

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the scope and limitation, research problem, the objective of the problem, and objective of study.

A. Background of The Study

Literature as a fictional and imaginative work that provides language and has dominant aesthetic values. Imagination and aesthetics are the basic concepts of personal art, while language is the characteristic feature of the medium that makes literary works different from other works. According to Warren and Wellek (1956: 18-19) in thesis Jessica Apriani Mainake (2014)

From the explanation above, the researcher concludes that literary work is a personal imagination created by expressing ideas, literary works can be in the form of novels, prose, poetry, movies, and other literary works.

One example of research that has been examined by the researcher here is about movies. A movie is a form of visual art used to simulate experiences that communicate ideas, stories, perceptions, feelings, beauty, or atmosphere by recording programmed images. Watching a movie makes the audience leave their daily lives and feel like they are in a different world and also makes the audience seem to have entered the life of fictional characters, and the movie is also referred to as mass communication media that has an important role. That gives moral value to the audience.

Based on the researcher experience, some people especially most students in English literature watch movie only to watch the movie but do not understand the meaning, purpose, and message of the movie they watch. However, if we watch it and understand it more deeply, watching a movie is not just watching but understanding the message of the moral values contained in the movie.

In addition, by watching the movie. The audience immediately knows something from the message in the movie. There are moral values found in the movie. Besides entertaining, movie also have moral teachings. A good movie has a lot of educational messages. One of the goals of educational messages is examples of good behavior that reflect religious messages, moral messages, and educational messages. One of the messages captured by the researcher in the movie is about moral values.

There is one important factor of why moral values are important to learn. one of them, the need for good character in humans which includes a strong mind, heart, and quality will, such as honesty, empathy, attention, self-discipline, perseverance, and a strong moral drive to be able to work with love. And vice versa, as if we did not learn moral values, lack of understanding of social awareness such as the bad character of humans who do not care about the interests of fellow human beings, and are only concerned with their own character and cases that arise from the ordinary.

Moral comes from the Latin 'mos' which means morals and values. This moral is based on determining right and wrong. Value means the standard used to define something and is considered a habit. In other words, moral values are attitudinal

standards based on the determination of right and wrong thought by those who make moral standards. In journal of Desfika Beti U, & Restu Arini (2017), An analysis of moral values in Burnett's *little lord faulteroy* novel to Esteban as quoted by Adisusilo (1990, p57) states that "Moral values are universal truths.

which man holds to be good and important; they are the ethical principles which he struggles to attain and implement in his daily life. They are the ideals which transcend all time and space; those which are valid for all men regardless of race or religion; the ones which unite strangers, families, nation – all of humanity – with God." Based on the opinions of the experts above, the researcher concluded that moral values are very important to understand because we can apply them in our daily lives.

Moral values can also be reflected in a literary work. One of them is a movie. In addition to entertaining, movie also provide the audience with many moral values contained in the story about the meaning of life that can be applied in everyday life. Researcher are interested in researching the "Up" movie because in this movie there is a moral message. Moral messages are an important part that must be obtained, in order to increase knowledge about the value of life. In this life not only get intellectual knowledge but also knowledge about morals. The researcher chose this movie because this movie is a type of cardboard or animated movie, the story is not boring so that it makes the researcher enjoy this "Up" movie. The language used is also easy to understand.

And this research focuses on analysis of moral values in the "Up" movie. The researcher hopes this research would be able to emphasize the important of moral values to the reader. Therefore, based on explanations above, the researcher

conducted research to investigate the moral values in the “Up” movie under the title
“An Analysis of Moral Values in ‘Up’ Movie

B. Research Problem

The problems in this research are formulated as the following:

- a. What are the types of moral values in the “Up” movie?
- b. How are the moral values presented in the “Up” movie?

C. The Objective of The Study

The objective of this research was:

- a. To find out the type of moral value in the “Up” movie
- b. To describe the ways how moral value are presented in the “Up” movie.

D. Significance of The Problem

The benefits can be theoretically:

- a. Theoretical

The researcher hopes the findings of the research are expected to be useful and provide information to readers about moral values in the "Up" Movie that is measured based on the types of moral values.

- b. Practically

Researcher hope that research results can be used to:

1. Readers, to increase their understanding of moral values in the "Up" Movie.
2. The teacher or lecturer, as information to better understand the moral values in the "Up" Movie.
3. Researcher, to contribute to the development of literary studies, especially those who are interested in literary studies.

E. The Scope and Limitation of The Study

The scope of this research is about literature. And the limitation of this research is about the types of moral values used in a movie especially in the “Up” movie by Pete Doctor & Bob Peterson.