

CHAPTER I

INTRODUCTION

This chapter present the background of the study, identification of the problems, limitation of the problem, the statement of the problem, the objectives of the research, the significance of the research, definition of key terms, scope and limitation of the research and the review of previous study.

A. Background of the Research

Human being is a social creature which means that they do an interaction with each other, it means that human hold a communication. In order to do a communication, human need a medium. One of the medium in communication is language. According to Fromklin (2011: 3) with language, the people can express their ideas, wishes, thought, and desires. Based on that statemets, we can conclude that language is a necessary element in communication.

In globalization era people are borderless, it means that they can hold a communication easily even with others who lived in different country. Furthermore, with the development of technology the people can receive various contents such as song, e-book, movie, etc. Thus, beside to communicate, technology also become a facility to entertain and learning. In line with technology development, there are 3 kinds of media, those are audio, visual, and audio visual. Among those 3 various, audio visual has a good presentation, it will give advantages to attract and make easier to understanding. Audio visual means that media who use sense of vision and hearing, students can get more than

students learn by using media who only use one sense either vision or hearing (Arsyad 2003:9). One example of audio visual media is movie. As an audio visual content, movie should not only to entertain, but it must become media who contain an educational purpose as its function. The message carried on the movie should contribute in educational world and build the viewer's character.

Nowadays, so many movies have been produced. The impact of that massive produced, movies have several way to display, such as in theatre, from Internet, even when people staying at home by watching their television or gadget. Because of the convenience, the people can watch it easily, so the viewer must choose suitable content based on the category. According to Gumay (2016), the impact of movie's content influences teenagers attitude, even they imitate the scene from the movie itself whether that is good or not, so they have to choose it appropriately because it can be influence their mind.

The impact of movies can make movies or films to use as media to communicate a message to public. The public communication is aim to make the audience or public understand a message conveyed (Cangara, 2005). The public or audience can make a respond based on the message conveyed (McQuali, 2010). Based on this reason, a good message or value should contain in Film. The Spiderman 2 movie used nine educational values there are optimist, bravery, never give up, respect, care, confident, motivation, responsibility, and sacrifice (Elfarissyah, 2017). Aligned with Spiderman 2, in the Life of Pi movie have never give up, grateful, religious, peace, loyalty, diligent, purity, and respect (Selvy, 2018).

Educational value in film or movies is education in the concerned with the development of the total personality of the individual intellectual, social, emotional, aesthetic moral, and spiritual (Mardewi, 2020). A great value on movies can make a development of audience physical or psychological (Sharjeed, 2016). However not all message have a positive development, sometimes the audience respond opposite with the aim off the value (Nurwawan, 2015). The difficulties or occurs because of different of culture, the audience comprehension to understand the value, and the lack of audience interest (Welietta, 2008).

Based on this case, with a movie titled *The Peanut Butter Falcon*, the researcher wants to analyzed educational value which is contained on this movie. Some relevant researches about analysis of educational value from a movie which is proved that movie also contribute in education. First, a research from Kusmayati (2017) entitled *Educational Values Found in the 3 Idiots Movie* Directed by Rajkumar Hirani. This study prove that *3 Idiots* movie contain 10 from 18 values stated by KEMENDIKNAS. Then, the research from Suryati (2018) entitled *An Analysis of Educational Values in Life of PI Movie*. The result of her research is about the important of never give up in studying, peaceful and religiousity value. Maratussolikah (2015), *Educational Values in The Karate Kid Movie*. The result, she found 8 of 18 educational values stated. The last study is from Wiyoso (2019) entitled *Educational Value in the Shawshank Redemption Movie* Directed by Frank Darabont. It gained 9 of 18 educational values. From those previous studies, even though there are many

similar research conducted from a movie in order to analyze educational value, but it has difference result.

From the previous studies above, there are some similar studies about identify and describe the educational value in movie. However, the in this research have a criteria because not all of educational value have a similar result or respond with it. The value that analyzed should refers or contain a Indonesian culuture, there are religious, unity and humanity, and nationality. Based on the discussion above, the researcher has an interest to analyze educational value from a movie, so he will conduct a research entitled “An Analysis Of Educational Value In The Peanut Butter Falcon Movie.”

B. The Formulation of the Research Question

Based from the background of the study, the statement of the problems in this study are :

1. What are educational value found in “The Peanut Butter Falcon” movie?.
2. Which educational value is the most dominant in “The Peanut Butter Falcon” movie?

C. The Objectives of the Research

The objectives of the problem are :

1. To find out what are the educational value contained in “The Peanut Butter Falcon” movie.
2. To find out the dominant educational value from “The Peanut Buttter Falcon” movie.

D. The Significance of The Research

Based on the result of educational values have a similar purpose that is make the audience understand the good norm to each other (social), God (religious), and homeland (nasionalism), the significance of this study is aimed for the students, the teachers and the other researchers.

For the students, this study is aimed to create a valuable lesson for them to become a good students that have good interaction with other, religious, and have nasionalism. For the teachers, it can be a reference about how they teach their students way to be a good social, religious, and nasionalism by using a movie. In addition, for the other researchers, this research can be a secondary data, refrence and inspiration to conduct a research about analyzing educational value from movies. Thus, if more movies that have been analyzed, it means that more values are gotten and hopefully it will be applied in education.

E. Defiition of Key Terms

1. Educational Value

According to Oxford Dictionary, value is a beliefs about what is right and wrong and what is important in life. Educational values are something (as principle quality or entity) intrinsically valuable or desirable into human being (Naquip, 1991: 8). While, educational value is education that considers an object from the beauty point of view, personal desire, and ethics that appreciates true or false in a personal relationship.

2. Movie

According to oxford dictionary, movie is a series of moving pictures recorded with sound that tells a story, watched at a movie theater or on a television or other device. According to chapter I (UU Republik Indonesia Tentang Perfilman No.33 Tahun 2009) movie is a work of cultural art which is a social regulation and mass communication media made based on cinematographic principles with sound or not and can be displayed.

F. Scope and Limitation of the Research

In order to avoid confusion, extension of understanding and deviation from the purpose of the study, the researcher give the scope and limitation of the research. The scope of this study is Peanut Butter Falcon Movie. Then it is cover educational values in Indonesia. In order to make this study more focus, it is limited to 18 educational values stated by KEMENDIKNAS, those are religiosity, honesty, tolerance, discipline, hard working, creativity, independent, democratic, curiosity, national spirit, patriotism, appreciating achievement, friendly, peaceful, like to read, environmental care, sociality and the last is responsibility. The weakness of the limitations is the result depended only limit with the KEMENDIKNAS limiatation value or an other educational value can not covered in this research result