

CHAPTER I

INTRODUCTION

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

A. Background of the Study

Language is our primary means of communication, fundamental to all aspects of human interaction (Ilyosovna, 2020). It is through language that we express thoughts, emotions, and ideas, enabling the exchange of information and the development of social relationships. Language also serves as a conduit for cultural values and beliefs, acting as a bridge that connects individuals from diverse backgrounds, fostering mutual understanding and collaboration essential for peaceful coexistence and progress.

In literature, language plays an integral role, not just in telling stories, but in conveying deeper moral values through dialogue, symbolism, and themes. Authors use narratives to explore ethical issues and societal norms, prompting readers to reflect on their own values and the complexities of human behavior and ethical decision-making. Therefore, provides a platform for cultivating critical thinking about moral issues and the responsibilities that individuals face in society.

Moral education has long been a core component of educational aims (Kaur, 2019). It shapes individuals' character, helping them become responsible members of society by instilling values such as honesty, empathy, and justice.

This education often extends beyond formal classrooms, drawing on literature and media to present relatable moral dilemmas that encourage reflection and ethical decision-making. Media, particularly movies and television, can act as powerful educational tools, embedding moral value in engaging stories that prompt audiences to confront and consider their own ethical viewpoints. Morality is categorized as a good and bad act (ethics), and it is measured by the values included in the actions taken (Ojo & Abibu, 2018).

Movies, in particular, serve as a mirror to society, reflecting real-world issues and providing characters and situations that challenge viewers to reflect on moral questions. Beyond entertainment, movies have the potential to shape our understanding of right and wrong, justice, and social dynamics, encouraging empathy and broadening perspectives on diverse cultures and ethical issues (Pratiwi, 2022).

The integration of moral values, language, and movie offers a compelling platform for ethical reflection. Characters' actions, decisions, and dialogue can highlight important moral value, allowing viewers to explore issues of right and wrong, justice, and societal norms in a relatable context. In this way, movies provide more than entertainment—they influence perspectives on ethical behavior and social responsibility.

This study has identified the series Wednesday on Netflix as a rich source for exploring moral values. With the large number of viewers of this movie shown through the movie-watching platform with an average rating of 8/10, the analysis of this movie is considered effective for use as a research medium. This movie offers an engaging narrative that addresses issues of

justice, personal growth, and ethical issues. Through character development and their interactions, Wednesday conveys significant moral values, particularly those related to the themes of identity and ethical decision-making. By analyzing how these values are depicted through dialogue and characters' action, this study aims to uncover the underlying ethical themes in Wednesday and examine their impact on the audience's understanding of moral issues. This series not only presents ethical issues but also encourages its viewers to critically engage with real-world challenges, offering a unique opportunity for reflection on personal and societal values.

Before undertaking this research, the researcher reviewed five prior studies that relate to the analysis of moral values in media. The first study, titled *An Analysis on Educational Moral Values in "Despicable Me 3" Cartoon Movie* by Ismiyanto (2021), focuses on identifying moral values and their educational implications.

The second study, entitled *An Analysis on Moral Value in "Up"* by Shalih (2021). Azuna Research focuses on identifying and describing the moral values presented in the animated movie "Up". The study uses a qualitative descriptive method and analyzes the movie script as the primary data source, supplemented by secondary sources such as books and online references.

The third study reviewed, titled *An Analysis of Moral Values Found in K-Drama "Flower of Evil"* by Rosalina (2020), focuses on identifying the moral value conveyed through language in the popular K-Drama *Flower of Evil*. This study explores moral values in the suspense melodrama genre, which has been less examined compared to other genres like animated movies.

The fourth study examined is *An Analysis of Moral Value in "Imperfect" Movie* by Apriliana (2020), which focuses on identifying the moral values in the movie "Imperfect". The study applies a descriptive qualitative approach to analyze the characters' actions and dialogues in the movie, emphasizing the role of moral education in addressing societal issues such as bullying and psychological trauma.

The fifth study is "The Analysis of Moral Values Reflected by the Main Characters in "Eternals" Movie" by Agustini and Winarta (2023). This study explores the moral values reflected in the "Eternals" movie, a Marvel movie that showcases a group of immortals navigating complex ethical issues.

The last study is "Analisis Nilai Moral pada Kumpulan Cerpen *Untaian Mutiara Khatulistiwa* Karya Sahabat Minara by Arman (2024). The aim of this research is describing the forms of moral values in the short story collection *Untaian Mutiara Khatulistiwa* by Sahabat Minara. The method used in this research is a qualitative descriptive method. The data collection technique in this research is using library techniques and note taking techniques, after which it continues with analyzing the data found.

The researcher chose this study to deeply explore through knowledge of language and literature, in analyzing moral education through the lens of the popular contemporary series, "Wednesday." Media, especially visual narratives such as movies and series, have proven to be an engaging platform for conveying moral values, combining entertainment with ethical reflection. While many previous studies have focused on animated movies, K-Dramas, and feature movies, "Wednesday" offers a unique opportunity to analyze moral

values in a live-action series, with rich narrative complexity and exploration of themes such as justice, personal identity, and societal hope. The cultural relevance of this series and its ability to attract a diverse audience make it an ideal subject for researching how moral values are conveyed through the characters' actions and dialogue. This research fills the gap in the study of live-action series as a medium for moral education and provides new insights into how such narratives influence the ethical perspectives of their viewers.

B. Research Questions

1. What moral values are conveyed in the *Wednesday* series?
2. How are these moral values depicted through the characters' actions and dialogue in the *Wednesday* series?

C. Research Objectives

1. To reveal the moral values conveyed in the *Wednesday* series.
2. To reveal how moral values are depicted through the main characters' actions, and dialogue in the *Wednesday* series.

D. Significance of the Research

The researcher expects this study can give more knowledge about understandings with many references in analyzing that literary works, especially in analyzing in moral values that can find in Wednesday Series on Netflix for education.

1. For the readers.

This research will provide readers with new information regarding education in movie analysis. Readers will discover a variety of characters

examined by the library research method, particularly for IAIN Kediri students, as a source of reading and literacy references.

2. For the teacher

This study provides lessons on where good and terrible cinema characters are and can be used as an example of instruction for their students at school, particularly those at IAIN Kediri.

3. For parents

This study uses animated movies, so parents can educate their children about the moral values contained in the movie "Wednesday Series". So, parents more understanding about good and recommended movie to watched their children.

E. Scope and Limitation

The analysis of moral values in the Wednesday series on Netflix will focus on identifying the moral values conveyed in the series through the actions and dialogues of the main characters. There are 2 main characters to be studied, namely Wednesday Addams and Enid Sinclair, Then the researcher randomly selected from the entire Wednesday series season 1.

For the research limitations, the defined scope indicates the weaknesses of the study. There are several characters in the movie that demonstrate moral values that are equally important to learn from. Like Tyler Galpin, Xavier Thorpe, Bianca Barclay, and Eugene Ottiger. They have a moral character that will fill the void in what Wednesday Addams and Enid Sinclair lack. Then the two characters being discussed are both still teenagers. Then there is a possibility that the moral value derived may not be relevant to adults.

F. Definition of Key Terms.

1. Moral Values

Moral values are basic principles that help individuals distinguish between what is right and wrong in daily life. These values include honesty, kindness, responsibility, fairness, and respect. They serve as guidelines for behavior and decision-making in social and personal contexts.

2. Dark Comedy

Dark comedy is a type of humor that deals with serious, disturbing, or taboo subjects in a way that is humorous or ironic. It often uses sarcasm, irony, and absurd situations to present social criticism or highlight uncomfortable truths. This genre makes people laugh while also encouraging them to reflect on deeper moral or societal issues.

3. Horror Supernatural

Horror supernatural is a genre that combines fear, suspense, and eerie elements with supernatural aspects such as magic, psychic abilities, or mythical creatures. It often involves events that go beyond natural laws and create feelings of unease, tension, or fear. This genre explores the unknown and challenges characters to confront extraordinary threats.

4. Wednesday (Netflix Series)

Wednesday is a live-action television series produced by Netflix that follows the story of Wednesday Addams, a teenage girl known for her intelligence, independence, and dark personality. The series blends elements of mystery, supernatural events, and character development. It explores

themes such as identity, justice, and relationships through unique storytelling and visual style.

5. Character

Character refers to the individuals who appear in a literary or cinematic work and who carry out the actions and dialogues that drive the story forward. In narrative media such as movies or series, characters are the central elements through which themes, values, and conflicts are expressed. Characters are typically categorized into main and supporting roles, each contributing to the development of the plot and the moral messages conveyed.