

CHAPTER I

INTRODUCTION

This chapter, the researcher presented the background of the research, formulation of the research, objective research, significance of the research, scope and the limitation of the research and definition of key terms.

A. Background of the Study

In this modern era, we have been given a lot of convenience in getting entertainment and information media, even not infrequently there are also several information and entertainment media combined into one in order to get pleasure and knowledge at the same time. (Media is a channel or means of communication used to convey information, messages, or content to a wider audience. Media can take many forms, including print (such as newspapers, magazines, and books), electronic (such as television, radio, and the internet), and digital (such as websites, social media, and mobile device applications) (Lukmantoro, 2018). Media to convey messages and receive information have been greatly developed to make it easier for humans to meet their needs to exchange and collect information. There are many types of media, one of which is film. Film is a mass communication medium that is quite famous at this time. Films in developing Indonesia are not left behind by other developed countries. Film has become a very interesting phenomenon and is in great demand by the public. In addition to being an entertainment medium, film has many other functions such as information media, educational media, and communication media.

According to Nurgiantoro in Albarikah (2017: 4) film is a reflection of the social life of society, also contains the application of morals to the attitudes and behavior of the characters in accordance with his views on morals. Through the stories shown in the film as well as the attitudes and behavior of the characters in the film, moviegoers are expected to be able to take in the moral messages conveyed in the film.

Nurhayati (2016;2021) stated that Drama uses dialogue (spoken words), actions and visual elements (facial expressions, costumes, sets, etc.) to help communicate meaning. The examples of dramatic texts are film scripts, improvisations, stage settings, soap opera, street theatre, re-enactments. Dramatic text may be in the form of script which includes an introduction man (telling the background to the drama, previous production of the drama and instructions for performances of the drama) followed by segments of actions set out in acts and scenes. Film is a form of communication media that involves signs and meanings from the process of making to the result. The sign or symbol in the film will be the target of communication between filmmaking and film connoisseurs. Boggs and Dennis (2008:3) consider film to be "a form of expression similar to other art media", formed through "a continuous and continuous play of images/views, sounds, and movements." Here, Boggs and Patrie consider film to have similarities with various other art forms, including painting and photography, drama, music, and even literature (poetry and novels).

According to Djojuroto (2006:15) literary works in the form of films always reflect about the outlook on life and the values of truth. So that the literary work can help shape the viewer's personality as a dignified and moral creature of God to be better, in other words the author inserts moral values into literary works as an effort to convey his perspective on the values of truth in human life. According to Nurhayati (2014; 2020), English videos such as movies and soap operas are widely used in English learning as a useful and versatile way of ensuring that also students in English learning settings get to hear the foreign language and get a chance to develop their list. By watching movies, students can learn pronunciation and expression uttered by the characters correctly as they are taken to the real context of situation of movies.

In a film, moral values are usually reflected through the behavior of the characters in the film, either implicitly or explicitly. From these differences in behavior, of course, each character also has different moral values. This aims to bring to life the character of each character that is aired. Moral values are also very closely related to customs and culture that aim to uphold ethics. The goal is for the

audience to be able to take moral values and emulate them in daily life (Basid and Fitria, 2017: 100).

While morals are always related to values, morals are basically a series of behaviors that must be obeyed, and morals are the norms of individual behavior related to society. Morals are a very important thing for human life. Because a moral person will always do good for himself or others. A moral person will not harm himself or others. Moral people always respect others regardless of the position of others and also always set a good example in every activity of their lives.

According to the Indonesian Dictionary (KBBI, 2016), morals are about good and bad that are generally accepted about morals; ethical morals; A mental state that keeps people brave, passionate, passionate, disciplined, and so on; the contents of the heart or the state of feeling as revealed in action; The teaching of decency that can be drawn from a story. While morality has good judgments in accordance with morals (customs, manners, and so on). According to Suseno (1998), morality is a way to measure the quality of a person as an individual and a citizen. At the same time, moral education is to make human children morally good and humane. Meanwhile, according to Ouska and Whellan (1997), morality is the principle of good and bad, which exists in individuals or individuals, and is inherent in humans. Even if morality exists within the individual, morality still exists within the system of rules. There is no difference between morality and morality, because morality is the principle of good and evil, and morality is the quality of good judgement. Therefore, the nature and meaning of morality can be seen from the way moral people obey and uphold the rules.

Puss in Boots: The Last Wish is a 2022 American animated adventure comedy film produced by DreamWorks Animation and distributed by Universal Pictures. The sequel to the spin-off film *Puss in Boots* (2011) and the sixth installment in the *Shrek* franchise, the film was directed by Joel Crawford, co-directed by Januel Mercado, and written by Paul Fisher, Tommy Swerdlow, and Tom Wheeler. Set after the events of *Shrek Forever After* (2010), the story follows *Puss in Boots*, who teams up with Kitty and Perrito to find the Last Wish of the fallen Wishing Star to restore eight of his nine lives. They race against other

fairy tale characters seeking the same treasure, while a sinister wolf hunts Puss himself. Based on data from IMDB, this film received a rating of 7.3/10, which is where this film has been rated quite good and attracted the attention of many viewers, both children and adults. The budget spent to make this film is estimated to have reached \$ 90,000,000, but the film still earns a commensurate profit or net income of around \$ 481,705,474 for global revenue. The film also received several awards and nominations, some of which are the Annie Award for outstanding achievement for editorial in a feature production in 2023, Best animated Movie from US Academy Awards in 2023, Best Animated Feature from Critics Choice Awards in 2023, and so on. Researchers are quite interested in making research using this film because this film is full of fantasy, unique characters, and interesting worlds, where this theme is quite interesting to bring to children, but in terms of character and character traits that have various kinds of development and uniqueness of their own and morals of characters that can be picked are also very suitable to be shown to adults.

There are some specific researches that are related to Moral Value Analysis. The first thesis by Lukmantoro (2018) and used *The Boss Baby* as the main focus of the research. He had found the results of the research that have been described are the animated film "*The Boss Baby*" contains good moral values for elementary school-age children, including the values of honesty, justice, tolerance, wisdom, self-discipline, helpfulness, compassion, cooperation, courage, and democracy. But for elementary school-age children are only able to analyze the value of cooperation and helpfulness from the film. This film can be used as a means of moral cultivation for children with the guidance of teachers or parents. The second thesis is done by Rismaya (2019) and uses *Big Hero 6* as the main focus of the research. She has found the moral values contained in the animated film *Big Hero 6* can be used as an example and instilling a caring attitude in students. The moral values contained in the *Big Hero 6* animated film are help, cooperation, respect, wisdom, courage, humility, and never give up. The third thesis is from Firmansyah (2023) and he used *Green Miles* as the main focus of the research. The researcher has divided the moral values types into 2 parts, there are moral of being, includes honesty, courage, peace

ability, independence and potential, self-discipline and moderation, and moral of giving, includes loyalty, respect, love, kindness and friendliness, and justice and mercy. The result of the study is the researcher has found total of all 11 moral values. The most reflected moral value in the research is honesty, loyalty, self-discipline and moderate, love, and justice and peace. The fourth thesis is from Badriyah (2021). She used Battle of Surabaya as the main focus of the research. The researcher had found 13 moral values in total, there are tolerance, responsible, Nationalism, Care, not giving up, brave, handful, keeping promise, cooperate, obedient in worship, polite, and sincere.

The researcher found the gap between this research and previous researches. The different studies have different focus and different objects. The current study only analyzes the moral value analyzes the character moral value and Story moral value. Lukmantoro (2018) uses “the Boss Baby” as the main movie, Rismaya (2019) uses “Big Hero 6” as the main Movie, Firmansyah (2023) uses “the green mile” as the main movie, then Badriyah (2021) uses “Battle of Surabaya” as the main movie. This research uses Puss in Boots the Last Wish as the main topic for the research. Moral values may have some similarities, but moral values are based on wrong or right perspective., whereas moral values may include idea about things being morally acceptable.

The researcher hopes that this research can give a reflection to change people to be better. They not only know about the moral values appear in the movies, but also can reflect in into the real life. Moral value is important to create a change from a bad into a better person. The other result of learning moral values is to understand about the differences between good or bad behavior, so people can make a correction about something wrong.

Puss In Boots the Last Wish tells the story of the struggle of a brave warrior cat, Puss as the main character of this series. Puss is a warrior cat who is glorified by the surrounding community because he has done various heroic actions to save his city from criminals or monsters. The story begins with Puss fighting a giant stone monster. The battle was fierce enough to destroy several properties in the

city. Hearing this, Puss felt quite frustrated, because he now only had one life left, and the doctor asked him not to do rash things or even retire. Hearing this, Puss went to the bar and told him about his frustration, until there was a mysterious cloak sitting next to Puss and he had time to chat with him. The character is named “Death”, a wolf with a weapon in the form of two sickles. Until he met a dog named Peritto who disguised himself as a cat in the same shelter as Puss. Perrito said that he was looking for a map that was useful for finding the Magic Well, where the well was able to grant a request from the owner of the map.

Based on the backgrounds and the definitions above, the researcher is interested in conducting research about analyzing Moral values in the movie and carries the research with the title “Moral Values Found in Puss in Boots the Last Wish Movie by DreamWorks Animations”

B. Formulation of Research Questions

Based on the background of the study that was written by the researcher, the problems of this research are what moral values are found and how are moral values can be reflected from the movie entitled “Puss in Boots: The Last Wish”.

C. Objective of the Research

Based on the existing problems formulation, the objectives in this study are presented is to know about the moral values that are found and learn moral values that can be reflected in “Puss in Boots: The Last Wish” Movie.

D. Significance of the Research

In this research, the researcher expect that the research paper has benefit:

1. Theoretically

This study aims to study the character and moral values of film characters

2. Practical Benefit

This study is useful for Film Audience as well as Article readers

a. For Audience

This study hopes that the audience can reflect on the moral values contained in it, and how we reflect every moral value and can be implemented into the real world

b. For Reader.

This study aims to open a new perspective on the moral values contained in films that many people have never realized and have not discovered yet.

c. For Teacher

This study aimed for the teacher to learn about a moral value from the film and a reference guide for character building based on the moral value research related.

E. Research Scope

In this research, the researcher focused on the moral values of the film *Puss in Boots*. The object of this study is a film sourced from the pahe.li site and viewing the storyline from YouTube videos. This study uses a qualitative descriptive method.

F. Definition of Key Term

To provide clear information about the terms in this research. The definitions of the main terms of this research as follows:

1. Movie

Film is a series of still images, which when displayed on a screen create the illusion of moving images due to the effect of the phi phenomenon.

2. Moral Value

Morality is a standard of behavior that allows everyone to live cooperatively in a group. Moral can refer to community sanctions related to correct and acceptable behavior.

G. Organization of study

This chapter would like to provide a description in the form of an outline. Whether the researcher wants to write a research chapter into a thesis, they are divided it into the five chapters based on institution's structure:

Chapter 1: Introduction

Research background refers to the context or theoretical foundation that supports or justifies the need to conduct such research. It includes an understanding of the research topic, relevant issues, the knowledge void to be filled, and the relevance and significance of the research in a wider context. In the background of the study, the researcher describes the problem to be solved, explains why the topic is important to research, and summarizes relevant previous research. This helps form the framework for the research to be conducted.

Chapter 2: Review of related literature

Literature review is a systematic process of reviewing, evaluating, and synthesizing literature that is relevant and related to a particular research topic. It involves collecting, reading, understanding, and analyzing various literature sources, such as scientific journals, books, conference papers, and other sources related to the research subject.

Chapter 3: Research Method

Research methods are approaches or ways used by researchers to collect, analyze, and interpret data in order to answer research questions or test hypotheses posed. This research method includes systematic and structured steps that help researchers in obtaining relevant and valid information about their research topic.

Chapter 4: Finding and discussions

Finding and discussion in a research thesis are two important parts of the results chapter (research results) of a scientific work. Here are the definitions of both:

Finding: The finding section is a part of the thesis that contains a presentation and explanation of the findings or results of the research that has been done. This includes the data collected, the analysis performed, and the results of that analysis.

Finding is usually presented in the form of tables, graphs, or narratives, depending on the type of data and analysis method used. Discussion is where researchers interpret the findings that have been presented in the finding section. This discussion involves an in-depth analysis of what the findings mean in the broader research context. Researchers present the interpretation, implications, and relevance of these findings to existing theories, previous research, and practical implications of research results.

Chapter 5: Conclusion

Conclusion is the final part of the scientific work that summarizes the main conclusions of the research that has been done. This is the place where the researcher presents direct answers to the research questions posed and draws conclusions about what has been known from the study.