

CHAPTER I

INTRODUCTION

In this chapter, the researcher explains the introduction. There are about background of the study, formulation of research problems, objectives of the study, significance of the study, scope and limitation of the study, definition of key terms.

A. Background of the Study

Humans use language as a tool to communicate, express ideas, and interact with others. Humans used to express it verbally or in writing. Along with the times, humans use language not only to communicate with each other but can also be used to convey feelings and values that humans want to convey in any form. In this modern era, watching movies is common in everyday life for some people. People watch movies for different purposes, such as getting information, spending free time, increasing knowledge, learning foreign languages, and more. The movie is a medium of visual and sound communication. Along with the development of the internet and smartphone technology, people can easily watch movies anywhere, anytime.

Mass media has the function of informing, educating, and entertaining. Therefore, movies are for entertainment and have become exciting programs in this modern era, especially in education. From this function, the teacher can use mass media as a means of education. The message in the movie is not only to entertain but also to educate. The movie is one of the literary works used to convey education

because it also has educational values that can be learned and used as an exciting learning medium.

Movies express several ideas using dialogue, action, and visual elements (facial expressions, customs, sets, etc.) to help communicate meaning in the movie. Activities in movies can also promote exciting ways to motivate language learners and teachers (Nurhayati, 2016). Harmer (2007: 308), states that movies can offer assistance to know the dialect utilized, choose up different cross-cultural clues, permit everybody to enter the entire run of other universes of communication, counting directing behavior in society.

Watching movies has become a basic requirement, indeed a lifestyle. Movies can impact individuals because people can educate moral, social, educational, cultural values and others in movies. Movies are inspired by real-life, so people can inspire by movies and imitate them.

Based on the impact of media on people's lifestyles. Here the researcher takes a movie about Ken Carter's biography entitled "Coach Carter," directed by Thomas Carter in 2005. This movie tells about the real Life of Richmond High School Basketball coach Ken Carter. This movie tells about the weaknesses in the academic field of students who play basketball. Richmond High School is known for its naughty students, and few can go on to university. Therefore, he is determined to change all that by enabling his students to continue playing basketball to improve their academic grades. From this, we can know that movie is exciting and has many benefits. Coach Carter's character as the main character can make the audience take many lessons in this movie and motivate the audience.

Some previous studies focus on educational value in the movie the first Saputra (2012) with the thesis title An Analysis of Educational Values in “Ranah 3 Warna” Novel. This research has similarities in examining educational value. However, it is different in object research and focuses on the novel's intrinsic literary elements entitled Ranah 3 Warna. The second is from Mukarromah (2019) with a thesis entitled An Analysis of Character Educational Values In “Zootopia” Movie Script. Although the same study focuses on educational value in movies, the topic is different. Namely, movies are analyzed based on the character of the Zootopia movie.

Another study from Suryati (2019) with a thesis entitled An Analysis Of Educational Values In “Life Of Pi” Movie. The study focuses on the educational value of the movie. The movie is analyzed differently, namely Life of Pi movie. The last one is Arianty (2016), with a thesis entitled Analysis of Setting and Educational Values Based On “Brave” Animation Movie. The study focuses on the educational value and setting in the movie. The topic is different. Namely, the movie is analyzed based on the setting in Brave movie.

Movies can be adapted from true stories, which provide a lot of motivation and inspiration. To develop people's motivation in learning English, watching movies is an exciting medium and can also be introduced to students about educational values. This study aims to determine the educational value of the Coach Carter movie. Coach Carter movie is an exciting movie that also has educational value. In addition, this movie has a high rating, demand by the audience, and many values such as moral values and educational values. In addition, there is no previous

research on educational values in the Coach Charter movie. In this way, language learning will be more fun because movies are an exciting learning medium and can also introduce to the public that movies have educational values.

Based on the explanation above, comparable studies on the movie have been carried out, but they have a diverse focus and diverse movies. In this case, research on the value of education in the Coach Carter Movie. Therefore, researchers are interested in examining the educational value in the title "Educational Values in Coach Carter Movie."

B. Formulation of Research Problems

The problems are related to the study on educational value in the Coach Carter movie. The researcher problems as follows:

1. What are the educational values found in Coach Carter movie?
2. How are the educational values presented in Coach Carter movie?

C. Objectives of the Study

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

1. To analyze educational values find in Coach Carter movie.
2. To describe the educational values presented in Coach Carter movie.

D. Significances of the Study

1. Theoretical

This study can give a contribution to increasing knowledge and more understanding about educational value. The researcher hopes that this research can give information and knowledge to the reader about value in every movie.

2. Practically

a. The Students

This study aims to provide one learning reference, especially in the term educational value that can find within the movie.

b. The Teacher

This study aims to be extra data and instrument for educating Literature.

c. Other Researcher

This study can be a motivation to other researchers who are intrigued to conduct a study approximately educational values in movie. This study can be secondary information to the other analysts curious about examining educational values in movies.

E. Scope and Limitation of the Study

In this study, the researcher analyzes the educational value in the movie, and this study focus on the dialogue between one actor, both in main and supporting actor. The researcher used the *Coach Carter Movie*. Then the researcher analyzed the educational value of this movie.

F. Definition of key terms

To understanding, the analyst needs to clarify the meaning briefly. It consists of a few primary terms which are necessary to clarify. Such as:

1. Educational Value

The value of education is the cultivation and development of values in a person. According to Mubarok (2008), the value of education is assistance to

students to realize and experience values and place them as an integral part of their whole life. Educational values are the result of the process of appreciating the understanding and application of values in life. So, these values will direct people to extend information and imagination.

2. Movie

According to Baskin (2003: 4), a movie is one of the mass communication media featuring moving pictures with a storyline played by the actors produced to convey a message to the audience.

3. Coach Carter Movie

Coach Carter is an American biographical youth sports show movie released January 14th, 2005, by MTV Movies Tollin/Robbins Productions featuring Samuel L. Jackson and coordinated by Thomas Carter. This movie takes from the genuine story of Richmond Tall School ball coach Insight Carter as who seem alter his undefeated high school ball group due to his already poor academic results for the way better, which is utilized as a movie to motivate the audience.