

CHAPTER I INTRODUCTION

This chapter gives an overview of research background, research questions, research objectives, research significances and organization of thesis.

A. Research Background

Every human requires education. According to Christy in her thesis, values are one of the most important things that a human being should have and know even experience. Without values, people may be unable to contribute valuable information about what is right and wrong.¹ Various activities are carried out, such as research, the development of new programs in education, discussions and seminars about education, and many others. Everything is being prioritized in order to improve the quality of education in Indonesia.

Attracting and retaining qualified students, the educational process must be evaluated and improved. One approach to improving educational quality is to raise awareness about the importance of character education in Indonesian education system. There is also evidence that education in Indonesia is improving in terms of character development. Based on the data of UNICEF, Indonesia had a moral crisis such as a violence to parents. It indicates that people lack of love in their life.² This assessment is based on many school graduates and scholars who are intellectually intelligent but lack mental toughness and behave in ways that are contrary with the noble goals of education.

Character education is a topic that has recently received a lot of attention in forums and seminars. Character education is a side from being a component the

¹ Christy Augustina, *The Values Depicted in The Movie "Unbroken"*, Thesis, Widya Mandala Catholic University Surabaya 2017, p. 1.

² Mega Silvia. *Moral Values Used in "Beauty and The Beast" Movie*. Thesis. English Education Department. Faculty of Tarbiyah and Teacher Training. State Islamic Institute (IAIN) of Tulungagung. P. 5.

process of developing student's character, Character education is expected to be a key factor in increasing the degree and dignity of the Indonesian nation. The benefit of learning moral values is able to control personal and compare the morals in society.³

Teaching moral or ethics as an action-guiding activity is a practice fraught with tension. In one sense, this is because there is a potential conflict between teaching students how to make ethical decisions and instilling them with what we believe to be the correct ethical values.⁴

Values are not only instilled through formal and non-formal education. However, beside the advances of technology, the cultivation of educational values can be accomplished through other educational media, including mass media, printing press, and electronic media (example: Visual, audio, and non-visual media). These media contribute in educational world.

One of the most effective forms to improve communication skill in human life is movie. Movie has the ability to arouse people's interest. Many people have stated that movie has ability to arouse in a unique way. Movie always influence and shape society based on the message in its content. The positive impact of media in human lifestyle is accepting more information and knowledge.⁵

Western movies are the most popular movies among Indonesian youngsters. The animated "Onward" movie produced by Pixar from Disney, has a duration about 102 minutes. It has been launched in Indonesian cinemas on March 4, 2020. The director, Scanlon inspired to make this movie by his own personal experience. This unique story,

³ Anisah Alawiyah and Sri Hastin, The Analysis of Moral Value in Dangerous Minds Movie by John N. Smith, *Dialektictial Literature and Education Journal (DLEJ)* Vol. 4, Issue 1, Desember 2019, p.19. (<https://dlejpancasakti.ac.id/index.php/dlejpancasakti>)

⁴ Rachel Anne Buchanan, et. al, "Philosophy of Education in a New Key: exploring new ways of teaching and doing ethics in education in the 21st century", *Educational Philosophy And Theory*, 2021, p. 2, accessed on 25 January 2022, DOI: 10.1080/00131857.2021.1880387

⁵ Mega Silvia, Thesis: Moral Values used in "Beauty and the Beast" Movie, IAIN Tulungagung, p.2

which has never been told before, is touching and appropriate for all ages, as many other Pixar animations.

The plot revolves around a pair of siblings who have diametrically opposed personalities. The plot begins when Ian Lightfoot (voiced by Tom Holland) will only be 16 years old. The mother, Laurel (Julia Louis-Dreyfus), surprises them by telling them that their father has a special gift. Ian and his brother, Barley (Chris Pratt), are given a magic wand, a gemstone, and a series of spells. According to the clues, if the spells is correctly uttered, their long-dead father will live for 24 hours. Following the events of that morning, Ian and Barley decided to go for a walk and search of his father's unharmed body. Starting from that adventure, they faced a series of problems.

The plot is based on Scanlon's real-life experiences. He and his brother have a good relationship with their father who died when he was one year old. Everyone who has ever lost his lovely man/woman often wishes they could spend another day with those who have passed away. Similarly Ian which despite having never met his father, had the same desire. He even make a list of activities he would do with his father if he met later.

Scanlon's decision to set this story in a fantasy world is also correct. An utopian realm where all dreams can come true. Due to the presence of magical creatures, the use of legendary characters actually makes the story to be more lively.

The author discovers moral values in this movie that can be quoted as well as inspiring, particularly for young people. Such as Ian the main character, who is initially cowardly before becoming brave, quick to solve a problem, and not easy to give up in any situation. Barley, who loves and respects his brother, appreciates his brother's success, and many more moral values contained in this movie.

Following the description above, the author intends to dig and examine more deeply about the moral values of "Onward" movie which the author puts entitled "An Analysis of Moral Value in Onward Movie Produced by Walt Disney Pixar".

B. Research Focus and Scope

Based on the research background description above, in order to this research can discuss more deeply so that can achieve the expected goals, it is necessary to focus on research. Therefore, the focus of this research is analysis the moral values in onward movie by utilizing a qualitative descriptive approach.

C. Research Question

Based on the research background above, several problems can be formulated as follows:

1. What moral value are found in “Onward” movie?
2. What are the relevances of moral values and the content of Onward movie?

D. Research Objectives

The objectives of the research are:

1. To find out the moral values in “Onward” movie.
2. To find out the relevances of moral values and the content of Onward movie.

E. Research Significances

The significances of the research are:

1. Theoretically
This research is expected to contribute in education, especially for educators in the use of movie as a medium to instill the moral values for young generation.
2. Practically
 - a. For institution, this research is expected to be a foothold in making decisions to alleviate the moral problems of nation's young generation, in order the moral values in Onward movie produced by Disney can be applied to educational products.
 - b. For the development of science, this research is expected to be used as a source of reference in various needs, especially in education of moral values.
 - c. For students, this research is expected to be used as a reference material in further relevant studies.

F. Definition of key terms

There are many terms in the research that must be discussed. To avoid the mistakes of title consideration, the author wants to define the mean in concise as follows.

1. Moral

Moral is relating to right and wrong and the way that people should behave.⁶ Moral that can be interpreted to guided by or in accordance with one's sense of right and wrong.⁷

Moral refers to human activities that are seen as good or bad, right or wrong, right or not right, or regarding the way someone behaves in relationships with other people. Based on Oxford dictionary, morality is connected with principles of right and wrong behavior.

2. Value

Base on Oxford dictionary value is how much something is worth in money or other goods for which it can be exchanged. Value is something that according to the attitude in a group of people that is considered to have a price for them. Value is something that is valuable, quality, shows quality and useful for humans. The term of "valuable" refers to something that is valuable or useful in human life.

3. Moral value

Morality comes from the value of something. A value which embodied in the form of a person's behavior. that is called moral. therefore, moral is attached to the value of that behavior. for the reason no such thing as a person's behavior that is devoid of value, just the question is how we perceive the values contained in a person's or a group of people's behavior.⁸

⁶ Macmillan dictionary, quoted on 06 February 2022 10:38 am <https://www.macmillandictionary.com/dictionary/british>

⁷ Webster's, quoted on 06 February 2022 10:38 am am <https://www.merriam-webster.com/thesaurus>

⁸ Anisa Alawiyyah and Sri Hastin Oktavi, "The Analysis of Moral Values in Dangerous Minds Movie by John N. Smith," 20. <https://dlejpancasakti.ac.id/index.php/dlejpancasakti>

4. Movie

Based on Oxford Dictionary, movie is a set of moving images with sound that tells a story and can be seen in theater or television or other screen.⁹

movie is a series of images taken from moving object showing an event of movement that applies continuously, which functions as a medium of entertainment and information. movie as medium of information, that is would automatically have an impact, both positive and negative for audience or who is that. Movies is a part of drama that have modern literary works because movie can not only to enjoyed on stage but anywhere.

According to Mega Silvia Fatmawati in her thesis, movies are a medium of education that can demonstrate the human aspect of audio visual so people can accept education easier. Movies are also one of tools which are used to deliver an events. Movie is a set of pictures, diagrams, or pictures that projected on screen.

Movies are a form of literary work. The uniqueness of literary works that educate without being patronizing can make literature a medium for character building for the younger generation. Movie is a form of literary work. The uniqueness that educate without being patronizing can make literature as a medium for character building for the younger generation.

5. Onward

Animation is the quality or state of having abundant or intense activity¹⁰ or the process or result of making animated films or cartoons, or a quality that shows energy and excitement¹¹

⁹ Oxford learner's Dictionaries, accessed on February 13, 2021 at 10:12 am, <https://www.oxfordlearnersdictionaries.com>

¹⁰ Webster's, quoted on 06 February 2022 10:51 am am <https://www.merriam-webster.com/thesaurus>

¹¹ Macmillan dictionary, quoted on 06 February 2022 10:54 am <https://www.macmillandictionary.com/dictionary/british>

Onward is a computer-animated fantasy film directed by Pixar Animation Studios and released by Walt Disney Pictures in 2020. Dan Scanlon directed the film, which was produced by Kori Rae and starred voice actors Tom Holland, Chris Pratt, Julia Louis-Dreyfus, and Octavia Spencer. the plot was written by Scanlon, Jason Headley, and Keith Bunin and directed by Scanlon, Jason Headley, and Keith Bunin. This movie opened at the 70th Berlin International Movie Festival on February 21, 2020, and was released on March 6 in the United States and March 4 in Indonesia.

G. Organization Of Thesis

This organization of thesis is useful to provide a clear and not deviating picture of the subject matter in a systematic thesis. This thesis is as follows:

1. The Complementary Pages

This section includes cover/title page, approval page, statement of work's originality/declaration, abstract, abstrak, motto, dedication page, acknowledgements, preface, table of contents, list of tables, and list of appendices.

2. The body includes:

This section contains an outline consisting of five chapters, between one chapter and another are interconnected because they form a whole, the five chapters are as follows:

Chapter I is introduction. This chapter describes the research background, Research focus and scope, Research questions, Research objectives, Research significance, Definition of key terms, Organization of thesis.

Chapter II is review of Related Literature which contains Theoretical Description, Theoretical Framework and Review of Previous Study.

Chapter III is Research Methodology which contains Research method, Research setting, Research participants/subject, Instruments and data collection

technique, Research data validity, Data analysis technique, Research ethical considerations.

Chapter IV is Research Finding and Discussion which contains Research Results and Discussion.

Chapter V is conclusions and recommendations. Includes conclusions and suggestions which is the last chapter in this study, namely concluding the overall results of the research, then continuing by suggesting the suggestions as improvements or any shortcomings.

3. The Closing Page

The final section contains references, appendices, and curriculum vitae.

