

CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, the problem of the study, the objectives of study, the significance of the study, the scope limitation, and the definition of the key terms.

A. Background of Study

Analysis is an activity which a person distinguishes and describes something to classify based on a specific criterion.¹ Analysis also can be described as an ability to solve or untangle an information to be little components in order to make easy in understanding the information. Information is very important to people in their live, it can be produce by using communication.

Utterance is sharper and 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 utterance become part of the communication. Communication also use by people in all over world with language.

¹Paramitha Dewi Anggraeni, "The Analysis Moral Values of the Dangerous Minds Movie" English Department of Education Faculty State College for Islamic Studies (STAIN), Salatiga 2012,15

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."² However, communication is becomes part of life. Without communication, it will be hard to people to interact with others. People also will get trouble or difficulty when they want to ask some help. We can know about language further when we study about literature. Because litterature cannot be separate with the language.

Literary works have given a great influence on human being life. Literature has become a part of human life. It has given much intertainment and inspirations of human being. They (novels, dramas, films, poetry) are not only entertainment , but also means of a teaching philosophy of 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 spart time.

Supporting this view, Eisher affirms "literature can "replicate" the world through its form and content."³ Literature is a permanent expression in words of some thoughts or feeling or idea about life and the world.⁴ Because of the important of literature, we have to study about literature in some aspect. There are many kinds of literature such as novel, poetry, short

²A.S.Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press, 2000), 752

³Eisher, H. *Demands on Literary Work*. (Massachusets, Basil Blackwell Oxford and Cambrige.1991),557

⁴R.J. Rees, *English Literature*, (Hongkong: The Macmillan Press Limited, 1973),9.

story, etc. But, the researcher does not want to describe about that. By studying about literature, we can find moral values in many things especially in animation's movie.

According to Robert J. Sternberg, "Moral value concern with the view of the goodness and badness of human action and character. Moral value also concern with what are good or right with relationship among people. Specifically, morality is about good (or bad) and right (or wrong), during these term can be used in several different ways."⁵

The researcher chooses moral value because moral value can improve to be better in our life. Moral value also can solve our problem and it can improve our quality. And, we can learn about moral value from our self and form other like watching 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 on the movie.

Naim HJ. Ahmad said that films are often used to show the reality of life, help build personalities, feeling and emotions.⁶ By watching film or movie, we can feel like the character or atmosphere flows to our life. Movie also make us understand some character there. For example, when we meet person doing bad habit, we have to avoid them to save our life. Moreover,

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

⁶Rosnaini HJ. Mahmud and Mohd. Arif HJ. Ismail, *The Value of Bukit Kepong as an Educational Film: A Research*, TOJET, Volume 2, April 2003, 7

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 *Tinker Bell: Secret of the Wings* because there are some aspect, which are the researcher found. The first, this movie can be receive most of the people from kids, teenager, parents and also for the old people like grandfathers and grandmothers. The second, this movie has many moral values and the researcher wants to figure it out. So that can improve good morality especially for young generation. Beside that the researcher wants to give motivation to the reader by analysis moral values in the movie.

Based on the statement above, the researcher wants to find moral values in *Tinker Bell: Secret of the Wings* movie. The researcher gives the title "*Analysis on Moral Values in Robert Gannaway's Tinker Bell: Secret of the Wings Movie*".

B. Problem of the Study

Based on the background of the study which the researcher explained before, the problem of the study is formulated as follow:

1. What kinds of moral values implied in "*Tinker Bell: Secret of the Wings*" movie?
2. What are the most dominant moral values that can be found in "*Tinker Bell: Secret of the Wings*" movie ?

C. The objective of the study

The objective of the study consists of the statements about the purpose of the research specifically which reached out by the researcher. Based on the research problems that are stated in the previous point, this research is expected to find out:

1. To describe the Moral Values which are presented in "*Tinker Bell: Secret of the Wings*" movie.
2. To know what the most dominant Moral Values in "*Tinker Bell: Secret of the Wings*" movie.

D. Significance of the Study

The goal of this research is expected to be useful for some points:

1. Students

For students, the researcher chose the kinds of Moral Values. It is because if the students just read without knowing that it can develop their knowledge and it just as reading usual. Therefore, they should also know about kinds of Moral Values which they also know analysis of Moral Values.

2. Teachers

For teachers, the researcher can give the new kinds of Moral Values. It also gives the knowledge how determine kinds of Moral Values in movie.

3. Researcher

By doing this research, the researcher can know kinds of Moral Values. It also gives new knowledge that the analysis of kinds of Moral Values is important for us.

4. The next researcher

For the next researcher, the researcher wants to give what kinds of Moral Values on movie and include the kinds of Moral Values in other literature. It means the next researcher can use this research as additional reference especially how to know the kinds of Moral Values.

5. Reader

Since the kinds of Moral Values analyzed, it gives new source of information to kinds of Moral Values especially in movies. They know the expressions include what the kinds.

6. For children

This movie could increase their self-confidence assist to improve communication and knowledge by watching and listening what the character said in the movie.

7. For parents

This movie can facilitate the parents in educating their children because they used animation movie. Parents can be understand about a good movie to their children. Therefore, a good movie can produce a good morality and it can be build character building for their children.

E. Scope and Limitation of the Study

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

1. In this research, the scope of the research is *Tinker Bell: Secret of the Wings* movie because the researcher needs this movie to finish this research.
2. For the limitation of the research, the researcher analysis on moral values and the most dominant moral values in *Tinker Bell: Secret of the Wings* movie with the Tony Buzan's theory.

F. Definition of Key Terms

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

1. An analysis

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

2. Moral value

Moral is the doctrine of good and bad about a person's behavior in everyday life as being an individual and societal creation.

3. Robert Gannaway

⁷Muntamah, *An Analysis of Moral Values As Seen on Charles Dickens' Novel Oliver Twist*, (Salatiga: STAIN,2012), 4.

Robert Gannaway is a the director and the screenplay in Tinker Bell :
The Secret of the Wings movie.

4. Tinker Bell: Secret of the Wings

3D animation movie which demonstrate martial art that the researcher
want to analyze. And this movie get \$67,537,798 from the budget \$30-35
million.