

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, statement of research problem, objectives of the research, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of the Research

Human life always closely related to society, of course there are many values that must be learned to achieve a comfortable and prosperous life. One thing that needs to be learned is moral values. In social life, moral values are used as the determinant of a person's attitude. Moral values can be defined as a term in logic that a principle or action or human character is right or wrong and good or bad views about the good and bad of human actions and character. According to Berterns (2002), moral values include a person's actions. This means that an assessment of whether a person is good or bad can be seen from his behavior. People with good attitude and character will be judged as good people in social life. Then people with bad and immoral attitudes will be judged as bad humans in social life.

Moral values are very important to be taught from an early age because moral values can be a guide for them to carry themselves in social life. Moral values provide examples of good attitudes and culture, which are inspired by people's behavior. There are two things that need to be learned, first, learning moral values can help humans build good relationships between people. Moral values can also be the basis for a person to develop in life. Second, it can increase a person's

sensitivity to perceive implicit values and information. By understanding moral values, a person can be more emotionally intelligent. Moral values can also reflect a person's character and spirituality.

Learning moral values can bring positive values to the individual in order to be sensitive to issues related to social life and to encourage good behaviour. There are so many sources that can be used to teach someone about moral values, one of that is movie. Movie is a type of visual communication that uses moving images and sounds to tell a story . Movie is a collection of sound that tell a story that is shown on television or in cinema or theatre (Hornby, 2005). Now, movies are widely used as learning media, besides being used as learning media, movies are also used as a means of spending time as entertainment.

Movies have interesting stories aimed at providing entertainment and satisfaction for the audience and getting them involved in the story. One can feel the feelings the director is conveying, be it fear, joy, sadness, tears or even feelings of anger or disappointment as the characters and audiovisual elements make the movie stronger in conveying the story to the audience. Movies are used to convey messages to the audience. Every movie has a message that it wants to convey to its audience. If people watch a movie, they will follow the story in the movie they are watching. So it affects their attitude in everyday life. If they watch movies that have good moral values, usually they will also have a good attitude in everyday life. Of course, if they watch movies that have bad moral values, they will also have bad attitudes in everyday life because in every human action, it is actually based on experience that can be taken as a lesson. By watching the movie, people can

certainly easily understand the moral values found in the plot of the movie. On the other hand, watching movies is almost a fun activity for the people of this world. This makes them feel more relaxed and also gain a lot of knowledge.

Among many movies, the researcher choose *Up* movie as the interesting media to teach the moral values. This movie tells the story of an old man named Carl Fredricksen (Ed Asner) and a boy named Russell (Jordan Nagai). Carl ever had a dream with his late wife, Ellie, to travel the world in a house bound by thousands of balloons. To fulfil his promise to his late wife, Carl tied thousands of balloons to his home and set out to fulfil his dream of seeing the Paradise Falls of South America. *Up* movie has many moral values that can motivate a good life.

This research is expected to provide knowledge to readers about the moral values of the *Up* movie. Researcher interested in analyzing moral values because they have a major contribution to human life, as well as guiding people to have a better perspective on how to live in society. These moral values are expected to build the character of the audience for the better. From this research, the reader can learn that in life one must have the will and never give up in order to achieve success. The writer also hopes this research will help readers solve their problems and emphasize the importance of moral values.

The writer gets the inspiration for this research from several studies related to moral values. These are follows: The first previous research was written by Humaira (2018), entitled "*An Analysis of Moral Values in Zootopia Movie*". The method of this research was qualitative method. As the result, she found some moral value in this movie, there were: responsibility, justice, tolerance with other people,

wisdom, helping each other, respect, and confidence. The most dominant moral value of this movie was helping each others.

The second previous research found was conducted by Selvy Dwi Suryati from Raden Intan State Islamic University Lampung. Her research entitled “*An Analysis of Educational Values in “Live of Pi” Movie*”. The method of this research was qualitative research. The educational values of this movie were: purity, never give up, not selfish, religious, loyalty, grateful, respect, peace, diligent. The dominant type of moral value was never give up.

The last previous research by Ibnu Sina Irvany Setiawan (2014) entitled “*An Analysis on Moral Values As Seen in “ Rise Of The Guardians “ Movie* “. The researcher identified some moral values, there were : responsibility, honesty, love and affection, steadfast faith, enthusiasm, courage, good heart, loyalty, peace-loving, perseverance, sacrifice for others, sincerity and self-confidence.

However, the differences between this research and previous research is to identify types of moral values in the “Up” movie and research methods. This research focuses on the examining moral values on the main character in the “Up” movie and used objective qualitative research. From those previous studies, the writer gets the inspiration to write a research entitled “The Moral Values Found In “Up” Movie”.

B. Statement of the Research Problem

Based on the research problem, this research aimed to answer following :

1. How are the moral value of the dialogue in the characters in this movie?
2. What are the moral values existed in “Up” movie?

C. Objectives of the Research

Based on the research problem above, this research aimed at answering the following problems that the research wants to find out. The objectives of the research as follows:

1. To find out moral values from the dialogues of the characters in “Up” movie.
2. To find out what the moral values existed in “Up” movie.

D. Significances of the Study

1. Theoretically :

This researcher expect this study will enrich the readers’ knowledge and give more understanding and references in analysing moral values in the “Up” movie that is measured based on the types of moral value.

2. Practically :

- a. Readers : To increase understanding of moral values and types of moral values in the “Up” movie.
- b. Lecturer : As information to better understand moral value and types of moral values in the “Up” movie.
- c. Researcher : To provide dedication and reference to the development of literary studies in analyzing moral values and their types in the films.

E. The Scope of Limitation

The researcher focused on the analysis of the dialogues which represent moral value of the characters in “Up” movie.

F. Definition of the Key Terms

1. Moral values

Moral values can be defined as a term in logic that a principle or action or human character is right or wrong and good or bad views about the good and bad of human actions and character. According to Berterns (2002), moral values include a person's actions.

2. Movie

Movie is a series of moving images recorded with sound that tell a story that is shown on television, film or theatre (Homby, 2005).

3. "*Up*" movie

This movie describes an old man named Carl Fredricksen (Ed Asner) and a boy named Russell (Jordan Nagai). Carl ever had a dream with his late wife, Ellie, to travel the world in a house bound by thousands of balloons. To fulfil his promise to his late wife, Carl tied thousands of balloons to his home and set out to fulfil his dream of seeing the Paradise Falls of South America.