

CHAPTER I

INTRODUCTION

This chapter consists of the background of study, research problems, objective of the research, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of The Study

Globalization is something that cannot be avoided. As time goes on, people will continue to make changes in every part of life. Right now, the world is undergoing significant changes in many areas such as economy, culture, politics, technology, society, and other.¹ Among these changes, globalization plays an important role in shaping the world of education. Therefore, it is important that we respond to this impact wisely and carefully.²

In today's digital age, almost everything can be accessed through the internet. Because of this, education must also adapt to make progress at the same speed as technological advancements. For example, many teacher now use video lessons as a way to teach. This approach helps make learning more engaging and encourages students to better understand the material. On the other hand, even though globalization makes education more accessible, it also brings some real challenges. One of these

¹ Nurlaili, L., & Naufal, A. (2022). Pendidikan Karakter Sebagai Upaya Menghadapi Globalisasi. *Jurnal Mahasiswa Karakter Bangsa*, 2(2), 181-191

² Ananda, P., Fadilla, S., Annisak, F., Rahmadani, A., Armilah, A., Purba, A. Z., & Yusnaldi, E. (2023). Dampak Globalisasi terhadap Bidang Pendidikan pada Siswa Kelas V Sekolah Dasar Desa Sambirejo Timur. *Jurnal Pendidikan Tambusai*, 7(3), 32311-32317.

challenges is related to culture. Today, cultures are often influenced by other countries, which leads to a process called acculturation. Acculturation is when two cultures share and mix their customs and traditions with each other.³ For example, K-pop, a culture from outside, is very popular with elementary school kids. It often influences how they think, act, and live. K-pop is attractive to them, but sometimes it doesn't match the values of their own culture. Moreover, a large number of students spend a lot of time watching videos on popular platform like Youtube and TikTok. These videos often show quick and easy ways of living and introduce foreign cultures that don't always match their own local values. Because of this, students behavior is changing. They tend to show less respect to their teachers and parent than before. At the same time, they are becoming less interested in their own local culture and more attracted to foreign cultures. Teachers and parents have also noticed that students today are less polite and respectful toward their teachers compared to how students behaved in previous generations.⁴ Therefore, this can be called a challenge for education to filter incoming foreign cultures in order to avoid the negative impact of the entry of foreign cultures. To minimize the challenges that arise in the era of globalization requires strengthening the character education of students.⁵

³ Muyasaroh, H., Pribadi, I. S., & Safara, P. A. (2023). Pentingnya Pendidikan Karakter Pada Peserta Didik Di Era Globalisasi. *Fkip E-Proceeding*, 73-78.

⁴ Puspita, L. R., Azka, M., Rahima, N. P., Dewi, F., Andriani, S., & Nugraha, D. M. (2024). Pengaruh Globalisasi yang Mengancam Karakter Siswa di Sekolah Dasar Negeri 071 Sukagalih. *De Cive : Jurnal Penelitian Pendidikan Pancasila Dan Kewarganegaraan*, 4(12), 437–441

⁵ Muyasaroh, H., Pribadi, I. S., & Safara, P. A. (2023). Pentingnya Pendidikan Karakter Pada Peserta Didik Di Era Globalisasi. *Fkip E-Proceeding*, 73-78.

Thomas Lickona defined character education as an intentional attempt to instill ethical principles and moral character in persons. Lickona emphasizes that character education is more than just providing knowledge; it also entails promoting moral understanding, emotional engagement, and ethical behavior. He describes character education as having three essential components: moral knowing (knowledge), moral emotion (feeling), and moral action (action). This complete approach seeks to develop persons who are not only aware of ethical values, but also driven to practice them in their daily lives.⁶

According to Lickona, there are several reason why character education should be delivered. The reason are follows: (1) the best way to ensure that children (students) have a good personality in life, (2) a way to improve academic performance, (3) some students cannot form a strong character for themselves elsewhere, (4) preparation of students to respect others and live in a diverse society, (5) departing from the roots of problems related to moral-social problems, such as incivility, dishonesty, violence, violations of sexual activities, and low work (learning) ethics, (6) best preparation for workplace behavior, (7) learning cultural values that are part of the work of civilization.

Lickona also explained that there are nine fundamental pillars that serve as the foundation of character education, including responsibility, respect, fairness, courage, honesty, citizenship, self discipline, caring, perseverance. Thus, character education is

⁶ Sudrajat, Ajat. (2011) "Mengapa Pendidikan Karakter?" *Jurnal Pendidikan Karakter*.

an important component that needs to be given top priority in all setting, especially in educational institutions.⁷

Character values can be taught not only by parents, teachers, and the surrounding community acting role models but also through the medium of movie. Movie serve as a powerful and effective tools for communication, delivering both clear and subtle messages about important values that audiences can grasp.⁸ A movie, according to Hornby is a collection of moving images that have been sound recorded and presented as a motion picture. The term "movie" refers to the art of cinema, as well as individual motion pictures and the film industry. Movies are created by either using cameras to capture images from the outside world or by combining animation and special effects to generate new visuals.⁹ Nowadays, movie reach diverse social groups and are widely embraced by the public, which is why many scholars and researchers argue that movies have significant potential to impact and mold society through the underlying messages they present.¹⁰

The Princess Diaries is one of the movies that will be used in this research. This movie was directed by Garry Marshall and the story was written by Gina Wendkos. This movie is about Mia Thermopolis, a socially awkward teen living in San Francisco. Her life is flipped upside down when she discovers from her estranged grandmother,

⁷ Dalmeri. (2014). *Pendidikan Untuk Pengembangan Karakter*.

⁸ Marwa, A., & Kamalia, N. (2020). Representasi Pendidikan Karakter di Film Dua Garis Biru Berdasarkan Perspektif Thomas Lickona. *KoPeN: Konferensi Pendidikan Nasional*, 2(1), 32-41.

⁹ Hornby, A.S. (2006) *Oxford Advanced Learner's Dictionary of Current English*, Oxford University Press.

¹⁰ Sobur, A. (2017). *Semiotika komunikasi*. Remaja Karya.

Queen Clarisse Renaldi, that she is the heir to the throne of the European nation of Genovia. Mia is first intimidated and averse to the concept of being a princess, so she goes through a series of etiquette courses and makeovers to prepare for her royal duties. Along with these hurdles, Mia is dealing with ordinary high school issues, such as her crush on popular Josh Bryant and her changing relationship with her closest friend, Lilly Moscovitz. As Mia navigates her dual existence, the story culminates in a royal gala where she must choose between accepting her royal background and enjoying her conventional life. After a series of hilarious and poignant incidents, Mia develops the confidence to embrace her true self and publicly proclaims her desire to take on the position of Princess of Genovia. The film finishes with Mia accepting her royal obligations while being loyal to herself, paving the way for her future as a contemporary and compassionate princess.

The researchers has found the previous study that give inspiration to the writer to write about character building education found in “*The Princess Diaries*” movie. These researcher are follows: The first previous study is *Analysis of Educational Value in Moana Movie By Ron Clements, John Musker*. In this research, the writer used theory from Taylor. In this research, the researcher used a qualitative descriptive based on library study. The result of this study, researcher show there are 27 educational values in the film Moana, namely four never give up, two self-confident, one friendly, two polite, four love peace, two forgive, three optimistic, four help each other, one work

hard, three responsibilities.¹¹ The next study is *Character Education Reflected in The Lion King Movie (1994)*. In this research, the writer used Thomas Lickona's theory. The result show that the researcher found 5 character education in this film, they are responsibility, respect, courage, self-discipline, and caring. This research uses a descriptive qualitative to analyze the data.¹² The next previous study is *Character Educational Values On "Aquaman" Movie*. In this research, the writer used the theory from Kemendiknas. In this research, the researcher used library research. The result shows that the researchers found 15 character education in film, they are honesty, tolerance, discipline, hardworking, creativity, curiosity, patriotism, national spirit, peacemaker, friendly/communicative, environmental care, responsibility, loyalty, respect, love & affection. The dominant character building value in the movie is peacemaker and responsible.¹³ The next previous study is *Politeness Strategies Applied by the Character of Princess Diaries Movie*. In this research, the writer used Scollon and Scollon's politeness theory. The result show that Mia and Her Grandmother employed two type of politeness: independent and involvement strategies. Her Grandmother used fifteen politeness strategies: twelve involvement strategies and three independent strategies. Meanwhile Mia used twenty politeness strategies including

¹¹ Nurhidayati, Riski. (2022). Analysis of Educational Value in Moana Movie By Ron Clements, John Musker. (Bachelor Thesis, UIN Sayyid Ali Rahmatullah Tulungagung).

¹² Hikmah, L. (2022). *CHARACTER EDUCATION REFLECTED IN THE LION KING MOVIE (1994)* (Doctoral dissertation, Universitas Islam Sultan Agung Semarang).

¹³ Esianita, P., & Widyawati, W. (2020). Character educational values on "Aquaman" movie. *ELTALL: English Language Teaching, Applied Linguistic and Literature*, 1(1), 1-1.

four involvement strategies and sixteen independent strategies. This research uses a descriptive qualitative method with a document analysis approach¹⁴

The difference between this study and previous study are the first previous study the writer analyze of educational value in “Moana” movie. In the second the writer analyze of character education reflected in “The Lion King” movie. In the next previous study, the writer analyze character building in movie “Aquaman”. The last previous study, the writer analyze aspect of politeness strategies in communication between character in “The Princess Diaries” movie. Meanwhile in this study, the writer is going to conduct a research to analysis about character building education in “The Princess Diaries” movie.

The researcher chose this research topic due to the movie The Princess Diaries is quite interesting to analyze. The movie's characters embody character-building values that can be implemented in real life. The researcher expects that this study may be useful in examining other movies based on character analysis. The researcher is confident that this film will provide us with valuable character education, particularly in terms of developing our national character.

From the reason above, the researcher conduct research entitled “**An Analysis of Character Building Education Found in The Princess Diaries movie**”.

¹⁴ Fatkhurozi, A. (2022). Politeness Strategies Applied by the Characters of Princess Diaries Movie. *Nuris Journal of Education and Islamic Studies*, 2(2), 62-74.

B. Statement of Research Question

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

1. What type of character education found in The Princess Diaries movie?
2. How are character education presented in The Princess Diaries movie?

C. The Research Aims

Based on the research problem, this purpose of the study are:

1. To analyze the types of character education in The Princess Diaries movie.
2. To describe the character education presented in The Princess Diaries movie.

D. Significance of the Research

1. For teachers

The teacher can obtain more knowledge in the teaching and learning process regarding parts of character education that can be discovered in a movie.

2. For students

The student can get more reference about character education in *The Princess Diaries* movie.

3. For other researchers

For other researchers, this research can serve as a reference or earlier study for literature, particularly movie.

4. For researcher

This research is hoped to be able to increase researchers knowledge and fulfil one of requirements in getting undergraduate degree at English Department Faculty of Tarbiyah and Teacher Training in the Sayyid Ali Rahmatullah States Islamic University Tulungagung.

E. Scope and Limitations

The scope of this research is about character education and the limitations of this research is about the character building education in movie especially in the “The Princess Diaries” movie by Meg Cabot.

F. Key Terms

1. Analysis

Wiradi defines analysis as the process of selecting, breaking down, and categorizing items based on specific criteria before determining importance and relevance. Analysis is the process of breaking down complex information into smaller, more understandable bits.¹⁵

2. Character Education

¹⁵ Wiradi, G. (2009). *Metodologi studi agraria: karya terpilih Gunawan Wiradi*. SAINS Press.

According to Lickona character education, is an intentional attempt to assist an individual in comprehending, upholding, and putting fundamental ethical principles into practice.¹⁶

3. “The Princess Diaries” movie

According to Rotten Tomatoes “The Princess Diaries” which produced by Debra Chase, Whitney Houston, and Mario Iscovich, is a Walt Disney Pictures released on Aug 3, 2001. The genre of this movie is kids & family, and comedy. This movie tells about shy San Francisco teenager Mia Thermopolis is thrown for a loop when, from out of the blue, she learns the astonishing news that she’s a real-life princess. As the heir apparent to the crown of the small European principality of Genovia, Mia begins a comical journey toward the throne when her strict and formidable grandmother, Queen Clarisse Renaldi, shows up to give her “princess lessons”.¹⁷

¹⁶ Sudrajat, Ajat. (2011) "Mengapa Pendidikan Karakter?" *Jurnal Pendidikan Karakter*.

¹⁷ Rotten Tomatoes. (2001). The Princess Diaries.

https://www.rottentomatoes.com/m/princess_diaries