

# CHAPTER I

## INTRODUCTION

This chapter presents six topics related to this research. These topics include research background, research focus, research objectives, benefits of research, definitions of key terms and an overview of the movie Wall-E.

### **A. Background of Study**

In the current era of globalization, the advancement of communication media technology with various types continues to increase which has a major impact on the world community.

Various types of communication media, both visual and audiovisual, are present in the community. With innovations that continue to emerge, communication media are becoming more sophisticated than before. The public can use it as a medium of da'wah in increasing faith and piety, and can also be used as a means of delivering moral messages. Therefore, preaching today must be more innovative, namely through communication media in conveying moral messages and Islamic values to the community.

There are many types of moral messages conveyed through communication media. one of them is through movie media which is comprehensive for the community. Movie is an aesthetic work and an information tool that has an entertaining nature and can be a means of education for the audience and can also spread cultural values.

Movie as part of mass media in the study of mass communication Modern is considered to have an influence on the audience. The emergence of that influence actually a possibility that really depends on the process negotiation of meaning by the audience towards the message of the movie, and refers to on the success of the audience in the process of negotiating the meaning of the message be delivered. If the audience's negotiation of meaning is weak, the greater the influence of the show (McQuaill, 1997).

In the current development of mass communication media, movie become one of the significant media. The power and ability of movie spans many social segments, which leads experts to think that Movies have the potential to influence their audiences. With the development of the movie world, many movies that indulge in sex, crime, and violence (Sobur, 2003:127).

Movie acts as a modern tool used to spread entertainment that has become a habit and is familiar to general public. Besides, movies also present stories, events, music, drama, comedy, and other offerings to the general public. Animation movies have the ability to deliver messages uniquely, because of its power and potential movies that can reach many social strata and can reach communicant in large numbers that are impossible to reach by direct contact communication activities. Movie as a type of media mass media that becomes a channel for various kinds of conceptual ideas, and can the impact of its presentation. When someone sees a movie, then the message conveyed by the movie is indirectly will directly play a role in the formation of one's perception of the meaning of the message in the movie. A moviemaker

presenting ideas which is then converted into a system of signs and symbols for achieve the expected effect (Sobur, 2003:147).

Television shows for children cannot be separated from animation movies animation or cartoon. This type of movie is very popular in their environment, not even a few adults who like this movie. At first, movie Animation was created as a means of entertainment for children. However the development of animation technology and the movie industry has also expanded the space motion of cartoon movies, both in terms of story themes and pictures, so that the audience segment is expanding. Talking about the contents of the story can not be separated from talking about messages. Message is a set of symbols meaning conveyed by the communicator (Effendy, 2001:18).

Aspects of morality in a movie intended for children like the animation animation movie Wall-E, this really needs attention. It remembers that movie as a modern mass communication tool is one of the aspects which can affect the moral development of children (Gunarsa, 2003:40). Especially considering that the Wall-E animation movie is a much-loved animation by children aged 7 to 12 years, namely elementary school age children who is a critical age in the formation of moral attitudes. Morals come from from the Latin word *mores*, which means ordinances in life, customs, habits (Gunarsa, 2003:38). So what is meant by morality? itself is something that relates to or has something to do with the ability to determine the right or wrong of a behavior. Apart from that, moral It also means that there is conformity with a measure of the good or bad of a behavior behavior or character that has been

accepted and upheld by a social groups, including specific behaviors (Haricahyono, 1995:221).

WALL-E is an animation animation movie produced by Pixar Animation Studios and released by Walt Disney Pictures. Main character in this movie is a robot named WALL-E. This movie was released on June 27, 2008. Movie directed by Andrew Stanton, who previously directed Finding Nemo and won an Academy Award for the animation animation movie category. Jim Morris, who previously worked for Lucasmovie, is the producer. The characters in WALL-E, some large voice is not voiced by humans, but by mechanical voices (Jimmy Wales, 2011).

Pixar Studios has produced some of the best family entertainment. Movie their production of "Wall-E," is supposedly the one that comes to mind them, but they couldn't sell the idea at that time. Wall-E completely entertaining movie, but maybe for some kids small with a fairly heavy story theme, because half of the movie's content it contains sparse dialogue and may seem slow to children who are used to and love Superhero movies (Puji Astuti, 2011).

Wall-E movie animation movie with the genre of science-fiction animation which is a manifestation of ideas and attitudes inner society. By combining the combination of literary elements with technology in animated illustration, Wall-E shows a future state with a trash-filled Earth whereas humans lived in spaceships for generations.

The success of this movie is in conveying the meaning and message want to be conveyed both from the animation maker and the story to a broad audience. movie

that can be watched by all ages can have a role in this Instill Orientalism values in the younger generation from an early age.

From the background that has been described above, the writer is interested in studying it in detail scientific knowledge on Moral Messages in Wall-E Animation Movies (Analysis Semiotics).

## **B. Research Focus**

Based on the above background, the focus of this research is as follows following:

- A. What are the moral messages in the animation animation movie Wall-E??
- B. What are the meaning of the moral messages in the animation animation movie Wall-E using semiotic analysis Charles Sanders Pierce?

## **C. Research purposes**

Based on the background above, the researcher stated the aim of this research to find out how the moral message contained within Wall-E animation movie.

## **D. Benefits of research**

### **1. Practical benefits**

The results of this study can practically be used insights, and descriptions in understanding the messages that delivered in an animation animation movie.

### **2. Theory benefits**

The results of this study are expected to be used as a source knowledge and references based on the theories in communication science, besides that it can also be input in academic fields related to communication science for provide an overview of the moral message in animation animation movies.

## E. Previous Studies

Previously, research was carried out under the title of Value Semiotic Analysis Friendship in the animation animation movie *The Angrybird*, by Eva Pipit Krismasari in 2020. The movie *The Angry Bird* is fully analyzed with semiotics which requires the value of friendship between the three bird characters in the movie. With semiotic analysis it is revealed that there are four components of friendship in the animation animation movie *The Angrybird*, namely familiarity in interacting, confidence in friends, social acceptance in friendship and support provided by friends (Eva Pipit Krismasari, 2020).

The second previous research was semiotic analysis of moral messages in the movie *Jokowi*, by Ishmatun Nisa in 2014. The objects in this study are ten scenes from Azhar's *Jokowi* movie *Kinoi Lubis* in 2013. The ten scenes are studied using Charles' semiotics S. Pierce by analyzing typology of signs (icons, indexes, and symbols). Based on the analysis conducted, the researcher concludes that the movie *Jokowi* contains a moral message in various aspects of life through the signs that appear both visually and verbally in each story (Ishmatun Nisa, 2014)

The third previous study was an analysis of the moral message in the *One Piece* animation animation movie, the *Stampede* movie series, by Amirul Fahmi in 2020. The researcher discusses the problems to be researched, namely convey the moral message contained in the movie. Next after knowing the object the problem is, the researcher made observations on the *One Piece* movie. Then the researchers tried to do it application of analysis using semiotics Charles Sanders Pierce uses his theory, namely sign, object, interpretation. The researcher concludes that the movie *One*

Pieces contain moral messages namely helping others and basically being human cannot live alone, because humans are social creatures (Amirul Fahmi, 2020).

## **F. Key Term of the Study**

### **1. Semiotics Analysis**

In terminology, semiotics can be defined as a science that studying a broad array of objects, events, wholes culture as a sign. Eco and Van Zoest in Sobur decipher semiotics as "Science of signs (sign) and everything related with it: how it functions, its relation to other words, its sender, and its acceptance by those who use it" (Sobur, 2003:95-96).

### **2. Moral**

The term moral comes from the Latin "mos" (mosir), which means customs, habits, rules/values or ways of life. While morality is the willingness to accept and do rules, values or moral principles. One can say moral, if the person's behavior is in accordance with moral values respected by their social group. In Indonesia moral values are upheld is Pancasila (Pandji Setijo, 2010:60).

### **3. Message**

In language, the message means orders, advice, requests, messages conveyed through other people; words (advice, testament) the last (of the person who will die) (KBBI).

In Introduction to Communication Studies (2004), Hafied defines a message as a series of signs/symbols created by someone for a specific purpose with the hope that the delivery of the sign/symbol will succeed in causing something.

Message is a set of meaningful symbols delivered by the communicator (Effendy, 2001:18).

#### **4. Moral Message**

Moral messages are messages that contain teachings, advice, verbal and written, about how to do it a human must live and act, so that he becomes a human being Good. The direct sources of moral teachings are various insiders positions of authority, such as parents, teachers, leaders society, as well as wise people. The source of these teachings is the traditions of traditions and customs, religious teachings, or certain ideologies (Franz Magnis Suseno, 1987: 14).

#### **5. Movie**

Movie is a thin membrane which is made of celluloid to place negative images (which will be made posters) or for positive image spots (to be played in cinema) (KBBI, 2001:316).

Movie is defined as a product of culture and means of artistic expression. Movie as mass communication is a combination of various technologies such as photography and sound recording, fine arts and theatrical arts, literature and architecture, and music (Effendy, 1986 ; 239).

#### **6. Wall-E**

WALL-E is an animation movie produced by Pixar animation Studios and released by Walt Disney Pictures. The main character in this movie is a robot named WALL-E. The movie is released the first time in the United States on June 27, 2008, while in Indonesia on August 13, 2008. The characters in WALL-E,



most of the voices are not voiced by humans, but by voices mechanic (Jimmy Wales, 2011).

a. Synopsis

In the 22nd century a giant Buy N Large (BnL) company dominate the various lives of many people including the government and circulating money, planning a trip to outer space while waiting for the earth to be cleaned by WALL-E type robots (Waste Allocation Load Lifter Earth-Class) due to full earth conditions trash, pollution everywhere and the sky is no longer blue. CEO (Chief Executive Officer ) BnL Shelby Forthright (Fred Willard), proudly advertises a super exclusive spaceship complete with various facilities and infrastructure for the use of all inhabitants of the earth, name That plane is the Axiom. Five years since the WALL-E project run it turns out the earth does not change for the better, this is what made Shelby Forthright activate a code alert which will be the basis of the story why humans do not return to Earth (Steve Jobs, 2012).

b. Movie Details

Originally there were hundreds of thousands of Wall-E robots, but after centuries the robots are broken, except for one. This one robot living alone on earth for 700 years, his only friend is a cockroach, and the robot is the character Wall-E in this movie.

Every day Wall-E carries out its programmed tasks for him, cleaning up the earth's rubbish, such as lights, tapes videos, toys and

more. While this robot is on duty, he found a green plant that had just grown. Wall-E then save the plant (Steve Jobs, 2012).

A few days later, an airplane came to earth. Aircraft it sends a robot named EVE (Extraterrestrial Vegetation evaluator) assigned to examine whether there are green plants that back on earth. as a sign that the earth is habitable again.

Wall-E also met and befriended EVE. Then EVE find the greenery kept by Wall-E, as it has been found the plant that was his assignment, he had to return to Axiom and reported the discovery to the captain. However, Wall-E tagged along infiltrated the Axiom plane (Steve Jobs, 2012).

When the plane arrived, the main plane turned out to be too come from earth. Wall-E was amazed that there were so many on board humans who use like wheelchairs but no wheels, wearing the same clothes, they are spoiled by the robots who serve them. Even to walk they have to sit on a machine mover. Even in this movie there is one scene, it is shown when a human named John falls, he cannot standing because he never did the slightest activity and never let go from the driving machine, so he forgot how to stand and walk. and they communicate using computers and the time of day and night is regulated by a captain and an automatic pilot called Auto (Steve Jobs, 2012).

The existence of the plant is good news for the captain will but Auto has been set to prohibit any captain from returning to the earth on the grounds that the earth is uninhabitable.

A fierce battle ensued between Auto and the captain where the captain gets help from Wall-E and Eve but Auto has robot minions who also help him. Humans here too struggle to stand and walk because they are spoiled with technology. Finally this battle was won by the captain with all the struggles of the captain, Wall-e, Eve and all the plane and back to earth. However, Wall-E lost his memory because he was tortured and tortured his body was completely damaged and then replaced by Eve with spare parts on earth and Wall-E can remember everything back (Steve Jobs, 2012).