

CHAPTER IV

DATA FINDING AND PRESENTATION

This chapter presents data findings and analysis of the study referring to the research questions being addressed. The findings related to the character education values found and the explication of the character education values reflected through the utterance of the figures in *Coco Movie*.

A. Character Education Values Found in *Coco Movie*

In this part, the researcher has obtained the result of the research. After conducting the document analysis by watching, reading, understanding, and analyzing the whole of *Coco* movie and the *Coco* movie script using the kind of character education values state by The Ministry of Education and Culture in the law No. 20, 2018 article 2, section 2. The 18 values sourced from religion, Pancasila, culture and educational purposes. Those are religious, honest, tolerant, discipline, work hard/ perseverance, creative, independent, democratic, curious, nationalism, patriotism, appreciative, friendly/communicative, love peace, like to read, environmental awareness, social awareness, and responsibility.

Based on the document analysis conducted by the researcher, 42 data reflected the character education values. Then from 42 data found in *Coco Movie* contained 15 character education values. Those are religious, honest, tolerant, discipline, work hard/perseverance, creative, independent, democratic, curious, patriotic, appreciative, friendly/communicative, love peaceful, social awareness,

and responsible. While there are 3 character education values that have not been reflected in *Coco Movie*, those are nationalism, like to read and environmental awareness. The data appeared and elucidated in sub-chapter below:

1. Appreciating Achievement

Appreciating Achievement means an attitude or act of confessing, considering, and respecting what other people achieved. These are the nine utterances contain the value of appreciating achievement :

Table.4.1. Table of Appreciating Achievement in *Coco Movie*

No	Time	Figure	Dialog/Narration/Utterance	Value
1.	00:47:23,53 - 00:47:25,43	Ernesto De La Cruz	...The greatest musician of all time.	Appreciation
2.	00:12:00,49 - 00:12:33,91	Miguel	He crawls to the far side of the attic where he's built his own ofrenda to Ernesto de la Cruz.	Appreciation
3.	00:04:00,87 - 00:04:02,30	Miguel	He switches on a beat-up old TV and pushes a tape into the VCR, "Best of de la Cruz" scrawled on the spine.	Appreciation
4.	00:39:39,64 - 00:39:43,84	Frida	Inspired! (leaning in) You... you have the spirit of an artist!	Appreciation
5.	00:51:58,92 - 00:52:13,35	Miguel & Hector	Miguel : Not bad for a dead guy! Hector : You're not so bad yourself, gordito! Eso!	Appreciation

6.	00:52:56,11 - 00:53:08,86	Hector	The audience erupts into applause! Miguel smiles, soaking at the moment.	Appreciation
7.	00:52:56,11 - 00:53:08,86	Miguel	Hey, you did good! I'm so proud of you! Eso!	Appreciation
8.	01:27:21,89 - 01:27:23,70	Miguel	Miguel : Good boy, Dante .	Appreciation
9.	01:35:02,99 - 01:35:25,23	People	<p>Tour Guide: And right over here, one of Santa Cecilia's greatest treasures...</p> <p>IN RIVERA WORKSHOP</p> <p>The tour guide stands in front of the Rivera shoe shop. Tourists crowd in, taking pictures of the skull guitar and framed letters Héctor wrote to Coco.</p> <p>Tour Guide: The home of the esteemed songwriter Héctor Rivera!</p> <p>The letters Héctor wrote home for his daughter Coco contain the lyrics for all of your favorite songs, not just "Remember Me".</p>	Appreciation

Datum 1 of Appreciating Achievement

Context : In the opening part of the movie, Miguel tells the story about his family.

One of the stories was about the fact that his family hates music so much. But that is different with Miguel, he loves music very much. He told that it is not his fault, but it is the fault of Ernesto De La Cruz. Along with Miguel telling his story, he was walking into Mariachi Plaza. Then he approaches a statue of a handsome musician at the heart of the plaza, he is Ernesto De La Cruz. Miguel introduced him to us.

Table.4.1.1. Table of Datum 1 of Appreciating Achievement

FIGURE	UTTERANCE
Miguel	I know I'm not supposed to love music --
Miguel	but it's not my fault!
Miguel	It's him: Ernesto de la Cruz...
Miguel	...The greatest musician of all time.

From that monolog, the researcher got the values of appreciating achievement from Miguel. It was reflected in the monolog “**... the greatest musician of all time**”. Miguel told about himself, that he was not allowed to close, know, or learn about music. But the reality proved that Miguel loves music. Then with full of spirit, Miguel introduced Ernesto De La Cruz that he is the greatest musician in the world. This monolog shows that Miguel was confessing and respecting Ernesto De La Cruz and decided him as his role model. So that the researcher as one of the audience can felt how proud Miguel to Ernesto De La Cruz by confessing his presentation to the audience around the world.

Datum 2 of Appreciating Achievement

Context : Miguel was preparing his guitar to join the talent show in Mariachi Plaza. He was practicing in front of many things that were organized in his hiding room.

Table.4.1.2. Table of Datum 2 of Appreciating Achievement

Figure	Utterance
Miguel	<i>He crawls to the far side of the attic where he's built his own ofrenda to Ernesto de la Cruz. Posters, candles, and songbooks are arranged with care. Miguel lights the candles with reverence, illuminating an album cover of de la Cruz holding his skull guitar.</i>

From the utterance of Miguel above, the researcher got the value of appreciating achievement. The utterance “**...built his own ofrenda to Ernesto de la Cruz. Posters, candles, and songbooks are arranged with care. Miguel lights the candles with reverence, illuminating an album cover of de la Cruz holding his skull guitar**” shows the way Miguel appreciating his role model, Ernesto De La Cruz. He built a mini ofrenda of Ernesto De La Cruz in his hiding room and organized many things about Ernesto like a poster, songbook, etc. Even, he put a candle so that will look like a real ofrenda.

Datum 3 of Appreciating Achievement

Context : While practicing guitar, he pushes a tape to the DVD player. And he watched the movie of Ernesto De La Cruz. Then he suddenly crawls.

Table.4.1.3. Table of Datum 3 of Appreciating Achievement

Figure	Utterance
Miguel	Best of de la Cruz

Based on this short utterance from Miguel, the researcher got the value of appreciating achievement. He crawls that De La Cruz is the best one. It shows that Miguel was confessed the acting skill of Ernesto De La Cruz.

Datum 4 of Appreciating Achievement

Context : Miguel and Hector tried to go to the place where Ernesto De La Cruz does his rehearsal. They go to that place to meet Ernesto De La Cruz as Miguel needs to meet him and get his blessing to go back to the world of the living. There they met Frida, a fashion and stage stylist for the concert of Ernesto De La Cruz which will be held that night. In the rehearsal area, Frida invited Miguel to view the rehearsal space. Miguel follows her with pleasure. Then he sits on a chair and sees the rehearsal. After half of the rehearsal, Frida ask a comment or suggestion from Miguel. Miguel give her some suggestions on the music part, she tried the suggestion and she likes it. After hearing that suggestion, she got another inspiration for the stage and it makes her so happy and excited.

Table.4.1.4. Table of Datum 4 of Appreciating Achievement

Figure	Utterance
Frida Kahlo	Inspired!
Frida Kahlo	You... you have the spirit of an artist!

From the piece of the dialog above, the researcher got the value of appreciating achievement. It showed on the utterance “**You have the spirit of an artist!**”. Frida praises the suggestions from Miguel because they succeed in inspiring her in arranging the opening stage for Ernesto De La Cruz. So that it makes her more excited in preparing the concert. Then, she considering and confessing the talent from Miguel spontaneously. She considered that Miguel is talented in art.

Datum 5 of Appreciating Achievement

Context : Still, in the journey of Miguel to find Ernesto De La Cruz, Miguel tried another way. He would join in a music competition because the prize for the winner of that competition is an invitation to watch the big concert of Ernesto De La Cruz. After succeeded to get a guitar Miguel was joining the competition, before his turns, Miguel and Hector were practicing on the backstage. Until suddenly the *MC* calls his name. Then Miguel rush to the stage, but he was too nervous to go up off the stage. Fortunately, Hector can send him up to the stage. On the stage, Miguel was shakes of his nerves, do deep exhale, and finally starting his performance. The audience seems to enjoy his performance then he becomes more excited to give his best performance. Then, Dante grabs Hector to the stage to join the performance, and he dances around Miguel.

Table.4.1.5. Table of Datum 5 of Appreciating Achievement

Figure	Utterance
Miguel	Not bad for a dead guy!
Hector	You're not so bad yourself, gordito! Eso!

From that dialog, the researcher found the value of appreciating achievement. It showed on the utterance of Miguel “**Not bad for a dead guy!**” and Hector “**You're not so bad**” During the performance from Miguel, Hector joining to the stage and dance with Miguel. While singing and dancing, both Miguel and Hector were complimenting each other. Miguel was complimenting Hector’s dance skill and Hector compliments Miguel’s first performance. They did it to appreciate each other.

Datum 6 of Appreciating Achievement

Context : Both Miguel and Hector finishing the performance in a talent show which held in the world of the death. They were smiling with full of pride and the audience seems to enjoy their performance.

Table. 4.1.6. Table of Datum 6 of Appreciating Achievement

Figure	Utterance
Audiences	<i>The audience erupts into applause!</i>

Based on the utterance of the audience which **gives a lot of applause for the performance of Miguel and Hector**. The researcher got the value of appreciating achievement. The audience gives them applause as they were enjoying the performance. Also as the form of appreciating their best performance.

Datum 7 of Appreciating Achievement

Context : While enjoying the applause from the audience and with full of satisfaction. Hector was praising the first performance of Miguel was amazing.

Table.4.1.7. Table of Datum 7 of Appreciating Achievement

Figure	Utterance
Hector	Hey, you did good!
Hector	I'm proud of you! Eso!

Based on what Hector said to Miguel it shows the value of appreciating achievement. The sentence “**I'm proud of you!**” was said to be a form of praise through the first performance of Miguel. Hector was never expected that Miguel has an ability in music and performed this best performance which loved by the audience.

Datum 8 of Appreciating Achievement

Context : Behind the stage of Ernesto De La Cruz’s Concert Miguel and his family try to get Hector’s photo back from Ernesto De La Cruz. Until De La Cruz was getting mad and pushed Miguel down from the town. Miguel fell from the tower, he flew. Then Dante tries to save him, but he can not. Because he was not strong enough to catch Miguel, while Miguel still flying and will fall soon. Fortunately, Pepita comes and catches Miguel before he falls. Pepita brought Miguel back to the top of the tower. Miguel was surrounded by his family.

Table.4.1.8. Table of Datum 8 of Appreciating Achievement

Figure	Utterance
Dante	<i>He follows Miguel's instruction</i>
Miguel	Good boy, Dante.

From the dialog above, the researcher found the value of appreciating achievement from Miguel. After he back to the top of the tower again and back to his family he did not forget Dante who was trying to save him before. He thanks

Dante by complimenting him as a good dog. This was done by Miguel because it was just the second time for Dante to flying. So that Miguel wants to make him happy.

Datum 9 of Appreciating Achievement

Context : The tour guide was guiding her tour participant walking around Santa Cecilia. The tour guide represents the Rivera workshop as one of the statues in Cecilia.

Table.4.1.9. Table of Datum 9 of Appreciating Achievement

Figure	Utterance
The Tour Guide	And right over here, one of Santa Cecilia's greatest treasures...
	The home of the esteemed songwriter Héctor Rivera!
	The letters Héctor wrote home for his daughter Coco contain the lyrics for all of your favorite songs, not just "Remember Me".

Based on what the tour guide said, it shows that at that moment the people in Santa Cecilia were proud of the presentation of Hector as the writer of the popular song which was loved by a lot of people around the world. This is proven with the building of a museum for all of the creation from Hector.

2. Creativity

Creativity refers to the ability in creating something. This is an attitude of thinking and doing something to produce away or new results from something that already exists. These are 7 utterances contain the value of creativity :

Table.4.2. Table of Creativity in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:01:56,31 - 00:02:10,19	Mama Imelda	She found a way to provide for her daughter...	Creativity
2.	00:11:45,75 - 00:11:50,47	Miguel	Miguel reveals a makeshift guitar, cobbled together from a beat up old soundboard and random other items.He takes a china marker and sketches a nose on what appears to be his own version of a skull guitarhead.	Creativity
3.	00:12:54,20 - 00:12:59,12	Miguel	As Miguel watches de la Cruz play guitar in the video,he repeats the melody on his own guitar.	Creativity
4.	00:35:21,71 - 00:35:21,71	Hector	Miguel sits on a wooden crate.Hector uses his thumb to smudge black and white shoe polish on the boy's face.	Creativity
5.	00:57:22,31 - 00:57:42,83	Miguel	Miguel is tossed out of the line. Miguel : Disculpen, señores... Band Leader : Hey guys, it's Poco Loco! Band Member #2: You were on fire tonight! Miguel : You too! Hey, musician to musician, I need a favor...	Creativity
6.	00:59:36,25 -	Miguel	The passionate words embolden Miguel.	Creativity

	01:00:00,82		Miguel takes a breath and throws out a grito as loud as he can. It echoes through the space, and party guests turn. The DJ fades the music. Garnering some attention, Miguel plays his guitar.	
7.	01:01:42,86 01:01:49,31	Hector	Yes, it is I. Frida Kahlo.	Creativity

Datum 1 of Creativity

Context : Miguel tells the story about his family, one of the topics was Mama Imelda, his great-great-grandmother. He tells about the fact that after his great-great-grandfather left his family Mama Imelda was struggling by herself. He tries to found a way to survive with her daughter.

Table.4.2.1. Table of Datum 1 of Creativity

Figure	Uttarance
Miguel	She found a way to provide for her daughter...
Miguel	She rolled up her sleeves and she learned to make shoes.

From the story told by Miguel about Mama Imelda above, the researcher found a value of creativity. It from the utterance that told by Miguel “**She found a way ...**”. The utterance shows that Mama Imelda can found a way to something. Here, she found her way to continue her life with her daughter. She tries to find a job so she can get the money and make her daughter proud. Without her idea, maybe Mama Imelda can not survive in their life.

Datum 2 of Creativity

Context : Miguel wants to join the skill competition which will be held in Mariachi Plaza, even though his family did not allow it. Then, Miguel takes his guitar to the top of the house, the place where he put many things about music especially the things about his role model, Ernesto De La Cruz.

Table.4.2.2. Table of Datum 2 of Creativity

Figure	Utterance
Miguel	<i>Miguel takes a china marker and sketches a nose on his guitar and he makes his own version of soul guitar head.</i>

From the utterance above, the researcher found a value of creativity. The utterance was from Miguel “Miguel takes **a china marker and sketches a nose on his guitar**”. He tries to look like his role model Ernesto De La Cruz while hoping that he can be as successful as Ernesto De La Cruz especially in his carrier. Then he found a way to make it happen. And his creativity makes it seems like he has the same guitar as his role model, Ernesto De La Cruz.

Datum 3 of Creativity

Context : Before going to the Mariachi Plaza, where the competition will be held. Miguel tried to exercise with his guitar at the top of his house. He grabs his guitar and starts his exercise.

Table.4.2.3. Table of Datum 3 of Creativity

Figure	Utterance
Miguel	As Miguel watches de la Cruz play guitar in the video, he repeats the melody on his guitar.

Based on the utterance from Miguel above “**he repeats the melody on his guitar**”, the researcher got the value of creativity. It shows that Miguel was creative. He learns guitar by himself and plays it perfectly just by watching Ernesto De La Cruz's video while he is playing his guitar. He is so creative because he can get the way to learn about something that he like between the opposition from his family.

Datum 4 of Creativity

Context : In the world of death, Miguel should be hidden during his journey to meet Ernesto De La Cruz. To help him, Hector was found a way to Miguel.

Table.4.2.4. Table of Datum 4 of Creativity

Figure	Uttarance
Miguel	<i>Miguel sits on a wooden crate.</i>
Hector	<i>Héctor uses his thumb to smudge black and white shoe polish on the boy'sface.</i>

Based on the utterance did by Hector to Miguel it shows the value of creativity. Hector was found a way to cover Miguel's real face so that the people in the world of death will not recognize him. This creative because Hector used this black and white shoe polish to make Miguel's face looks like a skull.

Datum 5 of Creativity

Context : Miguel went to the party of Ernesto De La Cruz by himself. He stopped by the security in front of the gate. He is thrown away and can not be entered into the tower. But then he finds a way to entering the tower.

Table.4.2.5. Table of Datum 5 of Creativity

Figure	Uttarance
Miguel	Disculpen, señores...
Band Leader	Hey guys, it's Poco Loco!
Band Member #2	You were on fire tonight!
Miguel	You too!
Miguel	Hey, musician to musician, I need a favor...

Based on the dialog that said by Miguel to the Musician “**Hey, musician to musician, I need a favor...**” indicates that Miguel was quickly found a way to solve his problem. At that moment he utilized the band which has an invitation to entering the party so that he has an idea to come in.

Datum 6 of Creativity

Context : Miguel was succeeded in entering the party, but he was in trouble to found Ernesto De La Cruz. But then he found a way to solve this problem.

Table.4.2.6. Table of Datum 6 of Creativity

Figure	Uttarance
Miguel	<i>He climbs a pillar to the landing of a grand staircase,</i>
	<i>he stands above the crowd.</i>
	<i>Miguel takes a breath and throws out a grito as loud as he can.</i>
	<i>Garnering some attention, Miguel plays his guitar.</i>

Based on the utterance above shows the value of creativity. Because at that moment he quickly found a way to solve his problem which is to easily found Ernesto De La Cruz among a lot of people at that party. He chooses to climb the pillar and sing above a lot of people at the party so that he can get the intention from Ernesto and meet him.

Datum 7 of Creativity

Context : Hector wants to follow Miguel in the party of Ernesto De La Cruz. He realized that if he comes to the party as Hector, he will not be admitted to entering the party. But, he has an idea to solve it.

Table.4.2.7. Table of Datum 7 of Creativity

Figure	Utterance
Crowd	Look, it's Frida!
Hector	Yes, it is I. Frida Kahlo.
Security Guard	It is an honor, señora!
Hector	<i>Gracias...</i>

The utterance act by Hector above shows the value of creativity. Here Hector has an idea disguised as Frida Kahlo one of the famous designers. It did because Hector knows that he will never be admitted to entering the party, but it will be different if he comes as Frida Kahlo. Everyone knows her, and she is an important person. He found the idea represents an attitude of creativity.

3. Perseverance

Perseverance or work hard refers to the attitude of showing an earnest effort on doing anything, including task, problem, assignment, etc. These are three utterance contain the value of perseverance :

Table.4.3. Table of Perseverance in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:07:06,05 - 00:07:16,16	Ernesto De La Cruz	Did de la Cruz become the world's best musician by hiding his sweet, sweet skills?	Perseverance

2.	00:13:44,58 - 00:13:51,29	Ernesto De La Cruz	DE LA CRUZ (FILM CLIP) I am done asking permission. When you see your moment you mustn't let it pass you by, you must seize it!	Perseverance
3.	00:18:54,86 - 00:19:06,05	Miguel	Miguel : Excuse me, can I borrow your guitar? Musician 1: Sorry, muchacho. Miguel : Do you guys have a spare guitar? I need a guitar, just for a little bit.	Perseverance

Datum 1 of Perseverance

Context : Miguel walks to Mariachi Plaza, as a daily activity he is going there to the shining shoe. That day he met a musician who wants to get shoe shining from Miguel. While Miguel scrubbing the shoe they talked and the musician plucks his guitar idly. Miguel tells the musician about how his family did not support him in music. Then the musician gives Miguel a suggestion, to be honest with his family and raise his dream.

Table.4.3.1. Table of Datum 1 of Perseverance

Figure	Uttarance
The Musician	You ARE a musician, no?
Miguel	I don't know.
	I mean... I only really play for myself--
The Musician	Did de la Cruz become the world's best musician by hiding his sweet, sweet skills?
	No! He walked out onto that plaza and he played out loud!

Based on the utterance from the musician above **“No! He walked out onto that plaza and he played out loud!”**, the researcher found the value of perseverance from Ernesto De La Cruz which was stated by the musician. The musician tried to ask Miguel to shows his talent in music. Because he knows, his dream to be a musician can not be achieved if he would not try to show his ability. The dream can be raised if we working hard and try our best to get it.

Datum 2 of Perseverance

Context : Miguel was practicing guitar while watching the movie of Ernesto De La Cruz. Then he pauses his practice and listens carefully to the dialog of Ernesto .

Table.4.3.2. Table of Datum 2 of Perseverance

Figure	Uttarance
Lola	But my father, he will never give his permission.
Ernesto De la Cruz	I am done asking permission.
	When you see your moment you mustn't let it pass you by, you must seizeit!

Based on the utterance from Ernesto De La Cruz through his movie, he said **“When you see your moment you mustn't let it pass you by, you must seize it!”** reflected the value of perseverance. From this, the viewer can know the way Ernesto can become successful because he was work hard to raise his dream. He teaches us how to maximize our effort in doing something.

Datum 3 of Perseverance

Context : Miguel leave his home and went to Mariachi plaza to join the talent competition. But, when he wants to register the committee refused him

because does not have any guitar. Before he could arrive in Mariachi plaza his guitar has been destructed by Abuelita who was angry with Miguel. Miguel tries to find a guitar.

Table.4.3.3. Table of Datum 3 of Perseverance

Figure	Uttarance
Miguel	<i>Miguel approaches any musician he can find.</i>
Miguel	Excuse me, can I borrow your guitar?
The Musician #1	Sorry, muchacho.
Miguel	You guys have a spare guitar?
Musician #2	No.
Miguel	I need a guitar, just for a little bit—
Musician #3	Get outta here, kid!

Based on the utterance act by Miguel above, the researcher found the value of perseverance, At that moment Miguel was trying to found someone who wants to borrow him a guitar so that he can join the competition. He walks around Mariachi plaza, asking from musician to the other musician. It shows his intense effort in doing something. So that the utterance reflecting the value of perseverance.

4. Love Peace

Love peace is an attitude or behavior which reflecting a peaceful atmosphere, safety, relax and comfortable in various things. These are three utterance contain the value of love peace :

Table.4.4. Table of Love Peace in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	01:05:15,97 -	Hector	Hector: Look, I don't want to fight about	Love Peace.

	01:05:26,43		it.I just want you to make it right.Miguel can put my photo up-	
2.	01:17:05,81 - 01:17:39,46	Miguel	I wasn't in there 'cause of Héctor. He was in there 'cause of me.He was just trying to get me home... I didn't wanna listen, but he was right... nothing is more important than family. Mamá Imelda looks at Héctor, shocked to hear the sentiment.Héctor should be on our ofrenda.He's part of our family--	Love Peace.
3.	01:18:16,28 - 01:18:23,54	Hector	This is my fault, not yours. (beat) I'm sorry, Imelda. Mamá Imelda, holding in her emotions, turns to Miguel.	Love Peace

Datum 1 of Love Peace

Context : After Miguel was succeeded in met Ernesto De La Cruz, he was surprised that Hector was following him. Unexpectedly, Hector goes to the tower on purpose to give his photo to Miguel, so Miguel can take it back to the world of the living. But, after Hector arrived at the top of the tower and found Miguel he also surprised because of Ernesto De La Cruz. At first, Hector did not care about it, he just wants to pass his main purpose. Hector was tried to give his photo to Miguel but Ernesto De La Cruz intercepts it. Ernesto takes the photo and does not give it back to Miguel or Hector. He wants to make Hector being forgotten. Then, Hector was getting mad and told the real story about Ernesto. He told that the famous song which sings by Ernesto was his song, he also told that in past they were playing music together.

Table.4.4.1. Table of Datum 1 of Love Peace

Figure	Utterance
De la Cruz	We made a great team but you died and I
	I only sang your songs because I wanted to keep a part of you alive.
Hector	Oh, how generous.
Miguel	You really did play together...
Hector	Look, I don't want to fight about it.
	I just want you to make it right.
	Miguel can put my photo up-
De la Cruz	Hector
Hector	And I can cross over the bridge. I can see my girl.

From the dialog above the researcher got the value of love peace. The value was gotten from Hector “**I don't want to fight about it**” who do not want to fight with Ernesto De La Cruz because of their past. He just wants to correct the miss communication before. But then he focused to talk with Miguel to bring his photo to the world of the living.

Datum 2 of Love Peace

Context : When Mama Imelda, Miguel, and Hector arrived at the top of a tower. She wants to scold Hector because she found Miguel with Hector inside the cliff. But, Miguel has avoided it. He explained what happened to them.

Table.4.4.2. Table of Datum 2 of Love Peace

Figure	Utterance
Mama Imelda	Mijo, I was so worried!
	Thank goodness we found you in time!
	And you!
	How many times must I turn you away?
Hector	Imelda—
Mama Imelda	I want nothing to do with you. Not in life, not in death!
	I spent decades protecting my family from your mistakes.
	He spends five minutes with you and I have to fish him out of asinkhole!

Miguel	I wasn't in there 'cause of Héctor.
	He was in there 'cause of me.
	He was just trying to get me home...
	I didn't wanna listen, but he was right... nothing is more important than family.

Based on what Miguel Did before, it shows that he does not like any fight. He has an attitude of love peace. He wants to avoid any fight. At that moment Mama Imelda wants to scold Hector which of course will cause a debate or fight. So, to avoid it Miguel explained to Mama Imelda about what happened for real. Mama Imelda was listened to Miguel and stopped her anger.

Datum 3 of Love Peace

Context : When they were gathered, Héctor's body suddenly shimmers, leaving him winded. It indicates that no one in the world of living remembers about him. So, at that moment he wants to maximize the time to make peace with Mama Imelda, he wants to go with any guilty.

Table 4.4.3. Table of Datum 3 of Love Peace

Figure	Utterance
Mama Imelda	She's forgetting you...
Miguel	You don't have to forgive him... But we shouldn't forget him.
Mama Imelda	I wanted to forget you.
	I wanted Coco to forget you too, but--
Hector	This is my fault, not yours. I'm sorry, Imelda.

Based on the utterance of Hector that say sorry to Mama Imelda to recognize all of his mistake toward her. This utterance shows the value of love peace. He wants to give any hatred to Mama Imelda again. He wants Mama Imelda to forgive him and both of them can live in peace.

5. Discipline

Discipline refers to the attitude which shows order and obedience towards many kinds of terms and rules. These are three utterances contain the value of discipline :

Table.4.5. Table of Discipline in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:04:00,87 - 00:04:02,30	Abuelita	Miguel idly blows into a glass soda bottle. Abuelita : No music!	Discipline
2.	00:09:14,28 - 00:09:20,38	Abuelita & Papa	Papa : If Abuelita says no more plaza, then no more plaza.	Discipline
3.	00:17:55,73 - 00:18:09,28	Abuelita	Abuelita : There.No guitar, no music.	Discipline

Datum 1 of Discipline

Context : When Abuelita adjusted the photo of her beloved Mama Imelda. Then she perked her ear at a hooting sound. She heard Miguel was idly blown into a glass soda bottle. And Abuelita takes the bottle away.

Table.4.5.1. Table of Datum 1 of Discipline

Figure	Utterance
Miguel	<i>Idly blown into a glass soda bottle</i>
Abuelita	No Music!

From the utterance” **No Music!**” above the researcher found a value of discipline. From the first Abuelita was hate Music because it becomes a tradition

for the Rivera family since Mama Imelda was still alive. So that Abuelita was always prohibited her family to close to music. Even though it just a little sound, she will throw it away, for example like this incident.

Datum 2 of Discipline

Context : After facing Miguel talking with a musician in the Mariachi plaza, Abuelita dragged him home. She scolds him and denounces it to his parent. After this incident Abuelita more forbid Miguel to visit Mariachi Plaza.

Table.4.5.2. Table of Datum 2 of Discipline

Figure	Utterance
Miguel	But the plaza's where all the foot traffic is.
Papa	If Abuelita says no more plaza, then no more plaza.

The utterance which acts by Papa above was reflecting the value of discipline. He wants Miguel to obey the rule from Abuelita. The rule from Abuelita can not be rejected. Every member of the Rivera family should admit it. This teaches the audience to always have an attitude that shows order and obedience toward the rule.

Datum 3 of Discipline

Context : Miguel wants to go to Mariachi plaza, he tried to leave the house slowly. But, suddenly Abuelita found him and knows that He want to go to Mariachi plaza with his guitar. She was angry with Miguel.

Table.4.5.3. Table of Datum 3 of Discipline

Figure	Utterance
Abuelita	You want to end up like that man? Forgotten?
	Left off your family's ofrenda?!
Miguel	I don't care if I'm on some stupid ofrenda!
Abuelita	<i>Gasps from the family. Abuelita's brow hardens. She lifts the guitar in the air.</i>

Miguel	No!
Papa	Mama!
Abuelita	<i>Abuelita smashes the guitar.</i>

from Abuelita to Miguel it shows the value of disciplines. She wants to keep the rules of the Rivera family which should avoid music. To prevent Miguel closer to music, with full of emotion Abuelita smashed the guitar and broke the guitar. Then she confirmed again to Miguel that no more music and instructed him to stop playing music.

6. Communicative

Communicative means friendly or kind. It refers to the attitude or behavior which open to others through communication so that created a good collaboration. These are three utterances contain the value of communicative :

Table.4.6. Table of Communicative in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:04:18,72 - 00:04:32,18	Woman & Miguel	Woman : Hola , Miguel! Miguel : Hola !	Communicative
2.	00:04:18,72 - 00:04:32,18	Street Vendor & Miguel	Miguel : Muchas gracias! Street Vendor : De nada, Miguel!	Communicative
3.	00:04:36,10 - 00:04:45,71	Miguel	Miguel : Hey, hey! Dante! Miguel holds the pan dulce over Dante's head.	Communicative

			Miguel : Sit.Down.Roll over.Shake. Fist bump.	
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Datum 1 of Communicative

Context : Miguel and his family gathering in their shoe shop, no music to be heard. Then Miguel grabbed his shine box and heads out of the shoe shop. Once outside Miguel make his way through the small town of Santa Cecilia.

Table.4.6.1. Table of Datum 1 of Communicative

Figure	Utterance
Woman	Hola, Miguel!
Miguel	Hola!

Based on the dialog above between Miguel and a woman in Santa Cecilia, the researcher found a value of communicative. When Miguel walk in front of the woman, she was pleased to say hi to Miguel first then Miguel also replied to her greetings well. It shows that Miguel and the woman have a good attitude in communication.

Datum 2 of Communicative

Context : Miguel and his family gathering in their shoe shop, no music to be heard. Then Miguel grabbed his shine box and heads out of the shoe shop. Once outside Miguel make his way through the small town of Santa Cecilia.

Table.4.6.2 Table of Datum 2 of Communicative

Figure	Utterance
Miguel	Muchas gracias!
Street Vendor	De nada, Miguel!

Based on the utterance from Miguel above its reflect the value of communicative. When he met a street vendor, he greets him. It shows that Miguel is friendly. He has an attitude that opens to others through communication.

Datum 3 of Communicative

Context : Miguel on his way to Mariachi plaza met a dog. He calls the dog, Dante. He tried to communicate with Dante.

Table.4.6.3. Table of Datum 3 of Communicative

Figure	Utterance
Miguel	Hey, hey! Dante!
	Sit.Down.Roll over. Shake. Fist bump.
Dante	Dante follows Miguel's instruction
Miguela	Good boy, Dante!

The utterance above shows the ability of Miguel in communicating with others. He can communicate with Dante and Dante allow the instruction from Miguel. So, that from this utterance the researcher found a value of communicative.

7. Honesty

Honesty means an attitude or behavior that reflecting similarity among knowledge, expression, and action which make people can be trusted. These are three utterances contain the value of honesty :

Table.4.7. Table of Honesty in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:06:49,60 - 00:06:58,64	Plaza Mariachi	Plaza Mariachi : Look, if I were you I'd march right up to my family and say, "Hey! I'm a musician. Deal with it!"	Honesty
2.	00:53:39,81 - 00:53:51,39	Miguel	I do have other family, but--	Honesty
3.	00:55:18,54 - 00:56:20,15	Mama Imelda	Miguel : I thought you hated music. Mama Imelda : Oh, I loved it. More guests turn.	Honesty

Datum 1 of Honesty

Context : Miguel walks to Mariachi Plaza, as a daily activity he is going there to the shining shoe. That day he met a musician who wants to get shoe shining from Miguel. While Miguel scrubbing the shoe they talked and the musician plucks his guitar idly. Miguel tells the musician about how his family did not support him in music. Then the musician gives Miguel a suggestion.

Table.4.7.1. Table of Datum 1 of Honesty

Figure	Utterance
Miguel	I just can't really talk about any of this at home so...
The Musician	Look, if I were you I'd march right up to my family and say, "Hey! I'm a musician. Deal with it!"
Miguel	I could never say that...
The Musician	You are a musician, no? I don't know.
Miguel	I mean... I only really play for myself--

From the dialog between Miguel and the musician above the researcher got the value of honesty. It got from what the musician said to Miguel **Look if I were you I'd march right up to my family and say, "Hey! I'm a musician. Deal with it!"**. He tried to make Miguel be honest with his family about his interest in music and ask his family to admit it. Even though Miguel seems can not do that, but the musician still tried to persuade him.

Datum 2 of Honesty

Context : After finishing his performance, Miguel was run away from the stage. He knows that his family was close to him and almost found him. While Hector was confused until he heard the announcement from the MC which looking at a living boy called Miguel. Hearing this announcement, Hector was shocked.

Table.4.7.2. Table of Datum 2 of Honesty

Figure	Utterance
MC	If anyone has information, please contact the authorities
Hector	Wait, wait, wait!
	You said de la Cruz was your only family.
	The only person who could send you home.
Miguel	I do have other families , but...

The utterance above reflecting the value of honesty. Even though at first Miguel was lie to Hector, but finally he wants to be honest with Hector. He explained his reason to Hector. He does not want to catch by his family and sent to the world of the living. He still willing to found Ernesto De La Cruz and ask for his blessing. He chooses to tell the truth so that hector willing to accompanied him.

Datum 3 of Honesty

Context : After finishing his performance in a music competition that held in the world of death. Mama Imelda was found him and want to send him back to the world of the living. But, Miguel run before Mama Imelda catches him. Miguel escaped while Mama Imelda stopped by the gate. At that time Mama Imelda was singing. It makes Miguel shock when they were talking.

Table.4.7.3. Table of Datum 3 of Honesty

Figure	Utterance
Miguel	I thought you hated music.
Mama Imelda	Oh, I loved it.
	I remember that feeling when my husband would play, and I would sing and nothing else mattered
	But when we had Coco, suddenly...
	there was something in my lifethat mattered more than music.
	I wanted to put down roots. He wanted to play for the world.

The utterance of Mama Imelda above reflected the value of honesty. When Miguel asks about the music she answers that she loved music. She was not embarrassed to admit that she loves music so much. Even, she remembers enjoying music with her husband in the past. Everything that she told at that time was sounds sincere from the heart. It proved that told the truth.

8. Curiosity

Curious refers to the way of thinking, attitude, and also behavior that reflects the feeling of curiosity to anything that has been seen, heard, and learned in-depth. These are three utterances contain the value of curiosity :

Table.4.8. Table of Curiosity in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:16:42,83 - 00:16:54,44	Miguel	Miguel goes to his secret ofrenda, to the record album of Ernesto de la Cruz. He compares the guitar in the family photo with the guitar on the sleeve. An exact match!	Curiosity
2.	00:33:45,35 - 00:33:56,39	Miguel	Miguel : Hey.Hey! You really know de la Cruz? Hector : Who wants to (noticing Miguel) Ah! You're alive!	Curiosity
3.	00:45:31,70 - 00:45:31,70	Miguel	Miguel: Wait... what happened? Hector : He's been forgotten. When there's no one left in the living world who remembers you, you disappear from this world. We call it the "Final Death." Miguel : Where did he go? Hector : No one knows. Miguel has a thought.	Curiosity

Datum 1 of Curiosity

Context : When Miguel entering the ofrenda room, Dante was following him. Dante made a mess so that Miguel becomes panic. Then suddenly one of the photos in the ofrenda fell to the floor. The frame was broken. The photo inside the frame contains Mama Imelda, Mama Coco, and his great-grandfather. Since Miguel was born until that moment he never sees the face of his great-grandfather. But on that photo, he focused on the guitar which stands beside his great-grandfather. Until he remembers about something.

Table.4.8.1. Table of Datum 1 of Curiosity

Figure	Utterance
Miguel	<i>Miguel goes to his secret ofrenda, to the record album of Ernesto de la Cruz.</i>
	<i>He compares the guitar in the family photo with the guitar on the sleeve.</i>
Miguel	An exactmatch!

Based on his excitement in comparing the guitar on that photo and the movie shows that he want to know about the truth. He was really curious about who is his great-grandfather. Then, he found that both the guitar are similar. So, he believes that Ernesto was his great-grandfather. The way how he wants to know his great-grandfather reflected the value of curiosity.

Datum 2 of Curiosity

Context : When Miguel tried to found Ernesto De La Cruz in the world of death, he accidentally heard the conversation between Hector and the correction officer. He heard that Hector close with Ernesto De La Cruz. After hearing that conversation Miguel decided to wait for Hector until he was out of the room and follows him.

Table.4.8.2. Table of Datum 2 of Curiosity

Figure	Utterance
Miguel	Hey. Hey!
	Do you really know de la Cruz ?
Hector	Who wants to
	<i>Noticing Miguel</i>
	Ah! You're alive!
Miguel	Shhh!!

From the dialog above the researcher got the value of curiosity. It got from Miguel that curious about what he heard before. He wants to measure that something which he heard was true. Then, he follows Hector and tried to ask him “**You really know de la Cruz ?**”. He really needs the information about Ernesto De La Cruz, because he believes that Ernesto is his great-great-grandfather so he needs his blessing.

Datum 3 of Curiosity

Context : In the world of death, Miguel wants to join the talent competition which the prize is an invitation to a party of Ernesto De La Cruz. But, for joining the competition Miguel needs a guitar. Miguel asks Hector, where he can get a guitar. Then Hector helps Miguel to found a Guitar. He asks Miguel to meet his friend who has a guitar. And finally, they both arrived at his friend's house. There, Hector Saw that his friend seem will leaving the world of death forever. After several minutes of talking, singing, etc. His friend was died and leave the university forever. Miguel never watched this kind of accident before.

Table.4.8.3. Table of Datum 3 of Curiosity

Figure	Utterance
Miguel	Wait... what happened?
Hector	He's been forgotten.
	When there's no one left in the living world who remembers you, you disappear from this world. We call it the "Final Death."
Miguel	Where did he go?
Hector	No one knows.
	<i>Miguel has a thought.</i>
Miguel	But I've met him... I could remember him, when I go back...
Hector	No, it doesn't work like that, chamaco.
	Our memories...
	they have to be passed down by those who knew us in life -- in the stories, they tell about us.
	But there's no one left alive to pass down Cheech's stories...

Based on the utterance above, Miguel was shocked and have several questions on his mind. So that he gives Hector some questions about the incident. Miguel asks Hector around 2-3 questions. This shows that Miguel wants to know more about life in the world of death. So, the researcher found that this utterance reflecting the value of curiosity.

9. Responsibility

Responsibility means an attitude or behavior of someone on implementing his role and obligation, even for him/herself, social, society, nation, state, and religion. These are two utterances contain the value of responsibility :

Table.4.9. Table of Responsibility in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:01:56,31 - 00:02:10,19	Mama Imelda	She rolled up her sleeves and she learned to make shoes.	Responsibility

2.	01:27:41,08 - 01:27:50,46	Miguel	Mama Imelda : Miguel, it's almost sunrise! Miguel : No, no, no, I can't leave you. promised I'd put your photo up. I promised you'd see Coco!	Responsibility
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Datum 1 of Responsibility

Context : Miguel tells the story about his family, one of the topics was Mama Imelda, his great-great-grandmother. He tells about the fact that after his great-great-grandfather left his family Mama Imelda was struggling by herself. He tries to find a way to survive with her daughter. Then she learned to make shoes.

Table.4.9.1. Table of Datum 1 of Responsibility

Figure	Utterance
Miguel	<i>She found a way to provide for her daughter...</i>
	<i>She rolled up her sleeves and she learned to make shoes.</i>

Based on the explanation from Miguel about Mama Imelda above, the researcher got the value of responsibility. From the explanation “**She rolled up her sleeves ..**” the researcher can understand how big is the responsibility of Mama Imelda to her daughter. Mama Imelda was doing it especially for his daughter Coco as her obligation. As a mother, she wants to provide whatever her child needs.

Datum 2 of Responsibility

Context : Almost sunrise, after Miguel and his family succeed to against Ernesto, suddenly Hector start to fade. It means that the time for him was not long enough, he should be lost from the world of living forever.

Table.4.9.2. Table of Datum 2 of Responsibility

Figure	Utterance
Mama Imelda	Miguel, it's almost sunrise!
Miguel	No, no, no, I can't leave you.
	Promised I'd put your photo up.
	I promised you'd see Coco!

Based on the utterance from Miguel above it shows the value of responsibility. When the sunrise is almost come he should go back to the world of living but he still think of his promise to Hector. He has been promised to bring Hector's photo to the world of living so that Hector can stay in the world of death and avoid to lost forever.

10. Social Awareness

Social awareness is an attitude or behavior that reflecting a consideration to others nor the society who needs to be cared for. This is the utterance contain the value of social awareness :

Table.4.10. Table of Social Awareness in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:09:55,19 - 00:10:10,93	The Rivera Family	Abuelita : Don't give me that look. Día de los Muertos is the one night of the year our ancestors can come visit us. We've put their photos on the ofrenda so their spirits can cross over. That is very important! If we don't put them up, they can't come!	Social Awareness

Datum 1 of Social Awareness

Context : After scolding Miguel, Abuelita of out from the workshop and take a pile of marigolds. Then she deposited the marigolds in Miguel's arms. Miguel follows his Abuelita to the family ofrenda, holding the pile of flowers as she arranged them on the altar.

Table.4.10.1. Table of Datum 1 of Social Awareness

Figure	Utterance
Abuelita	Don't give me that look
	Día de Los Muertos is the one night of the year our ancestors can come visit us.
	We've put their photos on the ofrenda so their spirits can cross over.
	That is very important!
	If we don't put them up, they can't come!

From the utterance above, the researcher got the value of social awareness.

The story from Abuelita about the family ofrenda shows that she and the whole of Rivera family have the social awareness to the member of the family who has died. She told about the reason why they need to put the photos of the member who have died because they believe that if they do it the spirit can cross over. So, they do it as an expression of their consideration to the member of the Rivera family who has died.

11. Religious

Religious refers to the obedience in understanding religion which people adore. This is an utterance contain the value of religious :

Table 4.11. Table of Religious in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:09:41,64 - 00:09:44,46	The Rivera Family	Miguel follows his Abuelita to the family ofrenda, holding the pile of flowers as she arranges them on the altar.	Religious

Datum 1 of Religious

Context : After scolding Miguel, Abuelita of out from the workshop and take a pile of marigolds. Then she deposited the marigolds in Miguel's arms.

Table.4.11.1. Table of Datum 1 Religious

Figure	Utterance
Abuelita	<i>Miguel follows his Abuelita to the family ofrenda, holding the pile of flowers as she arranges them on the altar.</i>

From the utterance above, the researcher got the value of religious. It came from Abuelita who persuaded Miguel to go to the family ofrenda. This indicates the side of the spiritual from the Rivera family, by believing in the world of the dead.

12. Tolerance

Tolerance is an attitude or behavior that reflects an appreciation of religion, believes, tribe, tradition, language, ethnicity, opinion, and other things which different from themselves. And also can live in peace with those kinds of diversity. This is an utterance contain the value of tolerance :

Table.4.12. Table of Tolerance in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:04:18,72 - 00:04:21,33	Miguel	I m not like the rest of my family	Tolerance

Datum 1 of Tolerance

Context : Miguel and his family gathering in their shoe shop, no music to be heard. Then Miguel grabbed his shine box and heads out of the shoe shop. Once outside Miguel make his way through the small town of Santa Cecilia. In this part, Miguel told about the fact that only his family in Mexico hates music.

Table.4.12.1. Table of Datum 1

Figure	Utterance
Miguel	I m not like the rest of my family ...

Based on the utterance from Miguel above the researcher got the value of tolerance. Here, Miguel recognized that he is different from the rest of the family. The whole member of his family follows the family rule to stay away from music, but Miguel can not do that. He loves music very much, he learned about music, and he wants to be a musician. He stands with his opinion but he still respects his family and he hopes his family will respect his opinion too.

13. Independent

Independent is an attitude or behavior which not depends on others in complimenting any kind of duty or problem. However, it does not mean that an

individual is not allowed to collaborate with another individual. People are just not allowed to delegate their obligation to others. This is an utterance contain the value of independent :

Table.4.13.Table of Independent in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:56:39,44 - 00:56:58,61	Miguel	Miguel arrives at the foot of the hill to de la Cruz's tower.	Independent

Datum 1 of Independent

Context : Miguel still tried to enter the party of Ernesto De La Cruz. The last he went to the tower where the party will be held.

Table.4.13.1. Table of Datum 1 of Independent

Figure	Utterance
Miguel	<i>Miguel arrives at the foot of the hill at de la Cruz's tower.</i>

From the utterance above the researcher got the value of independence. Here, Miguel shows that he is an independent boy. He can find his own way to get what he wants and his way by himself. Based on the utterance above, it illustrated that Miguel came to the party by himself without accompanied by Hector.

14. Democracy

Democracy is an attitude or behavior which reflecting the equality between rights and obligation fairly between her/himself and others. This is an utterance contain the value of democracy.

Table.4.14. Table of Democracy in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:56:21,10 - 00:56:39,44	Miguel	I don't wanna... pick sides! Why can't you be on MY side? That's what family's supposed to do, support you. But you never will.	Democracy

Datum 1 of Democracy

Context : After finishing his performance in a music competition that held in the world of death. Mama Imelda was found him and want to send him back to the world of the living. But, Miguel run before Mama Imelda catches him. Miguel escaped while Mama Imelda stopped by the gate. At that moment they were talked, then Mama Imelda asked Miguel to choose between his family or his dream.

Table.4.14. 1. Table of Datum 1 of Democracy

Figure	Utterance
Mama Imelda	We each made a sacrifice to get what we wanted. Now you must make a choice.
Miguel	But I don't wanna... pick sides! Why can't you be on my side? That's what family's supposed to do to support you. But you never will.

Based on the dialog above, the researcher got the value of democracy. It reflects from Miguel “**But I don't wanna... pick sides!**”. He does not want to pick between the choices. Because Miguel always appreciating and accepting every difference. Then he demands the rights which should be gotten from his family. He hopes his family could support him in whatever he chooses.

15. Nationalism

Nationalism is an attitude or behavior which reflecting pride, loyal, care, and respect to language, culture, economy, politic, and etc. This is the utterance contain the value of nationalism :

Table.4.15. Table of Nationalism in *Coco* Movie

No	Time	Figure	Utterance	Value
1.	00:02:51,50 - 00:03:05,88	Rivera Family	Miguel : She died WAY before I was born. But my family still tells her story every year on <i>Día de los Muertos</i> -- the Day of the Dead...	Nationalism

Datum 1 of Nationalism

Context : Miguel entering the ofrenda room tells about the family ofrenda.

Table.4.15.1. Table of Datum 1 of Nationalism

Figure	Utterance
Miguel	She died way before I was born.
	But my family still tells her story every year on <i>Día de Los Muertos</i> the Day of the Dead...

Based on the explanation from Miguel above “**But my family still tells her story every year on *Día de Los Muertos***” the researcher got the value of nationalism. At that moment Miguel told the fact that every year his family always celebrating *Di de Los Muertos* or the day of the dead. This tradition indicates that the Rivera family has an attitude of pride and respect for the culture of his country. This tradition is recognized by Mexican and has been recognized internationally. Dia de

Los Muertos or the day of the dead is a feast day celebrating by citizens all over Mexico, especially in the central and southern region. And also the Mexican who lives in another place especially the United States.