

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, formulation of research problem, purpose of the study, significant of the study, scope and limitation, and definition of key terms.

A. Background of Study

The era of globalization is an era where there are many opportunities for someone who is willing and able to use them, for their own interests or the public interest. The era of globalization can have a lot of impact on someone who is able to fortify themselves by having good character and having good morals in social circles and avoiding negative impacts. Education is the need of every human being. Various things were carried out such as in research, development of new learning methods, development of new programs in education, as well as discussions and holding various seminars in the name of education, and many other activities carried out with the theme of education. The activities carried out are to seek and advance the importance of education and promote the quality of education, one of which is to improve the quality and quality of education by building the nation's character. To build it takes a long time, education does not stop to make reforms to always improve the quality of education in Indonesia, especially to produce students with character. One way to make it happen is that students must be provided with education that has good morals and fosters students in character building / noble character. Education that builds moral values or character should get more attention from the government. Starting from an early age or from childhood. Where childhood is a very important place to prepare the next generation to become leaders and students who have good educational values. Sigit Dwi K. (2007:121) states that elementary school students experience rapidly improving physical and motor development, including personality, emotional, intellectual, language, ethical, and moral development.

Education is not only about the learning process and delivery of material, but aims to make students who have intellectual potential. Education is also the work of the community in the nation in a better survival for society and the nation in the future. (Elihami & Martyrdom, 2008). The process also seeks to form a person with character, ethics and aesthetics through the values contained in it. Education should not only be seen as an effort to provide information and form skills, but also should be expanded to include efforts to realize desires. Individual needs and abilities in order to achieve a personal and social lifestyle that satisfies education is not merely a means to prepare for the life of a child who is undergoing development towards adulthood.

In this era of globalization, the value of education has experienced a lot of setbacks and was replaced with a more modern era. Technology is growing and is also getting more advanced. One other example is with the increase in crimes such as robbery, murder, and others. These things happen because of the lack of education about the good values that are taught in their lives. There are many types of social deviations that occur among students at this time such as bullying, bullying on social media, brawls between students, sex, drugs and alcohol. In cases like this, parents play an important role in shaping the character of a child, how they provide educational value to children, because parents have a great influence on children because they are the closest people to children and the first people who always give love. The purpose of education means the core values of the development of Indonesian society rooted in divine values and noble customs, Value education is an important part of the Indonesian education system. But in fact, until now there are still many problems regarding the decline in students' moral values such as fights between students that cause casualties and environmental destruction, as well as unethical actions against other students, cheating in national exams these things happen to be a clear example of changes in cultural and social values among students. (Priyono, Abu, Ahmadi, 2006: 48)

According to Taylor (2006:4) there are several aspects of educational values are as follows : self-confident, friendly, never give up, be polite, forgiveness, optimism, love, responsible, help each other, hard work.

In this case, educational institutions also have an important role in conveying educational values to children. Teachers place an important role in developing the value of education for children. This is one way to increase the values inherent in a student's thinking and acting. There are many kinds of morality and knowledge that can be applied through adult social experience. At this time most students are too focused on the subject matter and lack of attention to character values, this can lead to the value of education in their children. There are so many media or examples that we can apply or provide lessons while conveying the value of education to children. In addition, interesting and fun media will make the child not feel bored in learning activities, and one of them is film. Besides that, teachers and parents can educate each character that is played and provide education about how to be a good person, not only good but also qualified in acting towards others, and being able to put things in their place how they act and say to others.

Movie is a means of entertainment for everyone, in this case animated movie as a study of educational values for children. Movie is an educational medium that can be displayed to the public, so that people will be able to more easily accept the value of education. And most children prefer to spend their time watching animated films or cartoons. Animated movie are more popular with children, because animated movie always provide interesting, unique and easy-to-understand stories for the characters. The approach through animated films is easier because it is done visually and also through audio. Children can imagine and also learn by taking elements of culture, education, history, and lifestyle. Educational values are one of the elements that are easy to understand in the film. Parents also play a very important role in selecting films that suit the mentality of the child. The value is usually described implicitly. As Harmer states that movie can help to see language in use, pick up a range cross cultural clues, allow

everyone to entry into a whole range of other communication worlds included how the rules of behavior in social and business situations. Film is a literary work that not only gives an attractive appearance, but also conveys very important educational values. Film is an interesting learning media but also provides positive values for children, not only children but also the wider community. Watching movies can also help develop motivation to learn English.

Walt Disney is one of the big companies that produces children's films, such as Cinderella, Snow White, Frozen, Alice in Wonderland, Moana, and many more. These films produced by Walt Disney always steal a lot of attention around the world, these films are made for children, but also enjoyed by teenagers and adults such as Tangled (2010), Brave (2012), Frozen (2013), and Moana (2016).

Moana here was chosen as the subject, because Moana is different from other Disney movies because Moana is a teenager who has adventurous spirit and Moana has interested with the ocean and Moana has bravely across the ocean to save the island. Moana not just a princess like other princess Disney but she has big responsibility. Moana movie can be used as a means of infrastructure in a learning and can make educational values for students, the persistence and self-confidence of Moana who is a teenager can make the hearts of the audience to be amazed and is good for the development of the spirit of courage and appears confident in students, and in the Moana movie is presented with cinematography that is interesting to watch, therefore Moana movie can be used as a learning tool for teachers and students as a learning medium and also easy to understand. Moana is an American 3D fantasy adventure film produced by Walt Disney in 2016. This film tells the story of Moana, an adventurous teenager who sails bravely to save his island. Moana must return the heart of a sea goddess, Te Fitti, which was stolen by Maui. The story from the Moana film is very dancing with an animated display and also a very cool soundtrack that will make children love it. Actually, this is not the first time this film has been abashed, the researcher chose several references about the previous study, it does not mean that the researcher has plagiarized or other research. To show the authenticity of this study shows related

research. Based on the previous research, Kusmiyati (2017), she discussed the research entitled “Educational Value Found in “3 Idiots” Movie Directed by Rajkumar Hirani.” In this case she used library research, she used documentation method because the research design was library research. The educational value that presented by peer debriefing such as honesty, working hard, creativity, democracy, curiosity, appreciating, achievement, communicative, loving peace, social sensitivity, and responsibility. The educational value is more on human intelligence, researchers focus more on the development of children’s character and intelligence that can be applied in everyday life.

Second, Ramadhani (2020), she discussed entitled “An Analysis of Educational Value in Finding Nemo Movie”. She used theory of El Mubarak to analyze the movie. She used descriptive method in collecting data she used two source primary and secondary source. She found nine educational values there were brave, self-confidence, honest, sacrifice, love, respect, loyalty, kind and friendly, also not selfish. The researcher is more focus on classified to be value of being and value of giving. Value of being there were honest, brave, and confident. Value of giving love, respect, loyal, kind, friendly, and not selfish.

Next, Anggraini (2018), she discussed with entitled “*Representasi Perempuan dalam Film Moana*”. This research used discourse analysis. The discourse used is the discourses developed by Jager & Maier which focuses on the object of movie research. She found that representation of women in this movie, at least she found 3 main things. First, women gender are flexible, and allow women to learn the activities carried out by men. second, in this movie, Moana is shown as an energetic, enthusiastic, optimistic, and unyielding figure. This is different from the definition of beauty that develops in Indonesian society, beautiful women are those who are tall, white, slim, gentle. Third, the representation of women in the film Moana that she brings a positive aura, caring and kind heart to carry out her father’s leadership, but it is also shown that she feels moved to save the damaged nature.

Based on the explanation, the researcher concludes that many similarity studies about movie, but they have different focus on the research. The author was interest and focused of analysis of educational value in Moana Movie. The researcher hope this study would be able to emphasize the important of moral value to the reader. Therefore, based on the explanation above, the researcher is going to conduct a research to analysis of educational value in Moana movie.

B. Formulation of Research Problem

Based on the Background above, the researcher formulated that focus of the study as follows :

1. What are the types of educational value found in Moana movie?
2. How are educational values presented in Moana movie?

C. The Purpose of the Study

Based on the Formulation of Research Problem, the purpose of the study are :

1. To analyze the types educational value in Moana movie.
2. To describe the educational value presented in Moana movie.

D. Significance of the Study

The writer hopes that this study will give the significance to all read this study and the writer mention it by :

1. For the students

They can learn how to be a good students with a good character and have the high spirit to achieve their goals. Other side, they can obtain educational values not only in scools but also anywhere they go, especially in the movie. Because, they can see in a lot of social media and they can get conclusion that movies they have seen give them learn to be a good character and have a high motivation as well, and how they have the courage to do something new.

2. For Teacher

This study can be used as their teaching material, the teacher not only teach with the book but also with the movie. The teacher can educate them and give example how to be good student who have bravely and have high passion for their goals and teacher can build the students character.

3. For other researcher

This study will be reference for other researcher, will conduct an analysis of educational values especially in the movie.

E. Scope and Limitation of the study

The researcher will give the scope and limitation of this research. The scope and research is the research focus to analyze the educational value in Moana movie. The limitation of this researcher is the research only focus from educational value. This is containing of some values such as, moral and social values.

F. Definition of key term.

To help the readers understand the title, the writer writing the key term used, the definition :

1. Educational value

According to Taylor (2006:4) there are several aspects of educational values are as follows : self-confidents, friendly, never give up, be polite, forgiveness, optimism, love, responsible, help each other, hard work.

2. Movie

Movie is a form of entertainment that acts out a story with sound and image sequence movement. Movie as a screen educator helps students understand and appreciate the unique visual and aural language of movie and the role this language plays in human communication. By developing skills in responding to visual-aural language, students can increase their understanding of themselves and others and explore the communicative and artistic potential of movie as a medium of expression (Deighton, 1971 : 3).

3. Moana Movie

This movie tell about the wish of a woman named Moana. She wants to cross the sea to save the Motunui people from economic downturn, but his father always forbids her. Until her mother told her to about side story how the island, and bring her to the adventure to revive the island, by storing the heart of a sea goddess.