

CHAPTER I

INTRODUCTION

In this chapter, the writer explains six topics. Those topics are Background of the study, Statement of the problems, Objectives of the study, Significance of the study, Scope and limitation of the study, and Definition of key terms.

A. Background of the Study

Education is the act of imparting or acquiring general knowledge, developing the powers of reasoning and judgment, and generally of preparing oneself or others intellectually for mature life (Dictionary.com). While according to Frederick J. Mc Donald, education is a process or activity aimed at changing habits (behavior) humans. The meaning of any responses or behavior is one's deeds, something done by someone. Without education people will be blind in everything because education can make people's mind work like the way it is.

The Father of National Education in Indonesia, Ki Hajar Dewantara stated that education is a growing demand in the lives of children. The idea is that education leads all the forces of nature that exists in learners so as human beings and members of the public can reach salvation and joy of life as high. The Education Law 20 of 2003 also stated, education is an attempt conscious and planned to create an atmosphere and the learning process so that learner is actively able to develop the potential that exists within him to have the spiritual strength of

religious, good personality, self-control, morality, intelligence and skills required by itself and the public.

Media is one of the tools used for education. Media it self means a method of communication (Singh Ritakumari, 2019). Media use for transmitting or delivering messages and in teaching-learning perspective delivering content to the learners (Syed Zia Ullah Shah, 2008). There are three kinds of media, there are: audio, visual, and audio visual media. Among those three medias, audio visual is a perfect combination to create a fun learning environment. According to Bavaro (1989) as cited in Kurniawan (2016), states audio visual media is important in learning technical EFL because they can stimulate learners and encourage them to learn a foreign language. By using audio visual media, it will help the teacher to present the material effectively and students can learn retain the concepts better for longer duration. Audio visual also can improve student's critical thinking (Sri Suriawati, 2019). It helps to remove abstract concepts by using audio visual presentation.

Educational media refers to channels of communication that carry messages with an instructional purpose. They are usually utilized for the sole purpose of learning and teaching (Webcrawler, 2013) as cited in (Singh Ritakumari, 2019). One of educational media that becomes a creative learning instrument from audio visual media is movie. Movie is a recording images that tells a story so that people watch on a screen or

television. A movie is not only about entertain the viewers because there will always be messages that the characters will send to the viewers. Therefore, movies with good messages frequently been popular in the world. Good values from a movie can bring positive effect to the viewers's opinion to take the values to be implemented in their life.

The reasons why movies are great as educational resource: (1)movies are great for visual learners, (2)movies allow the students to see life through different perspectives, (3)movies provide a visual aid to understanding historical events, (4)movies help students understand concepts like theme, style, and genre and (5)foreign movies can help teach language.

There are some previous studies about movie that relevant with this research. First, the study was done by Frisca Puspitasari, entitled Moral Values Reflected in "Frozen" Movie Directed by Jennifer Lee. In this study, she found out moral values and which moral values can be learned from Frozen movie. The moral values she found in Frozen movie are honesty, bravery, peacefulnessfulness, loyalty, responsibility, respectfulness, love and affection, not selfish, kind and friendly, self-control, confidence, humanity, carefulness, good consideration, sorry and apologizing, patience, hard work, helping others, cheerfulness, share and cooperation. Then, the importance of moral values can be learned from

Frozen movie are bravery, self confidence, helping others, love and affection, responsibility, patience and hard working.

Second, the study was done by Asep Muhyidin, entitled *Nilai-nilai Pendidikan Islam dalam Novel Ayat-ayat Cinta Karya Habiburrahman El Shirazy dan Implikasinnya dalam Pembelajaran Bahasa Indonesia di MA*. In this study, he found out Islamic educational values and the implication of this research in teaching Indonesian towards students in Senior High School. The Islamic educational values he found from this novel are aqidah values, worship values and moral values. Then, he also found that teachers need to integrate the values of Islamic education found in the novel and also required to make learning scenarios including introduction, core and end.

Third, the study was done by Ayu Verawati, entitled *Educational Values Reflected in "The Miracle Worker" Movie*. In this study, she found out the educational values reflected in the miracle worker movie. The educational values she found are religiosity, discipline, hard work, creativity, independent, curiosity, appreciating achievement, friendly, like to read and sociality. Fourth, the study was done by Rizta Ayu Kusmayati, entitled *Educational Values Found in "3 Idiots" Movie Directed by Rajkumar Hirani*. In this study, she found out the educational values which then classified it into IQ, EQ and SQ. The educational values she found are honesty, working hard, creativity, democracy, curiosity,

appreciating achievement, communicative, loving peacefulness, social sensitivity and responsibility. Then, she classified it into IQ (communicative), EQ (hard work, social and responsible), and SQ (honest, creative, democratic, curious, appreciating achievement and love peacefulness).

From the previous researches above, they proved that educational values can be obtained from a movie. Every researches about movie have different results. It depends on what the movies' about. Thus, the researcher wants to conduct an analysis of educational values from movies with the title *Kingsman the Secret Service* (sequel 1) and *Kingsman the Golden Circle* (sequel 2). The first sequel tells about a veteran secret service recruiting street teenagers to be trained to be top secret agents, while a global threat emerges from a twisted tech genius. The first sequel received The Empire Award for Best British Film in 2015. This award presented annually by the British Film Magazine Empire to honor the best British film of the previous year. Furthermore, the second sequel tells about after the *Kingsman's* headquarters were destroyed and the world is held hostage, an allied spy organization in the United States is discovered, which then, those two elite secret organizations should band together to defeat a common enemy. The second sequel received The Empire Award for best thriller film in 2018. This award is given every year by the British Film Empire in honor the best thriller movie of the previous year.

Those movies were directed by Matthew Vaughn and the first sequel was released on February 11, 2015 in Indonesia, while the second sequel was released on September 20, 2017 in Indonesia. *Kingsman the Secret Service* and *Kingsman the Golden Circle* movies are adopted from a comic made by Gibbons and Mark Miller. Those movies filled with fantastic action scenes and amazing British humor. It was stylish and brutal at the same time, funny and heartfelt at the same time, energetic and rarely exaggeration. It worked with smooth editing and well choreographed scenes along with the great actors. *Kingsman the Secret Service* and *Kingsman the Golden Circle* are action comedy movies with sophisticated technology. Therefore, the researcher has an interest to analyze the educational values from those movies. Thus, the researcher would like to conduct a research entitled **“Educational Values Found in ‘Kingsman the Secret Service’ and ‘Kingsman the Golden Circle’ Movies Directed by Matthew Vaughn.**

B. Statement of the Problems

Based on the background of the study, the statement of the problems are:

1. What are the educational values found in ‘Kingsman the Secret Service’ and ‘Kingsman the Golden Circle’ movies?

2. How are the educational values presented in 'Kingsman the Secret Service' and Kingsman the Golden Circle' movies directed by Matthew Vaughn?

C. Objectives of the Study

Based on the research problems above, the objectives of the research problems can be formulated as follows:

1. To analyze and describe the educational values found in 'Kingsman the Secret Service' and 'Kingsman the Golden Circle' movies.
2. To describe the educational values presented in 'Kingsman the Secret Service' and 'Kingsman the Golden Circle' movies directed by Matthew Vaughn.

D. Significance of the Study

1. Theoritically

The writer expects the result of this study can give beneficial to the world of literature and can contribute to the development of value education.

2. Practically

This study is aimed to give learning reference, especially in the term of educational value that can be find in a movie. Also, it can be a

reference to the other researcher who has interest to conduct a research about educational value in a movie.

E. Scope and Limitation of the Study

To avoid misconception from the purpose of studying the problems, the writer gives the scope and the limitation of this study. The scope of this study are “Kingsman the Secret Service” and “Kingsman the Golden Circle” movies directed by Matthew Vaughn. The limitation of this study is the writer would like to analyze the educational values found in “Kingsman the Secret Service” and “Kingsman the Golden Circle” movies presented by the main character, Eggsy Unwin (Taron Egerton), using Zaim Elmubarok theory and describe how the educational values of those movies directed by Matthew Vaughn are presented by the main character, Eggsy Unwin (Taron Egerton).

F. Definition of key Terms

1. Educational value

Educational value is the value of education (Elmubarok, 2008). While according to Nila Rahmadani (2020) educational value is the processes during people learn, do and get in schools, homes, organization and many places or sources. It can give inspiration and motivation to people to change their attitude and behavior to be more wise to improve the maturity.

2. Movies

Movie is a recording images that tells a story so that people watch on a screen or television. It also can be defined as a series of moving pictures that recorded with sounds to tell the story, it was shown in the cinema, theater and also on television (Rahmadani, 2020).

3. Kingsman the Secret Service

The first sequel of Kingsman' movie tells about a veteran secret service recruiting street teenagers to be trained to be top secret agents, while a global threat emerges from a twisted tech genius. This movie is adopted from a comic made by Gibbons and Mark Miller. This movie was directed by Matthew Vaughn and was released on February 11, 2015 in Indonesia.

4. Kingsman the Golden Circle

The second sequel of Kingsman' movie tells about after the Kingsman's headquarters were destroyed and the world is held hostage, an allied spy organization in the United States is discovered, which then, those two elite secret organizations should band together to defeat a common enemy. This movie is adopted from a comic made by Gibbons and Mark Miller. This movie was directed by Matthew Vaughn and was released on September 20, 2017 in Indonesia.