

CHAPTER I

INTRODUCTION

This chapter presents six aspects contained in the research. Those are background of the study, statement of research problems, the objectives of the research, significant of the research, scope and limitation of the research, definition of key terms.

A. Background of the Study

Indonesia is well-known as a country with citizens who have good personalities. Personality can be defined as the type of person shown by how everyone behaves, feels, and thinks. As many people see, Indonesia is also familiar with people who are easy to talk to, humble, and polite. Having a good personality is the result of having good character building. The character can be defined as an identity or something different among people, and it is needed to be taught for people since they are still children.

Most people think that having a good character appropriate to their region character can be built through formal education. Although formal education is not only the one that recognizes children to be kind people, many factors influence children's' character building. They are recognizing and teaching characters to children belonging to the attention given by the old generation. Through teaching characters, everyone will not suffer from the loss of their characters. A loving child is an important thing for either parent or teacher. Nevertheless, Lukens (2003:7) stated that being good for children is not enough to make one an effective teacher.

Building a good character for children, we should recognize any values to the children especially, moral values. Moral values can be understood as one base on which people decide whether they do right or wrong. As Endraswara (2008:257) argued, moral values are entirely the whole of each person's belief within their strides. As Edraswara (2008:253) argues, moral values are all that everyone believes in at their own pace. However, children generally have unstable psychology. Building morals and values are contiguous. Many tools can encourage parents and teachers, especially teachers, to teach their students about moral values. Using media is one tool that can be used. Bandura (2014) states that the media can help people prepare for life by modeling this situation and effective ways of overcoming them. It can be concluded that the media can help people imitate anything that can help their life. Nevertheless, they do not think it is good or bad for their life. Daily use media like Smartphone, Radio, Laptop, with these media everyone can get information does not take long. In fact, this media has provided information and entertainment to the audience because the media is always used no matter when and where it can affect the way of life of human beings.

Movie is one of the media that can be used. The movie includes the media of smartphones or laptops. The movie is a motion picture considered especially as a source of entertainment or as art. Webster (1981) defines a movie as a story with moving images. Movie or film is produced by recording photographic images with cameras or creating images using animation techniques or visual effects.

A movie is a motion picture especially considered a source of entertainment or work of art. Webster (1981) defines the movie as stories with moving images. It is produced by recording a photo image with a camera or by creating an image using animation techniques or visual effects. In this modern era, watching a movie has become part of everyday life for some people, not only in big cities but also in small-town people can watch a movie. Due to advanced development such as the internet and smartphone, people can watch movies anytime and anywhere. Most people like watching movies no matter their background and life condition, whoever they are, sexes, ages. Every person has their own purposes in watching movies, such as spending time, refreshing, learning a foreign language, getting information, and understanding other cultures.

In this research, the researcher used a fable movie entitled *Maya the Bee* as an object. This movie is adapted from the German children's book *The Adventures of Maya the Bee* by Waldemar Bonsels. *Maya the Bee Movie* is a 3D Australian-German computer-animated comedy adventure film and was released in 2014. Alex Stadermann directed this movie from Studio 100 Film. The researcher chooses this movie because this movie can be watch for all ages and as the researcher's assumption fable is interesting to be a reference contributes of human's character building because the stories of fable are truly fictional stories which the animal adds of gotten conflict and adventure of the stories. Further, the fictional portrayal of animals shows some strides are the most important characters in the stories (Lukens, 2003: 5). Moreover, this movie also has

a lot of moral values that can be learned and teach children about moral values to build their character. Furthermore, there is no research about this movie before.

Fable belongs to a fiction story that requires an objective point of view, for the readers cannot know what an animal-a real animal, not a personified one is thinking (Lukens, 2003: 13). Another notion stated by Tomlinson and Brown (2002: 98) is that fable is a simple story that incorporates characters, typically animals whose actions teach a moral lesson or universal truth. Fable is usually rich in moral and character educations (Abrams in Swandayani, 2013:1). It is regarded as the oldest tale and has been known hereditarily. It becomes favorites for children, as they often experience fairy tales and other stories. Most of the animal characters in the fable are widely used as a symbol of human life. Therefore, through those roles, children can find some teaching value. The doctrines in the fable, whether expressed or implied, show some moral values. In addition, the fable is brought closer to children through the characters in the story.

In some previous studies, an analysis of moral values has been conducted by many researchers. Firstly, previous study by Ibnu Sina Irfani Setiawan (2014) his research entitled *An Analysis on Moral Values As Seen in "Rise of the Guardians"* movie. The data was the movie *Rise of the Guardians* and the way how to analyze the data the researcher used qualitative method. The researcher focused on the moral values that found on the *Rise of the Guardians* movie. Secondly, *An Analysis of Moral Values*

In Zootopia Movie conducted by Maulidia Humaira (2018) used descriptive qualitative with data analysis approach. The study aimed to find out the moral values and the most dominant moral values that most appearing in “Zootopia” movie. Thirdly, Sena Marhaendra Pusumakeja (2018) with the research entitled An analysis of moral value teaching in “The Fate the Furious” Based on its main character. The methodology of this study was descriptive qualitative. This research used case study to describe the moral values in the “The Fate of the Furious” movie. The purpose of this study was to find out the moral values only from the main character in the Fate of the Furious movie. In the other hand, in this study the researcher used library study with content analysis as the design. The aim of this study is to find out the moral values that found in Maya the Bee movie and Characterizations shown by the main characters. This research has never been conducted before by other researchers in research gap.

The differences not only in the research design, but also the object of the research is different each other. The first previous study by Ibnu Sina Irfani Setiawan (2014) used movie as an object entitle” Rise of The Guardians”. The second research by Maulida Humaira (2018) used disney movie entitle “Zootopia” as an object. The last research by Sena Marhaendra Pusumakeja (2018) used “The Fate of The Furious” as an object movie. While in this research, the researcher used Maya the Bee movie as an object of the research and the genre of this movie is comedy adventure.

The other difference is the way how to collect the data in the research. The first previous study by Ibnu Sina Irfani Setiawan (2014) was collecting the data by analyzing and watching the movie. The second previous study by Maulidia Humaira (2018) was collecting the data by watching the movie, adding subtitle, read the movie script. The last previous study by Sena Marhaendra Pusumakeja (2018) was collecting the data by analyzing and describing. While in this research the researcher collected the data by watching the movie, identifying and analyzing moral values that found in the Maya the Bee movie.

The previous studies also have differences each other about the result of the moral values. Ibnu Sina Irfani Setiawan (2014). The moral values found from “Rise of The Guardians” were responsibility, love and affection, strong believe, enthusiasm, bravely, goodhearted, loyalty, peace loving, sincerity and self-confidence, honesty, sacrificing other. The next study by Maulida Humaira (2018) she found the moral values from “Zootopia” movie in her research such as respect, responsibility, justice, tolerance, wisdom, helping each other, cooperation, courage, and confidence. From her research she found the most dominant moral values is helping each other. The last previous study by Sena Marhaendra Pusumakeja (2018) found the moral values from “The Fate of The Furious” like honesty, courage, peace ability, self-reliance, potential, discipline, moderation, loyalty, respect, love, friendliness, justice, mercy, religiosity, tolerance, social care, and responsibility.

Based on the previous studies above, the researcher chooses Maya the Bee movie to find out the moral values that found in this movie and the characterizations shown by the main characters in Maya the Bee Movie. This design of this research was content analysis with library research as the approach. The object of this study was Maya the Bee movie itself. The genre of this movie is comedy adventure. So, that was suitable for all ages. Besides that, the aim of this research also to complete the weakness of the previous studies. It is the reason why the research is necessary to be conducted.

Based on the explanation above, the researcher has high interest to conduct a research study entitled “Moral Values of Fable Story in “MAYA THE BEE” Movie”. The researcher hopes that this research can help the readers to solve their problems and would like to emphasize the important of moral values in education.

B. Statement of Research Questions

In this research focused on investigating the moral values of fable story in Maya the Bee movie. The research problems are formulated as follows:

1. What are the moral values of fable story on “Maya the Bee” movie?
2. What are Characterization shown by the main characters in “Maya the Bee” movie?

C. The Objective of Study

Based on the research problems, the objectives of the research are formulated as follows:

1. To find out the moral values of fable story in “Maya the Bee” movie.
2. To find out the characterizations shown by the main characters in “Maya the Bee” movie.

D. Significant of Study

The result of this study is expected to give two benefits. The benefits of this study are:

1. Practically

- a. The Teacher

The result of this study can help the teacher to teach student about moral values through fable story. In addition, it can be useful to teaching learning process and can use several learning media like movie to teach students about moral values.

- b. The Students

The students can be more interested and enthusiasm when teacher teaching about moral values through attractive media like movie.

- c. Parents

This research can increase parents knowledge how to teach about moral values to their children’s not only

through fairy tales book or advice, but they can teach their children about moral values with movie.

d. Other Researcher

For the next researcher this study can be used as reference for those who are interested in conducting a research with the same topic.

E. Scope and Limitation of the Study

In order to avoid the explanation and description improperly of this research, the researcher has to limits the scope of this research to control what the researcher asserted in this study. The scopes of the limitations focused in this research are:

1. The object of this research is limited on analyzing the characters of animals as actors in the story to find moral values implied in fable story on Maya the Bee movie.
2. The analysis in this research is took hold by identifying utterances of the fable story Maya the Bee that implied moral values.

F. Definition of Key Term

1. Fable

Fable is a genre of children's literature. It is well known as a simple story that incorporates character, typically animals whose actions teach a moral lesson or universal truth. According to Tomslin and Brown (2002:98) fable belongs to traditional literature because the body of fable is modified of ancient stories that grew

out of the human quest to understand the natural and spiritual worlds.

2. Moral Values

Moral values can be understood as one basis on which people make decisions whether they do it right or wrong. It is entirely the whole of what each person's belief with their strides (Endraswara, 2008:257). According to Indonesian law on Permendikbud No.18 of 2018 moral values divided into 18 there are: religiosity, honesty, tolerance, discipline, hard work, creativity, independently, democrat, curiosity, national spirit, patriotism, appreciating achievement, friendliness, love peace, like to read, environmental care, social care, responsibility.

2. Movie

Movie is a story or event recorded by a camera as a set or moving images and shown in a theatre or on television (Oxford Language). People usually watch movies as a type of entertainment or way to have fun. Movie also has some genre that can make people feeling sad, happy, laugh, or feel afraid. To make it more interesting, movie also has some effect and sounds.

Webster (1981) stated that movie is a motion pictures considered especially as a source of entertainment or as an art form. A movie or motion picture is a story with moving images. It is produced by recording photographic images with cameras, or by creating images using animation techniques or visual effect.