

CHAPTER I

INTRODUCTION

In this chapter, the researcher will discuss 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 is the most important thing in our life. It means that everyone has the right to be always growth in education. Education commonly means a process to improve self ability to survive in our life. Basically, education gives us knowledge in how to have a certain attitude, to talk, and to learn science which is finally can be taught to others.

According to Hasan Langgulung, acquiring an education is not only get in formal education which is full of set of laws and norms, presenting a rather rigid curriculum as regard objectives, content and methodology, but it can be done in everywhere like in home, garden, a coffee shop, and soon, because in every place we can take many values that can be applied to our life. (Langgulung, 1986:147).

As Langgulung said, education can be done in everywhere and also can be taken from everything. One of the biggest things that have a great influence is mass media. In this globalization era, mass media is growth rapidly. We can get a billion-information and learn about something easily. Mass media is blooming like a fire burns woods in dry season. Especially the big five mass media that are

newspaper, magazine, radio, the Internet, and television. That all five are snatching to take people's interest by giving the best service. Because of high technology, any information can be gotten easily. Communicator's mind also can easily reach in public. A variety of technology appearance gives openness and freedom to choose media to be used. It makes media become an important necessity.

Not only information that attracts public, but also a type of media and its presentation become important factor are determined. Finally, audio visual media that has a good presentation becomes the prime and drives public majority to automatically choose it. One of audio visual media is television. Television is the most influential than other mass media because almost everyone has it.

One of the parts of television that has a great influence is movie. Movie is very effective to persuade people mind because it is covered with an interesting plot, and it is easy watching. Because of its persuasive, a consumption of movie is being a basic need, even life style. Movie can influence people easily because it is really close to our life. Movie itself is inspired from a real life but it was added some flavors in order to make it more beautiful for entertainment purpose. From the movie, viewer will be easily persuaded by the actual content presentation that engages audio visual sense so that messages in the movie will be easy to arrive in viewers mind.

There are three functions of mass media. That is to inform, to educate, and to entertain. From the understanding of three functions above, public—especially

educators— have the right to use mass media for the importance of education field. At the first, the educators have to be given the understanding of using mass media for education because today their students also learn from the outside school area. Now, focus on the movie. As the one of the most attractive program on mass media, movie should not only for entertainment, but also should give education as its function. The messages carried on the movies should also contribute to build character and create educational people. Beside to entertain, movie is also to educate, so that's way there is word “*edutainment*” in movie term. In this case, movie cannot be detached as media education.

Moreover, recently, there are many movies released in world movie industry. Most of them are adapted from the real life story. Even some of them contain of bad influences such as violence, sex, murder, horror, and soon, but there will be good movie that contains of many good values for educational purpose. Muhammad Rizal, a student of Maritim Raja Ali Haji University, had conducted a research entitled “*Analisis Nilai-Nilai Pendidikan Dalam Film 3 Idiots Karya Rajkumar Hirani*” that proofs there are many character educational values in “*3 Idiots*” movie directed by Rajkumar Hirani. In his journal, he analyzed 18 educational values stated by “KEMENDIKNAS”. From the 18 character educational values above, he got 15 character educational values in “*3 Idiots*” movie that are religious, honesty, tolerance, hard working, creative, independent, democratic, curiosity, love homeland, appreciating achievement, friendly, love peace, environmental care, sociality, and responsibility. While, only

3 values could not find in “*3 Idiots*” movie that are discipline, national spirit, and like to read (Rizal, 2015).

From the research conducted by Rizal above, it shows that education is not only gotten from formal class, but also can be gotten everywhere, especially from movie. There are also many educational values that can influence viewer to build a better character in educational field from that movie.

Meanwhile, there is also a movie that has a good value and very suitable for educational purpose, it is *The Ron Clark Story* movie. The movie which is directed by Randa Haines in 2006 tells about the real-life educator Ron Clark, a teacher from small town who moves to New York City to get a difference experience. In the beginning, Ron Clark (we will call him Mr. Clark) gets in trouble because there is no students pay attention to him. It happens every day. Even, there is a student that makes Mr. Clark patience runs out and he decides to get out from the class. This problem almost makes Mr. Clark give up, but he knows that teacher has the duty to keep pay attention for the students although they even do not care of him. The duty of the teacher is to guide the students to the lightness way. If in “*Superman*” movie there is “Clark” Joseph Kent as superhero from other planet that protects us, Mr. Ron “Clark” is a superhero without “S” symbol in his chest who always takes care of his students.

From the reason above, the researcher has a high interest to conduct research study entitled CHARACTER EDUCATIONAL VALUE IN “*THE RON CLARK STORY*” MOVIE DIRECTED BY RANDA HAINES.

B. Statement of the Research Problem

From the background of the research above, the research problem in this study is what can character educational values be found in “*The Ron Clark Story*” movie?

C. Objectives of the Research

Based on the research question above, the objectives of this study is to describe what can character educational values be found in “*The Ron Clark Story*” movie.

D. Significance of the Research

The significance of this study is aimed to the teachers, students, and other researchers. For the teacher, this study is aimed to be an inspiration and also to help teacher in teaching his/her students. Especially for the teacher that has students who are difficult to control, so that teacher has more motivation to take care, always pay attention, and never give up to teach them.

Beside for the students, this study is aimed to make them a valuable lesson that students must be always respect to the teacher although the teacher is not as students want. This study is also aimed to tell the students that whatever students’ attitude, the teacher will always gives the best to his/her students.

Moreover, for the other researchers, this study can be an inspiration and secondary data to the other researcher who interest to conduct study about

character educational values in others movie, 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 scope describes the areas covered in a research. Here, the scope of this research is only analyzing 18 character educational values which are stated by KEMENDIKNAS in "*The Ron Clark Story*" movie.

The limitation can be weaknesses of this research, or the circumstances that were not considered in this research. The researcher bravely says that the limitation of this research is that the researcher cannot make a direct interview with Randa Haines as the director of the movie, so the analysis maybe rather different with the director's purpose.

F. Definition of Key Terms

In order to avoid misunderstanding and ambiguity of terms which will be used, the researcher gives the definition of key terms, as follows:

1. Educational Value

Value is everything that suitable to be applied by the human (Drijarka 1966: 38). While, educational value is education that considers an object from

the beauty point of view, personal desire, and ethics that appreciates true or false in a personal relationship (Hakam, 2002:5). According to Mardiatmaja who is quoted by Mulyana defines that educational value as a help for the students in order to realize and experience values as well as integrally take it in their whole life (Mulyana, 2004:15).

2. Movie

A movie or motion picture is the only new visual art form created in the 300 years. It is a complex, exclusive art, difficult to define, but the element of the movies is instantaneous and universal. Motion pictures are in fact both an art form and medium of mass entertainment, and in the latter capacity they have a significant impact in a sociological sense. In addition, they have background rooted in science and technology (Webster, 1973: 305).