

CHAPTER I

INTRODUCTION

This study presents the moral values of in Snow White and The Huntsman movie by Rupert Sanders. It focuses on the moral value of some characters in play. This research aimed at describing moral values on Snow White and The Huntsman. This chapter covers background of the study, problem of the study, objective the study, significant of the study, the limitation of the study, definition of the study.

A. Background of The Research

Literature presents life caused the social phenomena made up within it. It can be concluded that literature is the written product, especially those who are considered as having artistic advantages. Literary work could be categorized as drama, prose, and poetry, etc. Understanding some part of literatures has its own challenge. Beside the challenge itself, when someone tried to understand a literature, they found and gained many information and ideas inside. Literature is composition that tells the story, dramatizes a situation, expresses emotions, analyzes and advocates ideas. Literature itself has different perspective with different meaning as well according to some researchers. According to Bressler (1994), "literature is imaginative or creative writing work". It means, literature is a kind of imaginative work. Imaginative work that expressed through art of writing and language that can express thoughts also feelings. This kind of work contained so many genres. Literature has many differences in definition. Some people

interpret literature as art of a language, some of them also interpret them as a feeling's expression media. According to Ade & Okunoye (2008), "literature is imaginative thoughts and feelings in creative, powerful, and effective form

Movie is a medium of education that can demonstrate to the human audio visual, so people with such a device would be easier to accept lesson. Movie is also one of the tools used to deliver the events. Besides that, this media can educate about moral values through the story of movie. Moral values in the movie has same function as the sender message similar to literary work, such as the novel. But it is difference, the movie has more complexity. However, the movie has own uniqueness, because it combines the words in the dialogue, motion pictures, and audio that makes the audiences enjoy the movie. From movie the researcher also can get moral values or message who can motivate us in our life. Movie is one of the communication medium that provides information to the audience through a story that made it attractive to use language that is easily understood by the audience. Movie is an art that used language to express ideas. According to Pratista (2008) the definition of movie is an audio-visual media that combines two elements, namely narrative and cinematic. The narrative element itself is related to the theme, while the cinematic element is the plot or storyline.

Values are our standards and principles for judging worth. They are the criteria by which we judge things (people, objects, ideas, actions and situations) to be good, worthwhile, desirable, or on the other hand, bad, worthless, despicable. There are some definitions of values from experts. According to Monica and Mark (1996, p.3), the term values is used to refer to principles, fundamental convictions,

ideals, standards or life stances which act as general guides to behavior or as points of reference in decision-making or the evaluation of beliefs or action and which are closely connected to personal integrity and personal identity. In conclusion, we could say values are ideals that guide or qualify personal conduct and interaction with others. Values help to distinguish what is right from what is wrong and inform on how can conduct life in a meaningful way. Values are those things that are really important to us. The ideas and beliefs we hold as special.

Moral values derive from two words, there are “moral” and “value”. Moral comes from Latin word “mores”, it means manners, custom and folkways. Moral refers to the most important code of conduct put forward by a society and accepted by the members of that society. Moral value is a term in logic that a principle or action or character of human is true or false, right or wrong and good or bad. So, we can use moral value as the doctrine of good and bad about the person’s behavior in every daily life as being individual or societal creation. Moral values show the rule of good attitude and culture of an individual or group including behavior. For literature work, moral value is about the writer message to share to the reader about good or bad conduct. So, the writer hopes the reader can learn good behavior. Based on Halstead & Taylor, (1996:5) values is a belief, attitudes, or feelings that an individual is proud of.

Snow White is a famous fairy tale originating from Germany by the Brothers Grimms, published in 1812. If the story of Snow White used to be consumed by children, now in the latest feature movie entitled Snow White and The Huntsman, the remake of the story of Snow White seems to be targeting teenagers and adults

by displaying a more complex style of speech and also the appearance of characters who are more sophisticated. Spooky and eerie feel. Previously, the Snow White fairy tale was filmed by Walt Disney in 1937 with the title Snow White and The Seven Dwarfs. The animated film became a huge hit, breaking box office records and cementing Walt Disney Pictures as an innovator in animation and filmmaking. Then, from time to time the fairy tale Snow White is told as a house princess but now, was modified again into Snow White's adventure who reclaims her father's throne from the evil queen. Snow White and The Huntsman was directed by Rupert Sanders and published in 2012. In this study, the researcher chooses a film entitled "Snow White and The Huntsman Movie" which is one of the most watched western movies. By the public in 2012 which reached 2,641,255 audiences \$401.3 million worldwide against a \$170 million budget. The movie received two Oscar nominations for Best Visual Effects and Best Costume Design at the 85th Academy Awards. Judging from the enthusiasm of the people who are so interested in watching and welcoming the film in the first week of the movie's release, until the time the movie will end showing in theaters seen from the large number of people who still want to watch it. Also, the things that made me interested in researching this movie because combined among dark fantasy, drama, adventures in a story is a high-stakes job and this movie is an example of that nicely. Because the majority of the scenes from adventure to romance stories in it make the drama element in this movie what makes the taste thick and attached so that it can be enjoyed by the audience well and of course with a very enthusiastic feel.

Some previous studies are also conducted a research observed moral value in a movie. Humaira (2018) a student of Ar-Raniry State Islamic University Darussalam Banda Aceh conducted a research entitled ***“An Analysis of Moral Values in Zootopia Movie”***. In her research, she found ten moral value in Zootopia movie. There ten moral value that she found are: respect, responsibility, justice, tolerance, wisdom, helps each other, altruism, cooperation, courage, and confidence. And this movie, the most dominant moral values is helping each other's. Marhaendra (2018), a student of State Institute for Islamic Studies of Metro conducted a research entitled ***“An Analysis of Moral Value Teaching in “The Fate of the Furious” Movie (Based on Its Main Characters)”***. In his research, he found the moral value in The Fate of the Furious Movie. Seventeen moral value he found are: honesty, courage, peace ability, self-reliance, potential, discipline, moderation, loyalty, respect, love, friendliness, justice, mercy, religiosity, tolerance, social care, and the last responsibility. Another researcher, Cahyani (2016) a student of Sayyid Ali Rahmatullah State Islamic University of Tulungagung, has studied moral message entitled ***“An Analysis of Moral Message in The Philosopher Movie”***. She found thirteen moral messages in The Philosopher Movie, there are: kindheartedness, discipline, enthusiasm, loyalty, brave, affection, belief, self-confidence, peace loving, sacrifices for others in positive meaning, and religion belief.

The most dominant difference among the previous study and this study, which lies in the moral values obtained from each film to be studied. Ex: if in the three studies, namely the research of Humaira, Marhaendra, and also Cahyani the

researcher only highlights the moral values of caring and courage, but the research is different from the results in this study. Which has moral values: goodness, sincerity, and love will triumph over evil. What is the importance of previous studies for a researcher? For any PhD thesis or research paper, there will always be an introduction. An introduction serves several purposes including: defining terms used in the study. The researcher need to know exactly which of the many definitions some terms have in academia are going to be using and why? Laying out the history of the topic the researcher is studying. What do the researcher already know about it? What are the controversies? Justifying the researcher study. Why the researcher's study important or necessary? To do any of this, the researcher need to do what is known as a literature review. This is where researcher look at every published work on research topic that researcher can find and analysis it, presenting an overview of the topic that addresses all the above. The researcher also need to discuss your data or findings or points in light of the past research. Which one support researcher reasoning? Which don't? and how does researcher work fit into the overall body of work on this topic?

Besides that, the writer interested in researching more about this movie. In a previous study, there is also a research about Sherlock Holmes has been conducted by one of the student English Department Sayyid Ali Rahmatullah State Islamic University of Tulungagung, Wardiana (2015), entitled ***"A Study on Characterization of the Main Characters in the Sherlock Holmes Movie"***. The research focused on characterization of main characters in Sherlock Holmes movie. But in this study, the writer focusses on the moral values inside the movie. Also,

this study discussed with specific movie title. Every movie has value conveyed toward the audience. The director covers it in a unique style, through the conversation and the actions of the characters. Moral values are part of the value stated above. And by analyzing moral values, it is expected the good character for the audience can be built. The teaching of moral values will change mental to audience, or just giving an insight. Movie is a teaching with put the values in conflict. Conflict in the movie will motivate the audience in accordance with the movie. Therefore, the researcher focuses and interested to conducting a research entitled “AN ANALYSIS OF MORAL VALUES IN SNOW WHITE AND THE HUNTSMAN MOVIE BY RUPERT SANDERS”.

B. Statement of The Research Problems

Based on the background of the study above, the research problems in this study formulated as follow:

1. What are kinds of moral values found in “Snow White and The Huntsman” Movie by Rupert Sanders?
2. How are moral values presented in “Snow White and The Huntsman” Movie by Rupert Sanders?

C. Objectives of The Research

Based on the problems of the research, the objectives of this study presented below:

1. To know the moral values that can be found in “Snow White and The Huntsman” Movie by Rupert Sanders.

2. To know the moral values that are presented in “Snow White and The Huntsman” Movie by Rupert Sanders.

D. Significance of The Research

The findings of this research are expected to give contribution for the viewers, other researchers, and the writer him/herself.

1. The Readers

After reading this paper, the readers are aimed to know the way how to analyze a movie. The result of this study also can motivate them to not only watch a movie but understanding inside the movie itself such as story line, content, and the moral value. The readers can analyze the movie content especially the moral value and can apply the positive values within the movie in the real life.

2. Other Researchers

The result of the study can be used as references for other researcher to conduct their own research or further research about moral values in a movie.

3. The Writer

The result of this study can motivate more the writer to watch a movie and learned something from the movie. Storyline is an important part in gaining information also moral values.

E. Scope and Limitation of The Research

In order to avoid confusion and miss understanding from the purpose of studying problem, the researcher will give the scope and limitation of this research. The scope of this research is about a movie. In a movie, there are many elements can be analyzed such use genre, setting, plot, characterization, point of view, and moral value. In this study, the researcher focused on a movie Kristen Stewart movie “Snow White and The Huntsman”. The limitation of the research is analyzing the sentences and utterances that contain moral values of Kristen Stewart movie “Snow White and The Huntsman”.

F. Definition of Key Terms

1. Moral Values

Moral is defined as principle that governs right and wrong in social life. Morality according Bentham is art to maximize happiness, it can be seen by achieving the existence of happy and joyful life of people. Moral is a term in logic that a principle or action or character of human is true or false, right or wrong and good or bad. Moral values can be learned by the reader, hearer also viewer.

2. Movie

Movie is an audio-visual media with motion pictures or recording of moving images and audio that telling a story on a screen, television, device such as smartphone for entertaining the viewers and as an art creation. Movies exist to entertain and convey some messages to the viewers.

3. Snow White and The Huntsman

Snow White and The Huntsman movie is an inspiring movie in 2012 which was directed by Rupert Sanders. It belonged to an action dark fantasy movie. A princess from the kingdom and then when her mother died, her father marries with another queen. But the new queen is so worst, killed Snow's father, and become the single queen in the Snow's father kingdom. Snow White also will be killed by the queen. Here, Snow White makes the struggle to retake her father's throne against the dark queen. To defend the fate of the kingdom and its contents, including its people, Snow White was willing to sacrifice his own life.