroh (2016) on her thesis at State Islamic Institute of Tulungagung with the title “An Analysis Values Found in The *Pirate Fairy* Movie”. This research design used library research or content analysis with

descriptive qualitative approach and technique to data collect was documentation method. The result of the study showed that she found kinds of moral values such as open mind, active, brave, cheerful, ambitious and good helper. Thus, the researcher concludes that “Pirate Fairy Movie” was movie with a full social values and educational values. From the third previous studies, there was found some weakness which inappropriate between the title and the results of data. Furthermore, in this research the researcher intention in order to find out kinds of moral values which are used in the movie “Searching” in their dialogue.

This paper dealing on analysis of moral values in “*Searching*” movie. The writer hopes this study capable in emphasize the important of moral values to the readers or audiences. Therefore, based on the explanation above, the writer is going to conduct a research about the moral values in “*Searching*” under the title “**AN ANALYSIS OF MORAL VALUES IN *SEARCHING* MOVIE**”.

B. Statement of Research Problem

Based on the background of study, the researcher wants to figure out the following problems:

1. What are types of moral values found in “*Searching*” movie?
2. What are the most dominant types of moral values found in “*Searching*” movie?

C. Objective of The Research

Based on the problems of the research, the objectives of the research are presented below:

1. To find out types of moral values found in “*Searching*” movie.
2. To find out the most dominant types of moral values found in “*Searching*” movie.

D. Significance of The Research

This research activity is significantly carry out for the following needs and the researcher hopes the result of the study are expected to give contribution for the reader, especially:

1. The reader

For the reader, the result of study could motivate the reader to watch the movie.

Moreover, the reader gets the moral values in the movie and would rather to put on it in their daily life. In addition, either the reader or the viewer knows about what to make movie interesting.

2. The next researchers

The result of the study could be used as a source for other researcher to conduct a further research dealing with the moral values in “Searching” movie.

E. The Scope and Limitation of the Research

The scope of the research is the moral values in “Searching” movie. Furthermore, the researcher just analyze the moral values found in this movie through the video and subtitle’s movie. To make it more detail, the researcher limits this research on sentences and utterances consist moral values.

F. Definition of Key Terms

There are some terms need to be defined easier. The definition of key terms are as follows:

1. Moral Value

Moral value is a standard human behavior that reflected about positive or negative act. Linda and Eyre (1997) mentioned that moral values are the result of valuing process of comprehension implementing of God and humanity values in life. Therefore, these values will guide human knowledge and creativity appropriately. It means, a human has different moral values with others. They have been passing a long journey in their life, such as they were met others people with different culture and moral value backgrounds. This process made them classified and determined which bad moral or positive moral for themselves. They make moral values as a benchmark or primary belief in themselves as a guide to living for themselves, especially in life with society.

2. Movie

Movie can be defined as two terms. The first, movie or film is a thin membrane made in celluloid to place positive paper images which will be played in theaters. The second, movie as a live picture story recorded. Movie is form entertainment that gives visualization by a sequence of image continuous movement. According to Merriam-Webster (2012) movie is a recording of moving images that tells a story and people watch on a screen or television. The story line formed into scenario and re-written into the films script. The story comes from novels, books, the event or the phenomenon society for example “Searching” movie.

“Searching” is one of mystery thriller film directed by Aneesh Chaganty released on January 21st 2018. In his feature debut and written with his partner Sev Ohanian. This whole set story entirely on computer screens and smartphones, the film follows a David Cho as father trying to find his missing 16-years-old-daughter Michelle La as Margot Kim with the help Debra Messing as police detective. This movie is the first mainstream Hollywood thriller headline by an Asian-American actor.