

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statement of the research problem, objective of research, significance of research, scope and limitation of the research, and the definition of key term.

A. The Background of the Study

Utterance is sharper than a blade. This is also can be symbolic as an important utterance that helps people to communicate. A good people see by their utterance. A bad word also borns bad habit and bad act in every people because of that utterance. Because of that, the important of utterance become part of the communication. Communication also use by people in all over the world with language.

Language is a system of communication which is needed in human life. Hornby stated, "Language is the system of communication in speech and writing that is used by people of a particular country."¹ However, communication becomes part of life. Without communication, it will be hard for people to interact with others. And people will get trouble or difficulty when they want to ask some help. We know about language further when we study about literature. Because literature cannot be separate with the language.

¹ A.S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press, 2000), 752.

Literary works have given a great influence on human being life. Literature has become a part of human life. It has given much entertainment and inspirations of human being. They (novels, films, dramas, poetry) are not only entertainments, but also means of teaching philosophy to educate us, just as what the author of English literature. Because of that, we know how important literature is since we get more than just spending our spare time.

Supporting this view, Eisher affirms "literature can "replicate" the world through its form and content."² There are fictions that tell us about war, poverty, love and all the things that we can see in this real world. We can also find fictions written, based on the true story and have close relationship with the reality. The writers of literature express their thought, feelings, emotions, and attitudes towards life.³ Literature is a permanent expression in words of some thoughts or feeling or idea about life and the world.⁴

Because the important of literature, we have to study about literature in some aspect. There are many kinds of literature such as novel, poetry, short story, etc. But, the researcher does not want to talk about them. By studying about literature, we can find moral values in many things like in animation and movie.

According to Robert J. Sternberg, "Moral value concerns with the view of the goodness or badness of human action and character. Moral value also concern with what are good or right with relationship among people. Specifically, morality is about of good (or bad) and right (or wrong), during these terms can be used in

²Eisher, H..*Demands on Literary Work*.(Massachusetts. Basil Blackwell Oxford and Cambridge. 1991), 557

³ManindraNath. Sinha, *A Handbook of The Study of Literature. First Edition* (Bareilly:Prakash Book Depot, 1977), 1.

⁴ R. J. Rees, *English literature*,(Hong Kong: The Macmillan Press Limited, 1973), 9.

several different ways.”⁵Now day, many people think that they are better than other people, but actually not. They lack of characterization or we can say lack of moral value.

The researcher chooses moral value because moral value can improve our life. Solve our problem and it can improve our quality. And, we can learn about moral value from our self and from other like waching movie, listening music or see in the real life. Therefore, the moral values obtained will be life description for the audiences to see the life. But, in this chase, the researcher focus in the movie.

Naim HJ. Ahmad said that Films are often used to show the reality of life, help build personalities, feelings and emotions.⁶ By watching film or movie, we can feel like the character or atmosphere flows to our life. Movie also makes us understand some character there. For example, when we meet person doing bad habbit, we have to avoid them to save our life. Moreover, when we know that is good for us, we should do our best too. That is why movie also has benefit for us.

The researcher chooses Kungfu Panda 3 because there are some aspects, which are the researcher found. The first, film Kungfu Panda 3 received generally positive reviews from critic and was a financial success, grossing \$519 million worldwide. Kung Fu Panda 3 was the top advance ticket seller for the weekend. In additional, Kungfu Panda 3 also received Saturn Award and MTV Movie Awards.

The second, it has many moral value in this movie and the researcher wants to figure it out. The researcher found some moral value like brave, wisdom,

⁵Robert J. Sternberg, *Encyclopedia of Human Intelligence* (New York: Macmillan Publishing Company, 1994), 938.

⁶RosnainiHj. Mahmud and Mohd.ArifHj. Ismail, *The Value of Bukit Kepong as an Educational Film: A Researcho*, TOJET, Volume 2, April 2003, 7

and so on. The more moral value that found in Kungfu Panda 3 movie will be shown later. Moreover, it can be received most of the people from kids, teenager, or parents and even until grandfather or grandmother. It is a family movie, which can be seen by all of the age. Most of the moral value can be found in Kungfu Panda 3. Besides that, the researcher wants to give motivation to the next researcher to give motivation to the reader.

Based on the statement above, the researcher wants to find moral value in Kungfu Panda 3 movie. The researcher gives the title "*The Analysis of Moral Values in Kungfu Panda 3 Movie*".

B. The Research Problem

Based on the background of the study, the researcher formulates the problems as follow

1. What kinds of the moral values are implied in Kungfu Panda 3?
2. What are the most dominant moral values that can be found in Kungfu Panda 3?

C. Objective of The Study

Based on the research problem, the researcher sets the objectives of the study are

1. To describe the moral values which are presented in Kungfu Panda 3 Movie.
2. To know what the most dominant Moral Values in Kungfu Panda 3 are.

D. The Significant of The Study

It is hoped that the result of the research will be a valuable contribution to English Education Faculty State Institute of Islamic Studies (STAIN) Kediri, students in English Department and everybody who reads this research.

1. The researcher expects the result of this study can be advantageous to the world of literature as the complement to the study and contributes the development of moral values which in Kungfu Panda 3.
2. A contribution to English Department Faculty of Education State College for Islamic Studies (STAIN) Kediri. Especially for English department students or advance learner. It is hoped that by reading this research the students will be motivated to improve and develop their knowledge in the study of literature especially about moral value.
3. For teacher, the practical significance for teacher is the movie can become a media in teaching learning process, so that the class becomes more interesting.
4. For children, this movie could increase their self-confidence and assist to improve their self-motivation. Beside that movie can improve communication and knowledge by watching and listening what the character said in the movie.

5. For parents, this movie can facilitate the parents in educating their children because they use animated movie. Parent will understand about a good movie for their children. Therefore, a good movie will produce a good moral value and it can build character building for their children.

E. The Scope and Limitation

Before the researcher does the research, he must limit the area of research, there are:

1. In this research, the scope of the research is Kungfu Panda 3 movie because the researcher needs this movie to finish this research.
2. For the limitation of the research, the researcher analysis moral values and the most dominant moral value in Kungfu Panda 3 movie with the the Tony Buzan theory.

F. The Definition of Key Term

This research is composed of five main terms which are essential to be described. The researcher desires to explain the meaning of the title consideration concisely.

1. An analysis

Analysis is the detailed study or examination or something in order to understand more about it.⁷

2. Moral value

Moral value concerns with the view of the goodness or badness of human action and character. Moral value also concerns with what are good or right in people's relationships with each other.

3. Kungfu Panda

3D Animation Movie which demonstrate martial art that the researcher wants to analyze.

⁷Muntamah, "An Analysis of Moral Values As Seen On Charles Dickens' Novel *Oliver Twist*", Salatiga: stain salatiga, 2012, 4.