CHAPTER 1

INTRODUCTION

This chapter presents the discussion on context of the study, focus on the study, formulation of research question, purpose of the study, significant of the study, scope and limitation of the study, and definition of key terms.

A. Context of The Study

Literature is one of many ways to express one's feelings, emotions and experiences. Literature can be defined as an art that expresses the spirit, thoughts, feelings, ideas, experiences expressed by humans. Greil Marcus and Werner Sollor (2009) stated that literature does not only mean what is written, but literature is what is voiced, what is expressed, and what is created, in whatever form. It means that literature can be formed in various genres. According to Pradopo (1994:26) literary works are illustrations of the world and human life, 'truth' is the main criterion placed on literary works, or everything the author wants to be pictured. Through the process of understanding a literary work, someone will get a lot of information and ideas in it and be able to capture the characteristics of the author related to the world around him/her.

There are some kinds of literature, such as drama, poem, novel, article, and also movie or film. Movie is a useful medium for educating the public and

enabling them to increase their understanding of a particular subject through visuals. According to Yousuf and Dadabhoy (2013), an image is able to be shown by the film to the audience, so that they are able to present themselves clearly to the audience. Media in the form of movies have an important influence in providing information and as a tool to convey messages to the public or society. The message can be positive or negative depending on the audience, because the movie show the audience through visualization. Movies contribute to visual communication played using motion and sound features.

Humans are created with different personalities. Differences in human personality can be called the art of life. Personality can be related to several aspects in literary works, such as movie. In the movie there are characters who are actors in a story. Characters give the important roles to make the story in a film more alive (Pope, 2005:86). Character is something related to characterization. Character is the object in the story whereas characterization is a way to describe the character in the story (Putri, 2021:1). In the movie, the characterizations are very important, because with these characterizations we will study the characters in the movie. Characterization is actually an important part in building a story, because without characterization a literary work will have no meaning. This reflects the very close relationship between the story and the characters. In characterizing a character, it can start by describing how their physical characteristics are, how their personality are, how their social status are and how their social relationships are. In this study,

the author only focuses on characterizing the character from the personality aspect. Personality is one aspect of characterization that describes the behavior and attitudes of the characters.

Literary works are the result of human inventions, not only providing entertainment but also providing value, be it the value of beauty or the values of life or moral teachings. Moral values are values concerning principles of right and wrong and the standards of behavior (Hornby, 2011:285). Movie is one of the most popular message delivery media. The message conveyed by the author can be easily understood because it is conveyed through scenes and dialogues. In accordance with its function, the movie is a messenger for the audience. The message to be conveyed can be displayed through scenes or dialogues of the characters in the movie.

Previous study on the analysis of the characterization of the characters in the movie has been conducted by previous researchers. The first previous study was conducted by Fadhlika Pangestika Putri (2021) "An Analysis of the Main Characters' Personality in "Aladdin" Movie". This research is classified as qualitative, by using a library research. In this study, the author has analyzed the personality of several main characters consisting of Aladdin, Jasmine, Genie, Jafar, and Sultan. The results showed that Aladdin has personality impressive, be liable, brave, and humble. Jasmine has a kind and courageous personality. Genie has personality encouragement, romance and

helper. Jafar has a personality incited, vengeful, traitor, selfish and bad. And Sultan has a friendly and humble personality.

The second previous study was conducted by Lusi Fitri Asminda (2018) "The Analysis of Maleficent's Characterization as The Main Character in *Maleficent* Movie By Robert Tromberg". In this study, the researcher used qualitative and descriptive method. The results showed that Maleficent is a good girl, a loving witch, and brave girl based on what the characters said. And if seen based on what the other think/said, Maleficent is a good witch, an evilest, and caring.

The third previous study was conducted by Mega Silvia Fatmawati (2020) "Moral Values Used in "Beauty and The Beast" Movie". In this study, the researcher found some moral values, there were bravery, sincerity, honesty, love, self-confidence and strong belief, responsible, helping others in need, do not judging others only from their appearances, and polite.

The researcher concludes that there are several similar studies that have been conducted regarding movies. However, each research has a different focus and object. The first previous study conducted by Putri (2021) focused on personality analysis using the Aladdin which is an American musical fantasy comedy movie as the object. The aimed of this study was to analyzed the personality of the characters represented in Aladdin movie. In this study,

researchers analyzed 5 main characters in the movie. The second previous study conducted by Asminda (2018) focused on the analysis of characterization and conflict by using Maleficent movie, which is an American Fantasy as the object that she studied. The aimed of this study was to analyze the main character named Maleficent and analyze the conflict seen in the movie entitled Maleficent. Meanwhile, the third previous study conducted by Fatmawati (2020) focused on the analysis of moral values by using a Beauty and The Beast movie as the object. The value of this study was to analyze the moral values in the movie and found the importance of moral values that can be learned in the movie entitled Beauty and The Beast.

Meanwhile, this research focuses on analyzing the personality of the three main characters in the movie named Snow White, Huntsman, and Ravenna. In addition to focusing on the personality of the main characters, this research also focuses on moral values in the movie. The purpose of this study are to analyze the personality of the main characters, and find out what moral values can be taken from the movie. This study also has different objects with previous studies, this study uses Snow White and The Huntsman which is a fantasy action movie as the object of research. The different research object will certainly provide new findings that lead to different results.

Not only have differences in topic and object, but also the data in the research. The first previous study conducted by Putri (2021) used all sentences

and dialogue in the movie as data. Researcher analyzed using physychology theory from the movie. The second previous study conducted by Asminda (2018) uses movies as data. The researcher used objective theory and meaning of characterization in doing her research. She analyzes the general characterization based on what the character's says, what the character does, and what other think or says. The third previous study conducted by Fatmawati (2020) used utterances or dialogues of the movie as data.

Based on previous research, the researcher found that there was no data other than utterance, all sentences and dialogues in the movie. The type of data that only comes from one type will have an impact on the less variety of data obtained. Based on this, the researchers are interested in choosing this title. In this study, in addition to using dialogue, the researcher also uses other aspects as supporting data in the form of pictures of the scenes/actions played by the characters in the movie. These aspects can support and complement the data from the dialogue, thus strengthening the data generated from the analysis.

The reason for choosing the movie entitled "Snow White and The Huntsman" is because this movie has a different version from the previously released Snow White movie. In this movie, Snow White is characterized more different, and there is new person who comes in Snow White's life named Huntsman. Most people already know about the Snow White movie, because

this movie is an adaptation from Disney animated movie and was appointed to the big screen in 1937. And in 2012, Rupert Sanders has produced the Snow White movie with a different story with the title "Snow White and The Huntsman". In addition, there are values that can be taken from the Snow White and The Huntsman movie by Rupert Sanders.

Based on the background above, the researcher is interested in conducting research to analyze the personality and moral values of the main characters in "Snow White and The Huntsman" movie by Rupert Sanders. The researcher conducted a research entitled "An Analysis of The Main Characters' personality and Moral Values in "Snow White and The Huntsman" movie by Rupert Sanders". The researcher hopes that this research can help the audience in recognizing personality in themselves and others, and can take the moral values that exist in a literary work. This can increase understanding of something good and bad as a basis for being able to distinguish the two things which can then be applied to real life.

B. Formulation of Research Question

In this research, the researcher focused on the personality of the main characters and moral values in "Snow White and The Huntsman" movie by Rupert Sanders. The research question are:

1. How are the main characters' personality represented in "Snow White and The Huntsman" movie by Rupert Sanders?

2. What are the moral values reflected in "Snow White and The Huntsman" movie by Rupert Sanders?

C. Purpose of The Study

Based on the formulation of research problem, the purpose of this study are:

1. To know the main characters' personality represented in "Snow White and The Huntsman" movie by Rupert Sanders".

2. To know the moral values reflected in "Snow White and The Huntsman" movie by Rupert Sanders".

D. Significance of The Study

By conducting this research, the researcher hopes that the result of this study will provide benefits for the reader and can attract the readers' attention to study the personality of the characters and moral values which interesting to discuss.

1. For students

    Hopefully this research can provide a better understanding of the personality of various characters and moral values in the movie. The researcher hopes that this study can help students distinguish the characterization of each character in the movie and help students understand and learn about how to be a person who has a good personality. the students can also understand about how important it is to

learn about moral values. Besides these benefits, watching movies can also improve students' English vocabulary.

2. For teachers

Teachers can use the movie as a learning medium, because the movie media can increase students' enthusiasm for learning. Teachers can show movies to students to make it easier for students to understand the personality types of characters and moral values in movies. It can also increase understanding of something good and bad and can distinguish the two things which can then be applied to real life. Using movie as a learning medium can improve the teacher's speech and improve the students' vocabulary.

3. For other researcher

The researcher hopes that this research can be an inspiration and secondary data to other researchers who are interested in conducting research on the characters' characterization in personality aspect and the moral values in other films, so that there will be many films analyzed and many values obtained and applied.

E. Scope and Limitation of the Study

The scope of this research focuses on characterization of the characters and moral values in the movie. While this research is limited to analyzing the main characters' characterization in personality aspect and the moral values in the movie entitled "Snow White and The Huntsman". Reason why the

researcher limits the problem because the researcher wants the discussion to be more specific and focused.

F. Definition of Key Terms

1. Character

   Character is one of the important elements in the story, because the character can bring a story to life. Character is the object in the story which is an individual trait in the form of personality, nature, character and behavior that is expressed in everyday life.

2. Characterization

   Characterization is a way to describe the character in the story. The character is described by the author about the characters in the written story clearly. So, characterization is made by the writer to give a clear picture of the character in the story and characterization refers to the method used by the writer to create or reveal the character in the story.

3. Personality

   Personality shows the overall attitude, behavior, expression and way a person interacts with others. Personality can be related in several aspects in literary works, including movies. Personality in a movie can be displayed in several ways including dialogue, attitudes, and behavior through thought, as well as characteristics that affect personality.

4. Moral Value

Moral values are values related to good and bad ways that can guide human life. Moral values can be a person's guide on how to evaluate what is right and wrong, and can distinguish between right and wrong behavior.

5. Movie

Movie contributes to visual communication played using motion and sound features. Movie is a useful medium for educating the public and enabling them to increase their understanding of a particular subject through visuals. Movies has an important influence in providing information and as a tool to convey messages to the public or society.