

CHAPTER I

INTRODUCTION

In this chapter, the researcher discussed the background of the research, statement of the research problems, objectives of the research, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of the Research

Education commonly means the process to improve oneself in the ability to survive in life. Basically, education gives us the knowledge in knowing how to have a certain attitude, to talk, and to learn which later it can be taught to others. Without education we will be blind in everything, because education can make our mind work like the way it is.

Media is one the type of communication in a form of paper or audio visual. Which mean media can be watched, heard, and read. Media is very important in teaching and learning process. There are three types of media; audio, visual and audio visual. The use of audio visual media can be more interesting since it can be seen and hear. Then, the students who are learning using audio visual will be more imaginative and more creative. Later, this audio visual media will not only give educational effects but also provide entertainment.

Not only information that can get publics' attention, but also the type of media and how it is presented can become an important factor. Which mean if an audio visual media is presented nicely, it can get a lot of attention and popularity. Movie is one of the audio visual media which is also the most influential among the other media because of its interesting charm.

Movie can create an emotional response to the audiences. Movie can be amusing and exciting, but also can bring tension, sorrow, pity, and many others. By watching movies, the audience can get more imagination in their mind and get many values by catching the messages potrayed in the story.

Movie is very effective to persuade people's mind because it is usually covered with an interesting plot, and it is easy to watch. Watching movie then became a basic need, even life style because of its persuasiveness. Movie can influence people easily because it is mostly potraying the things we know in life. Movie itself can be inspired from real life, or it can also being spiced up with some fictional story in order to make it more interesting for entertainment purpose. The viewer can be easily persuaded by the movie because it contains moving images and sounds that caught their interest. The viewer then can easily get the messages that is being portrayed in the movie.

We should know that everything around us can build our character. Yusuf (2011: 27-31) states that there are two factors that will influence and build up character. The first is genetic factors and the second one is environment factors. Environment factors are classified into several kinds such as family's factor, school's factor, and culture's factor.

In order to interest and move readers or watchers, characters need to seem real. Keraf (2001:164) states "Disposition characteristic of the narrative can be obtained with an overview of the business counts the actions and utterances of the characters (supporting character), in line with its actions words and deeds". A character have to follow the role that are give or written by the writer. A character in the story should adapt their role with total accordance with what has been specified in a story in order to make their role in line with what is expected by the writer. Potraying a character nicely makes a reader or watcher having a strong sense to follow the character's personality. The part of the character in developing a plot can be differed as the main character and the supporting character or in other words, the major and the minor character.

Kluckhohn in Yusuf (2011:30) states that cultural factors regulate our life from birth to death, either consciously or unconsciously. Culture influences us to follow a certain behavior patterns that have been made. Meanwhile, there is also a movie that has a good value and motivational themes which is the best of all to be seen and be investigated by the researcher.

Values themselves are the guiding principles of life that contribute to many kinds of development of a person. They give a direction to life and thus bring joy, satisfaction and peace. Values add quality to life. Values give meaning and strength to an individual's character by having and applying it in their life.

Here, Bertens (2005:141) states that there are three characteristics of value. Firstly, value is always related to the subject. If there is no subject, it means that there is no value to be shown. For example, when the volcano erupted and there is no appraiser, it cannot be valued whether it is beautiful or even destructive. Second, value is practical and not found only in theoretical approach. Then the last is that value does not deal with material worthiness of something.

Moral value delivers a message in a form of advice. According to (Bertens, 2002) moral values are concerned about one's actions as a human. Thus, moral values includes the understanding of good and bad of human actions based on the norms applied in a society. The sense of good and bad in certain things is relative. It means one thing which is considered good by a person or a nation, is not necessarily the same with other person or other nations. Morality acts as a regulator and instructions for humans of what to believe in order to be categorized as a good human being and can avoid bad behavior (Keraf, 1991).

There are some previous studies that give inspiration to write this study. The first previous study is Surati (2021) with the title "An Analysis of Moral Value in The Pursuit of Happiness Movie". This study uses descriptive qualitative approach which focus on the moral value in the movie. In this study, the writer finds out the type of moral value and recognizing the moral value to improve students' motivation in learning English. The moral values that found consist of value of being and value of giving; value of being consist honesty, courage, peace ability, independent and potential, and self-discipline and moderation, then value of giving consist loyalty, respect, love, and kindness and friendly.

The second previous study is Ardila and Heni (2021) with the title “An Analysis of the Intrinsic Elements and Moral Values in Bad Genius Movies”. This study uses descriptive qualitative approach which focus on the moral value in the movie analyzing the intrinsic elements in the movie. The values that are found consist; honesty, peace of ability, self-discipline, love and affection, respect, and finally, kindness and friendliness.

The third previous study is Ahmad, Sulaiman, And Dedi (2018) with the title “Moral Values and Their Good Impacts in Hacksaw Ridge Movie by Mel Gibson”. This study also uses descriptive qualitative approach focusing on the moral value and its good impacts in the movie. The values that are found consist; courage, potential, honesty, unselfishness, love, loyalty, peace ability, self-discipline, self-reliance, and respect. The good impact of this movie are; improving confidence, giving patience, and care for others.

This study is chosen because the researcher is interested in studying the moral values that are represented in movies. After watching and studying the movie series, the researcher can give some information related to the story of the series through the characters, their words and their action in the story. Not only that the reader of this research can get more understanding of a human character, but also gained high imagination, and morality in life.

From the reason above, the researcher conducted research entitled “An Analysis of Moral Value in Violet Evergarden Anime TV Series”. Violet Evergarden is an anime TV series with 13 episodes. It is adapted by Kyoto Animation from the Japanese light novel series written by Kana Akatsuki with the same name. Violet Evergarden is a young girl raised for the sole purpose of clearing enemy lines. Recovering from her wounds, Violet starts a new life working at CH Postal Services after a falling out with her new intended guardian family. There, she witnesses the work of an "Auto Memory Doll," a job that transcribe people's thoughts and feelings into words on paper. Moved by the notion, Violet begins to work as an Auto Memory Doll, a trade that will take her on an adventure, one that will reshape the lives of her clients and hopefully lead to self-discovery.

B. Statement of the Research Problem

From the background of the research above, the research problems can be formulated as follows:

1. What type of moral value are found in “Violet Evergarden” anime TV series?
2. How are the moral value represented in “Violet Evergarden” anime TV series?

C. Objective of Research Problem

Based on the research problem above, the objectives of this study as follows:

1. To know the type of moral value in “Violet Evergarden” anime TV series.
2. To know how the moral value are represented in “Violet Evergarden” anime TV series.

D. Significant of the Research

For the teacher, this study is aimed to be an inspiration and also to help teacher in teaching their students. Teachers will have more motivation to know their students characters, can be a good figure to their students, paying attention to their behavior, never give up to teach their students and as an innovation to teach their students in many ways.

For students, they can learn how to be a good students who have a good character and have the high motivation to reach their aim. They will know that they can get the values not only around the school or classes but also wherever they are especially in movie.

For the other researchers, this study can be an inspiration and secondary data to the other researcher who have interest in conducting a study related to values that are represented in movies. So there will be many movies analyzed and many values gotten and applied.

E. Scope and Limitation of the Research

In order that there is no confusion and extension of understanding or deviation from the purpose of studying problem, the researcher will give the scope and limitation of this research. The analysis of this study focus on moral

value. The limitation of this research is that the researcher cannot make a direct interview with the director of the movie series, so the analysis maybe rather different with the director's purpose.

F. Definition of Key Terms

1. Movie

Movie is a work of art that is born from the process of creativity which has its own charm. The result of this creativity comes from the author's imagination in a form of creativity that might originate from reality. Movie does not only present the results of the creative process of an author but also provide messages and motivation for the audience to reflect on the problems that occurred in society.

2. Violet Evergarden

Violet Evergarden is a Japanese animated series consist of 13 episodes. This series are based on the manga (Japanese comic) written by Kana Akatsuki with the same name. The story began with a young girl named Violet who once known as a battle tool for war. The last war she fought made her lose her arms and lose contact with her major, Gilbert, her guardian, who means a lot to her. As she went to a postal service named C. H. Postal Company, Violet took interest to a job named Auto Memory Doll, or can be known as typing people's words into a letter. Violet then wanted to become a Doll to know the meaning of "I love you", her major's last words before they got separated.

3. Moral Value

Moral is a thing that relates with skill to decide the right and wrong of behaviors that can be accepted by people. Morality contains belief about the nature of mankind, belief about ideals, what is good or desirable for its own sake, rules laying down what ought to be done, and motives that incline us to choose the right or the wrong course.