

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of Study**

In social science, attitudes and behavior to help people in need are rooted in the altruistic nature of every human being in him. All human life in this world must be related to one another because that is what is called altruism. In society there are many rules that we need to obey, and it also always has its own rules. Altruism is the basis of ethical action which is referred to as moral value. If examined more deeply, the most moral of society is Altruism and altruism is the opposite of egoism and also defends the attitude of selfless service to others, the willingness to sacrifice for the sake of others or society and the effort to restrain oneself for the love and affection of others if according to Ricard (1976), altruism is human kindness, to eliminate egoism or selfish desires. Ricard further said that we as humans are always ready to help each other, because it is deep in the human heart and without any hidden motives or benefits from it. In altruism not only discusses living in society, but also discusses the tradeoffs, according to Wilson (2015) states that altruism is improving the welfare of others who often spend money in terms of time, money, energy, and risk. He gave simple examples, such as picking up someone's fallen coin. It takes time and effort. According to Singer (1981), human behavior in helping others, even at the level of sacrificing their own interests, stems from altruistic impulses from within humans, according to Singer, various human behaviors in helping others even to

the level of sacrificing their own interests do come from altruistic urges in humans, another example is that helping people who are about to commit suicide to save their lives is often taking greater risks for themselves. The example above is exactly what Leventhal (2009) states that altruistic behavior is related to sympathy which creates a sincere desire to provide assistance. These drives, which are innate tendencies from birth, become the forerunner to the birth of ethical behavior that we often know as moral values. Understanding altruistic values is almost the same as understanding moral values. If the moral value is to measure the goodness or badness of the behavior, then the altruistic value is concerned with the welfare or interests of others without thinking about their own selfishness.

According to Bouman (2019), altruistic values are correlated with goals that increase environmental awareness, especially society in general. Understanding and learning altruistic values is important. First, understanding altruistic values can help a person to understand the reciprocity of what he will do and learning altruistic values can help humans to build good relationships in society. Altruistic values can also be the basis for a person to develop in social life. Second, it can increase a person's sensitivity to perceive implied values and information. By understanding altruistic values, a person can be more emotional and intelligent. Altruistic values can also reflect a person's character and spirituality. To strengthen these statements, learning altruistic values is able to bring positive values to a person, so that they are more sensitive to problems related to social life and encourage good behavior. Values-As well as altruistic

values in altruism have an important meaning in the elements of life. Altruistic values can guide people to have a better perspective on how to live in social life. Altruism in society are always related to kindness, love and compassion as expressed by Palta (2019) which states that altruistic behavior is creating a sympathetic and loving relationship, being in accordance with moral values which are the basic needs of every human being in the world. Humans always prefer to behave well in society if they are accustomed to doing good to others. According to Singer (1981), various human behaviors in helping others even to the extent of sacrificing their own interests do come from altruistic urges in humans. Altruistic value can be defined as a term in logic that a principle or action as opposed to selfishness that prioritizes the welfare of others. From the explanation above, Altruism is people's belief in good things that are always done by others and ourselves without being selfish first.

Altruistic values can always be learned from various sources, one of which is from movies. Movie is a type of visual communication that uses moving images and sound to tell a story or inform information. Currently, movies are becoming a very popular medium that can be watched easily, with lots of access to watch movies. Many people watch movies to pass their time, as entertainment or to study. This situation makes production houses compete to create innovations for the development of a film. Films have interesting and unique stories that aim to provide entertainment and satisfaction to the audience, bringing them into the world of film. One can feel the feelings that the director conveys, be it anxiety, pleasure, sadness, tears, or even feelings of anger or

disappointment when one watches the film. Characters and audio-visuals make the film more powerful in conveying the story to the audience because according to Blasco (2006) audio-visual makes it easier for the audience to get the substance of a film. The audience will absorb the substance or message well and clearly, because the film provides images and emotions that are familiar to all levels of society.

Movie is the most popular entertainment in the world. Many industries spend money to get money to make films. Movie is a medium that we often see as a means of entertainment or just to relieve stress, but Movies also have their own value because films are basically easy to remember. Film is something that is easy to remember, because there is storytelling and audio-visual play Risdianto (2014) and what is easiest to remember in a film is the chat in the film that helps explain the story as Harmer (2007) said that films can help to see the language used, pick up various cross-cultural clues, allow everyone to enter all other worlds of communication including how to regulate behavior in social and business situations. sound supported by pictures makes someone who makes a film can easily get the substance of a film.

According to Blasco (2006) audio-visual makes it easier for the audience to get the substance of a film. The audience will absorb the substance or message well and clearly, because the film provides images and emotions that are familiar to all levels of society. Film is also a written work of someone who is adapted and interested in humans by playing with their emotions. Here Little said that (1970), film is also a literary work, based on literary stories that affect human

life. Quoting from what Little said that literary stories have the power to influence people's lives, it also explains why films can provide examples of good values for humans. Moreover, (2014) literature is a medium for transferring creative ideas, helping to develop our attitudes and values that are useful for living in our society. That is also the reason why this film is very suitable to attract the attention of the audience. Like how a character in a film becomes a problem maker, problem solver and agent.

This is similar to what was expressed by Alexander (2005). By watching a film, the audience can identify the characters and moral values on the screen effectively. Altruistic values can be easily detected by talking or relating to other people with each other as has been said by Sternberg (1994) which states that morality refers to people's relationships with one another that are good or right. While the moral of society that we can get and learn is the value of altruism. Ricard (1976) states that altruism is presented as the highest moral value, both in religion and society. It is the nature of human goodness, avoiding competition, individuality and selfishness. Likewise, humans are ready to help each other, without the need for ulterior motives, maintain self-interest, and how the human heart is moved to help.

To achieve that, humans need to learn from all directions. Here the audience is the key to how a film can affect their habits or circumstances (Blasco, 2006: 95). as Monaco and Blasco explain that movies affect audiences. Furthermore, Biagi (2012: 8) states that film is also one of the mass communication media that provides positive messages to be accessed by the audience. Biagi gives a

statement when the viewer or audience receives the message and processes it, they will provide feedback either in words or actions. Bray (2019: 9) states that watching movies can increase motivation to learn language, culture, customs, and society. Bray also stated that films stimulate thought and discussion. From the explanation above, the researcher understands that movies can be a stimulus to communicate with other people. Films contain action and messages created by filmmakers. This includes how to inform the audience to understand how a character's personality, situation, and choices make a character. The audience can discuss with others, to share and compare the understanding of the film and its characters, how the story goes and make the audience imagine with their own imagination. With the benefits of watching films, of course, it cannot be ignored in Indonesian education law and in accordance with what is expressed by Indonesian education in the Indonesian Education Law 20 of 2003 which consists of 22 articles and 77 paragraphs. Pambudi (2019: 607) states that Indonesian education has always been a priority for character education as the strength of curriculum implementation. Furthermore, the Indonesian Education Law Number 20 of 2003 implicitly article 1 paragraph 1 and article 3 says about noble character and education itself, according to Ki Hajar Dewantara is an effort to advance the character, mind, and body of children, in order to advance the perfection of life, namely revive and revive children in harmony with nature and society. Smith (2014) states that noble character is about giving help and charity to people in need. Which of course with what Smith said in accordance with the function of altruistic values. What is meant here is about the values that have

become standards in society and it is all contained in the law on how education forms a character. That is also the reason that we can learn from anywhere and of course it is Indonesia's duty to advance the world of education so that the next generation of the nation has a high value of altruism towards fellow humans, especially those who live in this country.

The reason why the researcher is interested in analyzing altruism value is because it has great contribution to life and human character. In addition, the value of altruism also has an important element in life, namely to guide people to have a better perspective and behavior on how to live in society. And by analyzing the values of altruism, it is hoped that it can build a good character for the audience. From this research, readers can learn that life will never be easy, they need a strong will to learn and guts to achieve their dreams, face problems and try to solve them with critical thinking and also gracefully. The author also hopes that this research can help readers to solve problems and emphasize the importance of the value of altruism.

The researcher realizes that this is not the first study to analyze the value of a film. but that doesn't mean that the researcher just copy the results of previous studies. The previous studies take the educational value of films that contain goodness throughout the film. but in this case the researcher takes a film that reveals more violence, intimidation, and others in living life. The author has found previous research that inspired the author to write about the altruistic values contained in the film "8 Mile".

The first research is research conducted by Abdul Latif Aziz (2016). He conducted a study entitled “A Descriptive Analysis of Altruism Value on Anna and the King Movie” he uses qualitative research, the instrument used for research is Anna and the King Movie. the data obtained is a dialogue of several existing characters. Then he tries to find literary elements, what values of altruism are presented in the movie & how altruism is presented in the movie. The results of this study are that there are several elements that are presented like a movie in general, then proceed with the values of altruism that are found, namely sacrifice, care, loyalty, and friendship and the last is the value of altruism available from the dialogue played by each. character. The second is Muh. Haedar Amin (2019), studying “Altruism Values on Les Miserables Miniseries Season 1”. In this study, the researcher only took one research problem, namely the value of altruism what happened in Jean Valjean. This study uses qualitative research, more precisely the same literature research as Abdul Latif Aziz. The instrument used is still the same, namely Movie, and the data is obtained from the dialogue on the subject. The researcher tries to reveal the value of altruism that is presented in the events in Jean Valjean. Looking at the results, there are 15 values of altruism found in Jean Valjean, but it is not stated which values are presented in Jean Valjean.

The difference with this research is that the theseis above do not know whether it is in appropriate with the Indonesian Education Law or not. In this study, the researcher wants to analyze Curtis Hanson's film entitled "8 Mile" to find other altruism values and to find out altruism values in accordance with



Indonesian Education Law. Previous researcher have not found the overall value of altruism. The author wants to find other values of altruism through the film "8 Mile". The researcher thinks that it will be interesting to analyze the altruism values of this film. Taking the characteristic values contained in the film, the author hopes that readers will gain deeper insight in order to have broad insight in solving problems in order to survive in life. That's the reason why the writer chose "*A DESCRIPTION ANALYSIS OF ALTRUISM VALUE IN 8 MILE MOVIE*" as the title of this research

#### **B. Statement of Researcher problems**

Based on the research background above the writer formulates of the research problem as in the following:

1. What are altruism values are presented in the movie?
2. What are altruism values that appropriate with Indonesian education?

#### **C. Objectives of the Research**

Related to the problems, this research has the objective below:

1. To describe how the altruism values presented in the movie.
2. To know the altruism values that appropriate with Indonesian education.

#### **D. Significances of the Research**

Significance to the following parties, parties:

1. For Teacher

The researcher hopes that this research can help teachers in providing references to help students in their student learning period.

## 2. For other researchers

The researcher hopes that this research will enrich and increase knowledge and increase the reader's understanding as well as references in analyzing literary works, especially in analyzing altruistic values in films.

## 3. For readers

This research is expected to add insight about the value of altruism for anyone who reads it.

### **E. Scope and Limitation of the Research**

In this study, the researcher only analyzed the value of altruism. Then, the researcher focused on analyzing the eight values of altruism and their implications in Indonesian education.

### **F. Definitions of the Key Term**

In this research, the researchers have word keys to support this research.

There:

#### 1. Altruism

Altruism is human kindness, to get rid of egoism or selfish desires. we as humans are ready to help each other, without any hidden motives or benefits because it is our human nature.

## 2. Movies

Movie is the most famous audio-visual media with moving images or recordings of moving images and audio that tell a story on a television screen taken from history, novels, comics or others, devices such as computers to entertain viewers and as a work of art. Films exist to entertain and convey some messages to the audience.

## 3. 8 Mile

8 Mile is a movie inspired by the artist named Eminem and this film is also directed by Curtis Hanson's. A white man who wants to change his destiny through a song that is Rap and become the only white person in the province of Michigan to be precise in Detroit City on 8 Mile Street which is a barrier between black and white races entering the hip-hop industry in the United States. at that time. In order to win the lyric battle in The Shelter, Eminem continues to go through obstacles after obstacles.