

CHAPTER I

INTRODUCTION

In this Chapter the researcher discusses the research background, research questions, research topic, scope and limits of the research, meaning of the research, and definition of key terms.

A. Background of study

According to Syafei (2002), every child is born into this world with basic potential, namely life values that will be a driving force for survival in society, as well as other potentials, namely multiple intelligences. These potentials can be optimally developed at a young age, specifically between the ages of zero and eight years. At this age, a child is on the verge of accepting all of the responses provided by his or her surroundings.

The guidance and education provided by parents, society, and educational institutions has a significant impact on the development of children's potential. Every parent's future is dependent on their children. According to Siregar (2013) Children's potential can be allowed to develop naturally without the stimulation provided by their environment. However, potential development will not occur optimally; on the contrary, if the stimulus is provided by the environment, the child's potential will develop properly. As a result, children must receive guidance and education that is tailored to their abilities in order to grow and develop optimally.

Education is a system for adjusting one's identity in order to study more. "To educate is to demand all of the forces of nature that exist in children so that they as human beings and members of society can achieve the best salvation and happiness," Ki Hajar Dewantara said. It means that education is more than just a formal meaning to be carried out at school; it is one of the most fundamental things for them to find as human beings and happiness in their lives. The more education is valued, the more life goals will be accomplished. As a result, when educating, one must consider how education can improve a person's life quality (Zahra, 1981).

According to Jacobs (2013) This education can be delivered in a variety of positive and beneficial ways. It was like watching a movie. A good movie conveys meaning and

moral messages in the most effective, simple, and creative way possible. One of them is a movie with educational value, which is a non-profit show that aims to change a person's cognitive, affective, and psychomotor behavior. In this way, the audience is expected to be able to interpret the movies and take the moral message as an example and motivation for their lives. The Coco movie by Disney is one of them.

Movies have been very successful as a means of calming people's minds due to appealing and easy-to-follow plots. Because of its appealing existence, film consumption is a basic necessity, even a life style. Because they are so similar to our lives, movies can easily affect people. The audience will be easily persuaded by the movie's actual content presentation, which engages audio visual senses, so that messages in the movie will easily arrive in the audience's mind.

There are many interesting movies out there, one of which is the Coco Movie. The Coco Movie was directed by Lee Unkrich and stars Adrian Molina. Molina and Matthew Aldrich wrote the screenplay, which was based on a story by Unkrich, Jason Katz, Aldrich, and Molina. Coco was produced by Darla K. Anderson of Pixar Animation Studios and released by Walt Disney Pictures on November 22, 2017 in the United States and November 24, 2017 in Indonesia. The Coco Movie told the story of Miguel Rivera, a young boy who aspired to be a musician. However, his ambition was stifled by his extended family, who hated music. His dream began when he fell in love with one of his idols. Coco Movie received numerous awards and nominations, including Best Animated Movie and Best Original Song (for the song "Remember Me"). The National Board of Review named this movie the Best Animated Movie of 2017.

The originality of the concept and genre in Coco's movies, which inspires imagination about life after death, music, dream, and family makes researcher interested in analyzing educational values. Coco movie deserves to be used as an object of research that can be an inspiration and as new knowledge to get to know educational values in one part of the world because of its uniqueness and new culture that should be known by many people. By watching Coco movie, the researcher took interest for analyzing of this research educational values in Coco movie. Therefore, the reseacher decided to conduct a study entitled An Analysis on Educational Values in Coco Movie by Disney.

B. Research Problem

From the background of the problem, the researcher formulate several problems as follows:

1. What types of educational values that are found in the *Coco animation movie*?
2. What are the dominant types and the reasons in the *Coco animation movie*?

C. Objective of Study

From the research problem of this study, the researcher has objects of study.

1. To find out the types of educational values are found in the *Coco animation movie*.
2. To find out the dominant types of educational values are found in the *Coco animation Movie*.

D. Scope and Limitation

The scope of this study are all the characters and scene in *Coco animation movie*. This study focuses on educational values in the words and sentences spoken by the characters in *Coco movie*.

E. Significance of the Study

The purpose of this study is to make theoretical and practical contributions. In theory, this research should help us better understand educational values in *Coco animation movie*

1. Theoretical
 - a. For the Researcher Herself

By doing the research, the researcher would have a better understanding in analysis educational values in *Coco animation movie*.
 - b. For Readers

The result of this research, it can be used as reference of research educational and moral values in movies.
 - c. For other researchers

It is expected that the other researcher would continue in doing the same research as the researcher will do in this following time.

2. Practical

The researcher hopes that the study will help to develop literature students, particularly IAIN Kediri students who are interested in learning about movies.

F. The Definition of Key Term

1. Educational value

Education value is concerned with the development of an individual's total personality intellectual, social, emotional, aesthetic, moral, and spiritual. It entails developing sensitivity to the good, the right, and the beautiful, as well as the ability to choose the appropriate values in accordance with thought and action. In a nutshell, educational value is the development of rational critical thinking, the education of emotions, and the cultivation of imagination.

2. Movie

A series of images mechanically projected through the projector lens so that the image appears to come alive on the screen, moving quickly and alternately, each with its own beauty.

3. *Coco Animation Movie*

Coco Animation Movie is a 2017 computer animation fantasy film produced by Pixar Animation Studios and distributed by Walt Disney Studios. The adventures of Miguel, a young boy who lives with his grandmother, Coco, are depicted in Disney films. They live in a small village in Mexico.