

CHAPTER II

LITERATURE REVIEW

In this chapter the writer presents review of related literature which consist of some theories which are relevant to support the analysis of this research and the presentation of previous study of the other researchers.

A. Moral Values

In terms of morals, the word moral derives from the Latin word "Mos". Mos is a singular word that becomes "morse" when pluralized, which signifies habit or morals. Customs are human activities that adhere to societal norms for what is good and wrong. As a result, morality is defined as behaviour that adheres to specific social or environmental norms that society has accepted. Then, moral understanding is a condition of thoughts, feelings, speech, and connected human conduct (Kholifah, 2020).

Moral values are the basic principles that become the basis for a person to determine right and wrong actions. These values reflect ethical and behavioral standards upheld by individuals and society, such as honesty, a sense of responsibility, integrity, and loyalty. Moral values are not just abstract concepts, but life guides that shape a person's character and behavior in daily life.

In Indonesia, moral values are at the core in the formation of good citizen character. The processes of knowing the good, loving the good, and acting good reflect the role of moral values in the cognitive, emotional, and physical aspects of a person. Moral values can be instilled through positive

thinking habits, good habits, and right acting habits, so that noble character is formed that is a reflection of true morality.

Unfortunately, in the practice of modern life, moral values often receive less attention than academic achievement or material success. Many parents are more interested in schools that promise high academic achievement, without considering how the institution instills moral values. In fact, strong moral character is essential to form individuals who are able to adjust to social norms and stay away from negative behavior.

Moral principles such as accountability, empathy, honesty, and integrity not only help build a healthy social life, but they also help shape individual character (Jessica Koehler, 2023). Moral values are not only related to self-control, but also to ethical awareness of the social environment. This includes the ability to think critically, make decisions wisely, and act with empathy. Moral values serve as the foundation for forming a just, peaceful, and civilized society.

Moral values that grow in the family, are taught in schools, and are affirmed by society will shape individuals who are able to behave ethically in all aspects of life, both at the personal and national levels. In other words, moral values are the main social capital that allows people to live in harmony and work together in building a better future.

Furthermore, the notions of learning to do, learning to be, learning to know, and learning to live together can be applied to moral education learning and socialization (Naseer & Arshad, 2019). Moral values are reflective of a person's character and religious beliefs. This assertion is supported by studying

human moral ideals that can instill positive values in a person and others around him, allowing them to be attentive to societal issues and encouraging them to always behave well. Moral principles can be easily gained from a variety of sources, including movies. In some circles, movie is sometimes referred to as an influential spectacle. It is a style of visual communication that uses moving images and music to tell stories or provide information. Movies are currently one of the most popular forms of media among the general public since they are easy to watch and consume. The majority of people watch movies for amusement and as a hobby, therefore they prefer the world of movie over the actual world. Movies with compelling stories seek to deliver enjoyment and satisfaction to the viewer while also transporting them to the setting of the story. When the audience watches the picture, they can feel the director's chosen emotions, such as fear, pleasure, sadness, tears, or even rage and disappointment. Character support and audio-visual elements give movies more life value while presenting a tale and moral message to the viewer. This circumstance forces production companies to compete in order to produce innovative movie concepts. As a result, not all movies with beautiful visuals can deliver good value and effect, but reviewing and looking for the moral values of the picture can raise consciousness to do good and harm the sentiments of others (Trommsdorff, 2020). Rachels (2023) identifies four moral virtues: courage, Generosity, honesty, and loyalty. Below are the four moral values:

1. Courage

Courage is the intermediate state between valor and might (Rachels, 2023). In the context of moral values, it refers to the strength to act based

on conscience despite fear, risk, or opposition. Moral courage involves not only physical bravery, but also the determination to do what is right even when it brings personal consequences. It can be seen in characters who confront fear or danger for the sake of others, take moral risks by standing up against injustice, persist in seeking truth despite obstacles, defend those who are vulnerable or mistreated, and challenge authority or social norms to uphold ethical principles.

The example of courage according to Ismiyanto (2022) in the previous study: Lucy *“All right, lady, that's it. Nobody, nobody curses my daughter. Ya got that? Because if you mess with Margo, you mess with me! And I promise, you do not want to mess with me. Do you understand me?”*. Lucy looks very brave defending Margo from Niko's mother by saying (All right, lady, that's it. Nobody, nobody curses my daughter. Ya got that? Because if you mess with Margo, you mess with me! And I promise, you do not want to mess with me. Do you understand me?) which then told her to leave the house she lived in by yelling and in a high-pitched tone (Now GET!!!).

2. Generosity

Generosity is the willingness to utilize one's resources and efforts to benefit others (Rachels, 2023). Generosity does not imply an attitude of refusing to dare or surrender to others in positions of power. It reflects a person's moral awareness and willingness to act beyond self-interest to improve the well-being of others. In this study, the moral value of generosity is identified through characters who willingly share their time, energy, or

resources, offer emotional or practical support without expecting anything in return, show empathy and kindness to those in distress, prioritize others' needs over their own comfort, and help others even in difficult or inconvenient circumstances. The example of generosity courage according to Ismiyanto (2022) in the previous study: Lucy *"Gru, you've got to let this go. It's time to look forward. Things will get better, I promise. (kisses Gru, walking away, then Gru sighs)"*.

Gru looks desperate because he can't catch Bratt (the villain). He is also not eager to continue the next life because he has been fired from the job he likes. But Lucy came as a reassurance and support for Gru to keep the spirit and think positively by saying (Gru, you've got to let this go. It's time to look forward. Things will get better. I promise). Support from Lucy as Gru's girlfriend, makes Gru excited again and continues the mission to cancel Bratt's bad plan and also snatch the diamond from him.

3. Honesty

People who never lie are inherently honest (Rachels, 2023). The virtue of honesty is the inclination of character to avoid activities that are not appropriate for the circumstances in overcoming difficult problems. In his opinion, the virtue of honesty will always find answers to issues in instances where it is impossible to express the truth without concealing anything. In this research, honesty is identified through characters who speak truthfully even in uncomfortable situations, admit mistakes or wrongdoing without manipulation, avoid deception for personal gain,

consistently uphold integrity in their words and actions, and choose to reveal the truth despite potential risks or consequences.

The example of Honesty according to Arman (2024) in the previous study: "Razan, are you okay? are you hurt?" I asked Razan. "I'm fine Jihan, my leg seems to be just a little sprained" Razan replied. The dialogue above contains the moral value of honesty, namely in the sentence "I'm okay Jihan, my leg seems to be just a little sprained". Honesty is a person's tendency to exclude actions that are not in line with the priorities in overcoming a problem.

4. Loyalty

Rachels (2023) defines loyalty as a person's willingness to follow mutually agreed-upon agreements, rules, or principles. In this scenario, loyalty includes a loyalty to one's feelings that stems from the joy of living with family and friends, allowing them to practice true charity in the form of defending, aiding, serving, and protecting for the sake of life together. The moral value of loyalty is an attitude toward loved ones, rooted in emotional commitment and a sense of belonging. The teachings of the moral value of loyalty are deeply embedded in family and friendship relationships (Mujayana, 2004). In this study, loyalty is identified through characters who stand by their friends or loved ones during hardship, remain consistent in their support despite conflicts or challenges, prioritize group or relational harmony over personal interest, defend those they care about against injustice, and maintain trust and faithfulness in relationships even when tested.

The example of Loyalty according to Arman (2024) in the previous study: "I'm ready, I hope we stay together and stay careful" I replied to Razan. The data shows that there is a Rachels theory regarding the moral value of loyalty to the family shown by the character Jihan. One form of moral value of loyalty to the family is to remind each other.

This study uses the word "Value" to simplify the understanding of the word "virtue". These two terms have the same meaning in the moral context. Value is more about the moral outline while Virtue is more specific about morality which lies in the habitual actions of a person's character. Of course, using the term Value already represents the term Virtue so it is very useful for readers to understand the flow of the purpose of this research and reduce errors in vocabulary understanding.

B. Literary Works

Literature The term "literary" comes from the Latin "littera," which signifies letters or masterpieces. There are three terms that have become essential in relation to literature: literature as art (art of literature) and literature as science (science of literature). Literature as art, or the art of literature, is a form of creativity. That is, literature is a creation or man-made work that expresses artistic language, such as drama, fiction, and poetry, without plagiarizing from others. According to Diyarkara, as quoted by Taum (1997), literary art is the earliest human inherited culture, predating all others.

Before learning about engineering and science, fine arts could already be presented in the medium of expression, depicted as a human aesthetic experience dealing directly with nature as the other side of beauty that other

people may be unaware of (Prasetyo et al., 2019). Literature is a collection of creative activities or works of art intended to be enjoyed and appreciated by a large number of people who view, hold, or watch them. Literature study is an important way to improve comprehension and interest in the realm of language and literature. Literary learning can be utilized to impart moral and educational ideals to students. Literary works provide moral and educational value. Literary works are said to be able to transform people's perspectives by offering stories based on social realities and encouraging the audience. Literature as a science contains scientific qualities, including objects, hypotheses, and techniques. That is, literature can serve as both the object and topic of investigation. Literary theory is the primary research, categories, and criteria that can serve as a foundation for literary studies.

Literary criticism and literary history are terms used to describe the study of concrete literary works. Literature is an art form that combines beautiful words and realistic depictions to act out its activities. This activity is considered a literary phenomenon. However, the use of language in literary pursuits differs from that in other occupations. One of these changes can already have a significant impact on the activity. In literary activities, language is used in specific ways and rules to make it appear aesthetic; however, language may deviate from grammatical rules and have ambiguous meanings, even though a writer (writers, poets, and playwrights) inherits his work to be able to convey any message to the general public. Movies are commonly used in English lessons. First, according to a study by Ismail (2017), cinema is utilized to educate media through listening. Movies fall under both the category of theatre

and literature. This is a crucial component of a show, but it may also be appreciated through reading alone. The movie emerged as a result of the emergence of theatre as an art form (Ismail, 2017). The appearance of the movie marks the emergence of actors at the forefront, combining pantomime with the performers' own pronunciation of language.

In analyzing a literary work, it is essential to understand its fundamental elements. These elements are the building blocks that make up the structure of a story and help deliver its themes and messages effectively. According to Kenny (1966) and Nurgiyantoro (2005), the main elements of literary works are generally divided into two categories: intrinsic elements and extrinsic elements.

Movie is a very effective medium for conveying moral messages to the audience because it combines visual, audio, and narrative elements. According to Bordwell and Thompson (2008), movies have a unique ability to present deep emotional experiences, making it easier for the audience to accept the moral message. The visualization of strong scenes, meaningful dialogue, and complex character development allows movies to become an influential medium in moral education.

1. Intrinsic Elements

Intrinsic elements are the components that directly build the literary work from within. They include:

- a. Character and Characterization: The figures in the story and how their personalities are developed. Characters can be protagonist, antagonist, static, or dynamic.

- b. Plot: The sequence of events that make up the storyline, typically consisting of exposition, rising action, climax, falling action, and resolution.
- c. Setting: The time and place in which the story occurs. Setting helps to build the atmosphere and context.
- d. Theme: The central idea or message that the author wants to convey through the story.
- e. Point of View: The perspective from which the story is told (e.g., first person, third person limited, omniscient).
- f. Conflict: The struggle between opposing forces, which can be internal (within a character) or external (between characters or with society/nature).
- g. Style and Language: The author's choice of words, sentence structure, figurative language, and tone, which shape the reader's experience.

2. Extrinsic Elements

Extrinsic elements are factors outside the text that influence the creation or interpretation of the literary work. These may include:

- a. Author's Background: The life, experiences, and worldview of the author.
- b. Social and Cultural Context: The societal values, norms, and historical background surrounding the work.
- c. Philosophical or Psychological Influences: Ideas or theories that shape the characters or themes within the story.

In this research, although the data is taken from a movie series *Wednesday*, the analysis treats the movie as a literary text due to its strong narrative structure, character development, and thematic exploration. Therefore, understanding these literary elements supports a more comprehensive analysis of how moral values are presented within the story.

In the context of *Wednesday*, the series uses a combination of dark cinematography, sharp dialogue, and character dynamics to depict the moral dilemmas faced by Wednesday Addams. For example, Wednesday's actions, which often go against social rules, demonstrate courage and integrity, but also raise questions about the boundary between morality and rebellion.

According to McQuail's visual communication theory (2010), the moral message in a movie can be conveyed implicitly or explicitly. In *Wednesday*, the moral message often emerges implicitly through symbolism, such as the use of color and lighting to reflect the protagonist's inner conflict. This symbolism adds an extra layer of meaning that can be deeply interpreted by the audience.

C. Movie

Movie is a collection of moving pictures that have been recorded with sounds to tell a story. It has been shown in cinemas, theatres, and on television. Visual and aural information such as costume, soundtrack, and possibly even an archaic mode of speaking is more likely to come from movies set in the past. There are various types of movies that are shown in cinemas, theatres, and on television. Every type of movie has elements that always amuse and entertain the audience. According to Bordwell and Thompson (2008) there various types of movie genres.

1. Action

A movie in this genre depicts a character's struggle to survive, live, or fight.

2. Comedy

The movie of this genre is the movie that relies on humor or the funny thing from the story and the characterization.

3. Horror

This genre of movie usually depicts stories that go beyond the bounds of humanity. It alludes to mystery, ghosts, and so on.

4. Thrillers

Thriller movies always have tension that is created not far from logical elements.

5. Scientific

The movie of this genre has scientists in it, and because of what they create, there will be a major conflict in the groove.

6. Drama

This genre of movie is usually the one that viewers prefer because it depicts a true picture of life.

7. Romance

This type of movie shows the love romance of a couple or lovers. The majority of viewers will carry a romantic atmosphere created by the players.

Based on the explanation above, the author concludes that people around the world watch movies as a form of entertainment, a way to have fun. Some people define a fun movie as one that makes them laugh, while others define it as one that makes them cry or feel scared.

The *Wednesday series* is an interesting example of the combination of two main genres, namely *horror* and *comedy*. As a horror genre, *Wednesday* presents a gripping and mysterious atmosphere through supernatural elements, mysterious murders, and magical powers experienced by its characters. Dark nuances, gothic settings, and psychological conflicts reinforce the deep horror atmosphere. On the other hand, the series also contains elements of *dark comedy*, where humor emerges through cynicism, flat expressions, and irony in the dialogue and actions of the main character, Wednesday Addams. The fusion of these two genres creates a rich expressive space to present moral dilemmas in complex and unusual ways. In the context of this study, the use of *the horror* and *comedy* genres is important because they allow for a sharp and symbolic exploration of moral values, showing how characters deal with extreme situations while still displaying the human, ethical, and personal growth sides (Carrol, 1999).

D. Previous Studies

Before undertaking this research, the researcher reviewed five prior studies that relate to the analysis of moral values in media.

1. An Analysis on Educational Moral Values in "Despicable Me 3" Cartoon Movie by Ismiyanto (2021)

This Research focuses on identifying moral values and their educational implications. Using Rachel's theory, the study categorizes ten specific moral values in the movie and explores their potential as educational tools. Through a qualitative library research method, the study

analyzes the movie's script, using techniques such as data reduction, display, and conclusion drawing to identify the key moral value.

2. 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. Directed by Pete Docter and co-directed by Bob Peterson, "Up" tells the story of Carl Fredricksen, an elderly widower, fulfilling his and his late wife Ellie's dream of reaching Paradise Falls by attaching thousands of balloons to their house. The research identified ten moral values in the movie, including loyalty (6 dialogues), self-reliance (2 dialogues), honesty (1 dialogue), love (5 dialogues), affection (1 dialogue), self-discipline (3 dialogues), respect (2 dialogues), bravery (3 dialogues), peaceability (2 dialogues), and kindness and friendliness (2 dialogues). Loyalty emerged as the most dominant value in the movie. The study highlights how these moral values are conveyed through the characters' actions and dialogues, emphasizing the movie's potential to instill ethical lessons in viewers. The current research aligns with this study in its focus on moral values in visual media but differs in its choice of material, analyzing a live-action series instead of an animated movie. Both studies underscore the importance of movies in conveying moral value and their potential as engaging educational tools. The findings from the "Up" study provide valuable

insights into how moral values can be systematically identified and analyzed, offering a strong foundation for the present research.

3. An Analysis of Moral Values Found in K-Drama "Flower of Evil" by Rosalina (2020),

This research 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 research identifies six key moral values in the drama, including the importance of not judging others by appearance, the value of reputation, the familial love between father and daughter, the comfort of family, and the enduring nature of truth. Through a qualitative approach, the study employs documentation methods to collect data and analyzes the moral values expressed in the characters' dialogues and actions. This study contributes to the present research by highlighting the importance of examining moral values in visual media, especially within genres such as K-Dramas, which are often overlooked in academic research. While the current research will focus on a live-action series (*Wednesday*) rather than a K-Drama, the methodological approach and emphasis on character-driven moral value provide a useful framework for analyzing *Wednesday*. Both studies share a common interest in understanding how character actions and dialogue can reveal deeper moral teachings, emphasizing how media can serve as a platform for ethical reflection.

4. 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. Through the analysis of the entire movie and its transcript, the research identifies twelve types of moral values, including responsibility, respect, justice, tolerance, wisdom, democracy, altruism, love and loyalty, self-discipline, courage, mutual aid, and perseverance. The study provides a detailed breakdown of how these values are represented in the characters’ interactions and choices, contributing to the overall moral value of the movie. This study is particularly relevant to the present research as it underscores the importance of identifying and analyzing moral values in contemporary media. While “Imperfect” focuses on the impact of social issues such as bullying, Wednesday offers a different perspective, exploring themes of justice, personal identity, and the complexities of ethical decision-making. Both studies demonstrate how movies and series use character development and narrative to impart moral value, encouraging viewers to reflect on their values and behavior. The findings from this study provide valuable insight into how moral values can be systematically categorized and analyzed in movies, which will help inform the methodology for analyzing Wednesday.

5. 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. Using the content analysis method and Linda and Eyre's (1993) framework for moral values, the study identifies seven categories of moral values, including loyalty and trustworthiness, respect, love and affection, unselfishness and sensitivity, kindness and friendliness, and justice and mercy. The study concludes that “Eternals” communicates moral value on the importance of love and affection as the most dominant value, which is conveyed through the characters’ actions and decisions.

6. 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 to describe data in the form of moral values in the short story collection *Untaian Mutiara Khatulistiwa* by Sahabat Minara. The data collection technique in this research is using library techniques and note taking techniques, after which it continues with analyzing the data found. Based on the results of data analysis regarding the short story collection *Untaian Mutiara Khatulistiwa* by Sahabat Minara, four forms of moral values were found in accordance with Rachels' (2004) theory. There are courage, generosity, honesty and loyalty. In this research, the moral value of generosity is often found in the short story *Rompi Putih Bulan Sabit* by Muh. Erwin, this is because the short story tells about the struggle of a

medical volunteer from Palestine who kindly carries out his obligations as a medical worker.