

CHAPTER I

INTRODUCTION

A. Background of Study

Moral is law of behaviour that is applied to every individual in socializing with other so that there is respect between one another. There also other opinions that say morality is something that originates or is produced by cultural values and religious values that govern an individual in behaving among human beings. Broadly speaking, morality has the meaning of norms or values that govern how an individual interact with fellow human beings.

The importance of moral values in our lives is to motivate human to act with kindness based on the obligation to be moral so that every human will think about and consider all the actions that he will do. With moral values, humans will be more able to appreciate every difference of opinion so that harmony can be establish between people.

However, human nature is the tendency to do good. This is evident from the similarity of basic moral concepts in every civilization and era. Even if there is a difference, it lies in the form, application, or imperfect understanding of moral concept, which are called ma'ruf in the language of the Al-Qur'an. Moral values are closely related to human morals or behavior, there are people who have good behavior and vice versa, there are those who have bad behavior. The importance of good behavior that humans must have is also explained in the Al-Qur'an in Surah Al-Baqarah verse 83 which reads:

وَأِذْ أَخَذْنَا مِيثَاقَ بَنِي إِسْرَائِيلَ لَا تَعْبُدُونَ إِلَّا اللَّهَ وَبِالْوَالِدَيْنِ إِحْسَانًا وَذِي الْقُرْبَىٰ وَالْيَتَامَىٰ
وَالْمَسْكِينِ وَقُولُوا لِلنَّاسِ حُسْنًا وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ ثُمَّ تَوَلَّيْتُمْ إِلَّا قَلِيلًا مِّنْكُمْ وَأَنتُمْ مُّعْرِضُونَ

Moral values can also be taught through media such as books, novels, short stories, and others. Moral values can also be found in a movie, and now many movies are not only entertaining, but also can provide lesson for us, for example, such as education values, moral values and so on. With this movies media we can indirectly teach moral values, so children can enjoy more and don't get bored easily in learning.

Moral in a movie has the same meaning as a message. In general, a movie always present a moral message related to the norms that apply to a culture and often also has message to fight for authentic values that exist in humans. This moral message was raised by Walt Disney Animation Studios entitles "Moana" which is an animated fantasy musical adventure movie. The movie released in 2016 tells the story of the adventures of a chieftain who wants to save their island from destruction caused by the goddess of destruction.

Movie is tool in terms of delivering various message to the public by using the media story. Movies can bind their viewers emotionally and have great aesthetic strenght. Movie as a means of mass communication media has a very important role as a tool in conveying messages for those who see it. These message can bring positive or negative impacts. The public can capture and retrieve a message from the movie easily, but there also those who have difficulty in capturing the message, especially if those who watch and see only with the intention of entertainment. There are still many people who criticize the analyzer of a movie because they think it is useless and the movie is not enjoyed. There is nothing wrong, because every individual has the right to choose and determine how he will process a movie, one of which is to enjoy and see the movie but, and seriously capture the meaning of the message behind the movie.

To analyze the movie, the researcher uses the content analysis method, namely discours analysis, which is an approach that tries to reveal the values that develop in

the thought of the author or text maker to provide information or insight about something principal that is conveyed indirectly.

Researchers are interested in analyzing moral values in the Moana movie because this movie is about a young woman who has a sense of responsibility for the welfare of her people. The movie also has a unique character that is not found in other movies.

With movie students can further create our knowledge and imagination. Because in the movie already includes some visual communication such as audio, images and storylines that are more interesting. Many people watch movies to learn something, or just spend their free time. From the movie students can take moral values or educational values in it. The researcher obtains that this research can help the readers to solve their problem and emphasize the conducting a research entitled "Content Analysis of Moral Value in Moana Movie".

B. Research Questions

Based on the background of the study above, the research questions can be formulated as follows:

1. What are moral values found in "Moana" movie?
2. What are the implications of "Moana" movie in learning English?

C. Objectives of Study

Based on the explanation above, the objective of the research are:

1. To analyze the moral values in "Moana" movie.
2. Find out the implication in learning English in the "Moana" movie.

D. Significance of Study

The significance of this research is to provide information to readers about moral values found in the “Moana” movie. So, the viewers know about the moral values in this movie and they can take the moral values to apply it in their daily life. The movie also provide a discussion about the impact of Moana movie in learning English.

The result of this study are expected to be a reference and contribute to the teaching of English. This study is also useful for other researchers, they can use this study as their reference, which is related to their research.

E. Definition of Key Terms

1. Descriptive Content Analysis

Descriptive content analysis examines the quantitative and qualitative data collected through methods as e.g document analysis, interviews or surveys with the aim of summarising the information content is presented in a straight and descriptive summary structured according to the needs of the study.

2. Moral Values

Moral value concerns something good and bad for human to change in one’s life. It is should be effectively applied in life. Moral value is a result of valuing the process of human values in life. It is a significant element in this life because it guides people to be a better person (Linda and Eyre, 1993). The kind of moral values according to Linda and Eyre is honesty, bravely, peace ability, confidence, self-dicipline and moderation, purity and pureness, hard work, loyalty and trustworthy, respect, love and affection, sensitive and not selfish, humble and caring, fair and humane.

Morality is concern with good or right in people relationship with each other. It is to be specific about definitions of good (or bad) and right (or wrong), since the terms can be used in several different ways. Social relationship can be judged by standards such as efficiency or showing careful when makes judgements and decisions (Strenberg, 1994).

3. Movie

Movie is the famous entertainment media around the world. Movie has many interesting side we can see. Start from action, audio, visual, locaion, situation, technology and many more. Motion picture is combination between movement, words, music and colors (Hamid, 2016).

The message of the movie in mass communication can be anything depending on the mission of the movie. The movie in this study is a genre for all ages but can be focused on children because this movie is presented in 3D animation which can attract students to watch the movie.

However, generally a movie can include a variety of messages, such as message of education, entertainment and information. The massage in the movie is to use the mechanism of symbols that exist in the human mind in the form of the content of message, sounds, words, conversations and so on.

4. Implication from Movie in Learning English

Learning English by watching movies is a fun and entertaining activity that makes students feel that they are not learning. Students can learn from the dialogue in the movie or the songs used by the players to add their skills, especially adding english vocabulary.