

## CHAPTER I

### INTRODUCTION

In this chapter, the researcher presented the background of the study, research problem or research question, research aim, the significance of the study, the definition of key term, and the structure of the thesis.

#### **A. Background of the study**

Moral value is one of the values that must learn in social life. It is a measure of a person's positive or negative attitude and typically serves as a social norm. Morality indicates what is the "right" and "wrong" way to behave, for instance, that one should be fair and unfair to others (Haidt & Kasimir, 2010) <sup>1</sup>. When people have a good attitude, they will be seen as good people. Then, the people who have a bad attitude will be seen as bad people in social life.

Moral value can be learned from any media, one of them is movies. A movie is a video that contains a story and also contains picture and audio. According to Hornby (2006:950) Movie is a series applying picture and sound to tell the story.<sup>2</sup> The movie is shown at the cinema or some application like Disney+ Hotstar or Netflix. There are many people who like to watch movies because movies can entertain with the characters, dialogue, and songs. In addition, movies present the actions of the character played that make the audience feel the emotions. Other, the audience will find it easier to understand the message that will be conveyed from the story. With its potential visuality, the film can give connection to the emotional center and can be a tool for seeking fantasy pleasure, for finding the experience to

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<sup>1</sup> Naomi Ellemers et al., "The Psychology of Morality: A Review and Analysis of Empirical Studies Published From 1940 Through 2017," *Personality and Social Psychology Review* 23, no. 4 (November 1, 2019): 332–366.

<sup>2</sup> Fury Intan Noor Almi and Ervina CM Simatupang, "Analysis of Moral Value in 'The Silent Child' Short Movie by Rachel Shenton (2017): Literary Study" (n.d.), <https://doi.org/10.33258/birci.v5i3.5830>.

think in different ways, and can be an aid for teaching (Sealey in Risa and Saragih (2022))<sup>3</sup>.

There are several benefits when learning moral value through movies, such as the audience will be more interested because they learn in a fun way. Second, the audience can also see the subtitles from the movie, so they will add new vocabulary. Third, the audience will improve their critical thinking because they try to understand the message of the movie. Morze in Sekhri (2022) states that movies enhance comprehension for refining critical thought and aid learners in examining new perspective.<sup>4</sup>

Due to the benefits of learning moral values through movies, some previous research has been conducted in this area. The first research conducted by Dewi and Husna (2021) explored the moral value in the “Nussa-Rara” movie. This study found some moral values such as the value of honesty, asking for prayers on time, respect with others, and etc. The second research conducted by Shidiq et al. (2023) explored moral values in the “Luca” movie. This study found seven types of moral messages such as honesty, helping attitude, kindness and caring, courage and self-confidence, self-control, teamwork, and hard work. The third research conducted by Firmansyah (2023) explored moral values in the “Green Miles” movie. This study found several moral values such as courage, self-discipline and moderation, love, respect, loyalty, honesty, kindness and friendliness, justice and mercy. The fourth research conducted by Nurhidayati (2024) explored educational values in the “Moana” movie. This study identified twenty-seven educational values, including being friendly, self-confident, never giving up, forgiveness, love, optimism, helping each other, hard work, and being polite. The fifth research conducted by Putri and Sinaga (2024) explored moral values in the Mistress of Evil movie. Then, this study found

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<sup>3</sup> Elis Risa and Gustaman Saragih, “Characters And Moral Values in ‘The Lorax’ by Chris Renaud,” *Scope : Journal of English Language Teaching* 6, no. 2 (April 22, 2022): 79.

<sup>4</sup> Esha Sekhri, “Incorporating Movie Clips to Validate Learning: A Students’ Assessment,” *Athens Journal of Education* 9, no. 1 (February 1, 2022): 119–138.

21 data found in the movie from 9 kinds of moral values. (Justice, Courage, Self-Control, Brotherly Love, Truthfulness, Trustworthiness, Fidelity, Personal Love, and Personality).

Those previous studies have analyzed various movies, but none of them have analyzed moral values in the “Wish” movie. Thus, this current study tries to analyze moral values in the “Wish” movie. The “Wish” movie was released on 22 November 2023 in the United States by Walt Disney Pictures and was directed by Chris Buck and Fawn Veerasunthorn. This movie is recommended to watch because nominated for many awards, such as Best Original Song in Astra Film Awards, Best Animated Feature in Critics’ Choice Movie Awards, and Best Animated Feature Film in Golden Globe Awards.

Additionally, previous studies analyze the moral value in movies using various approaches. The first research conducted by Dewi and Husna (2021) used a content analysis approach. Then, the second research conducted by Shidiq et al. (2023) used a semiotic approach by Roland Barthes. Next, the third research conducted by Firmansyah (2023) used observation and documentation to collect the data. Then, the fourth research conducted by Nurhidayati (2024) used Taylor’s (2006:4) theory. The last research conducted by Putri and Sinaga (2024) used Hartmann’s theory. On the other hand, none of them use Lynda and Eyre’s (1993) theory. Therefore, this current research uses that theory to help the researcher analyze moral values from a movie. The researcher chooses this theory because this theory emphasizes the importance of the values that underlie the actions and attitudes of individuals in social context. The researcher hopes that using this theory can help the researcher to find moral values in the “Wish” movie. In addition, the reader can increase their knowledge when reading this research

## **B. Research problem/research question**

Based on the background of the study, none of the previous studies have explored the moral values in the “Wish” movie. Then, there are various benefits when learning moral values through movies. So, the researcher formulates the research question as follows: What are moral values in the “Wish” movie?

## **C. Research aim**

Based on the research problem, the research aims are to explore the various moral values in the “Wish” movie.

## **D. The significance of the study**

The result of the study is expected to provide some benefits for:

### **a. Theoretical Significance:**

#### 1. The teacher:

This research contributes to the teacher’s understanding that media, such as movies, can be used as a tool to teach moral values.

#### 2. The students in English Education

Students in English Education who want to learn moral values will be more interested and enthusiastic when the teacher teaches moral values using attractive media, such as a movie.

#### 3. The next researcher

For other researchers interested in this topic and wishing to conduct similar research, this study can serve as a valuable reference.

### **b. Practical Significance:**

#### 1. The teacher:

The result of the research can help teachers teach moral values to students by using movies.

#### 2. The students in English Education

The students in English Education could improve their ability in many educational contexts, such as improving their vocabulary and their skills in speaking and listening when learn moral values in the movie.

### 3. Viewers or readers

For people who like to watch movies for learning English, this movie can be a recommended film to watch because this movie has been nominated for various awards.

## **E. Scope of the study**

The scope of the study is to analyze the moral values in the “Wish “movie.

## **F. Definition of Key Terms**

### 1. Moral Value

Moral values are principles and belief systems to help us make decisions about the correct behavior in our social lives. Moral values focus on what is good and wrong in society. The kinds of moral values based on Lynda and Eyre are courage, honesty, peaceability, fidelity and chastity, loyalty/dependability, kindness and friendliness, unselfishness/sensitivity, and justice and mercy. Then, moral values can be defined as specific attitudes, beliefs, and behavior that can be observed and measured. The moral values can be assessed through various methods such as behavioral observations, case studies, interviews, surveys and questionnaires.

### 2. Movie

A movie is a motion picture that tells a story with sound. There are many genres of movies, for example, horror, adventure, musical, fantasy, drama, etc.

### 3. Wish Movie

Wish movie is the movie that was released on 22 November 2023. This movie was released by Disney Hotstar. The genre of this movie is musical fantasy drama. The story is about Asha, a teenage girl who wants to give back everyone's memories in Rosas Kingdom and make them happy.

#### **G. The structure of the thesis**

1. Chapter I presented an introduction consisting of the background of the study, which mentions the research question, the research aims, the definition of key terms, and the thesis structure.
2. Chapter II presented a review of related literature and previous studies.
3. Chapter III is the research method that deals with the research design, research participants, data collection methods, and analyzing the data.
4. Chapter IV presented findings
5. Chapter V presented the discussion
6. Chapter VI presented the conclusion and suggestions