

CHAPTER I

INTRODUCTION

The first chapter consists of the explanation about background of the study, problem of study, significance of the study, scope and limitation, and definition of the key terms.

A. Background of Study

Today, watching movie becomes part of everyday life for some people. The people have different purposes in watching movie such as for refreshing, spending their time, getting information and perspective, learning foreign language and trying to understand other cultures. Most of people like watching movie no matter their life condition, whatever their background, whoever they are, sexes and ages. Not only in big cities, but also in small town people are watching movie. Due to advance technology development such as internet and smartphone, people can watch movie anytime and anywhere.

A movie or motion picture is a new visual art created in the last 300 years. It is a complex, exclusive art, difficult to define, but the element of the movies is instantaneous and universal. Motion pictures are, in fact both an art and medium of mass entertainment, and in the latter capacity they have a significant impact in a sociological sense.

In addition, they have a background rooted in science and technology (*Webster*; 1981). A movie is visualized a story or dialogue on the screen. A movie produced by recording images with cameras, or creating images using animation technique.

Movie is a medium which can educate people and movie can improve them to understand the specific subject through visual. From a movie, the author can bring up moral values that can be got and very useful as a thing to spread and grow social awareness. Moral is a thing related to goodness (*Dawey*, 2004:24 in *Wahyuni*, 2018:3). This proves that moral is a reference to assess the good and bad of human behavior. *Mukino, et. al.* (2016:45) state that moral is also related to action and prohibition which tells about wrong and right. This moral concept can be an inspiration in creating literary work, such as movies by authors

Most of movie adopted from real stories in the world and the other adopted from books or novels. For example, the movies that adopted from novel are *Harry Potter*, *Twilight*, *The Lord of The Ring*, etc. According to *Christopher* (n.d) movie includes lines of dialogue and depicts obvious developments of character that 2 explicitly communicate meaning to the people.

Explicitly content is perhaps some sort of “moral of story” or socio-political attitude that the filmmaker is expressing directly through the mouths and actions of the characters. By movie, people can be educated on moral, education, social, cultural values and etc. If we want to try to understand a movie, and open our mind, a movie could give us information, education, and inspiration.

Movie is a media that can educate people and enable them to improve their understanding on specific subjects through visual. Movie is a media that has an important influence in giving information and as a tool to deliver messages to an audience or people. The messages can be positive or negative depending on the audience, because a movie is shown to an audience by visualization.

According to Yousuf and Dadabhoy (2013) a movie is able to show the audience an image therefore it can present itself to the viewers lucidly. Most of the people engage with the messages clearly from the movie, but some find it difficult to engage with it. One of the messages that we catch in a movie is about moral values. Moral value is among the sensual and aesthetic values on an equal footing. Some non-moral values, for instance those of fishing, are subject to transmutation of means into ends, and some occur in other ways. But so it is in particular with moral values: some occur by transmutation of means into ends, through training, and some perhaps require no training.

Moral value training has been neglected or has proved feasible. Their ordering of values has remained in such a state that these persons stand to maximize their satisfactions by battenning on our good behavior cheating on their own. The moral values tend by virtue of their social character to be more uniform from person to person, within a culture, than many sensual and aesthetic values. (Goldman and Kim, 1978)”

Moral value is the values that express ideas about good life. There is constant debate about which values constitute the good life. Moral value is logic term that a principle or action or character of human is true or false and good or bad. Social morality defines how we respond to our environment, our immediate community and the world community. According to Johnston (2002) moral values is expressed in attitudes that become visible in opinions and concrete behavior. Attitudes based on moral values refer to society life, being with others, and the reflective view one’s own indentify.

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The purposes of this research are to investigate the moral values in the “Up” movie and to investigate the most dominant moral values that appear in the “Up” movie. This research focuses on the analysis of moral values from the dialogs spoken by the characters of the “Up” movie. The writer hopes this research would be able to emphasize the important moral values to the readers.

B. Problem of Study

Based on the background of study above, the writer wants to answer the following questions:

1. What are the moral values found in the “Up” movie?
2. Which moral value is the most dominant appearing in “Up” movie?

C. Objective of Study

1. To find out the moral values in the “Up” movie
2. To find out the most dominant moral values appearing in “Up” movie

D. Significance of the Study

The benefits of the study are can be theoretical practically:

1. Theoretically

The writer hopes the result of this study can be contribute to the development of moral values taken from Up movie. She also hopes the result will provide information to the readers about how to study deepen moral values based on this movie.

2. Practically

The writer hopes that the result of the study can be used for:

- a. To contribute the development of literary study, particularly among the people who are interested in the literary study.
- b. To remind the readers the importance of moral values and also implements it in daily activity.
- c. To the next researcher this study can be an inspiration and secondary data to the others researcher who interest to conduct study about moral values in movie.

E. Scope and Limitation

The researcher studies about movie. The researcher focused on the moral value in UP movie. The limitation of this research is based on the content of the story in the UP movie. It limits to the value of attitude changes by character that is played by the character.

F. Definition of the Key Terms

1. Moral Value

Moral values are taught in moral education as certain acceptable, valuable and cherished qualities that are worthwhile in developing a sound character. Moral it is controlled by moral concept the rules of behavior to which the members of a culture have become accustomed and which determine the expected behavior pattern of all group members. In addition, moral is a good behavior possessed by an individual or a person, reflected in thought, attitude, and behavior.

Values determine people's identity and cultural continuity. Moral values are essential values that determine individuals perception of morality and moral consciousness in society. Moral values include truthfulness, patience, obedience, honesty, integrity, hard work, responsibility, respect, tolerance, loyalty, public spiritedness, freedom, respect for human life and dignity of persons. Others include justice, fairness and equality.

2. Movie

Movie is a series of moving pictures that recorded with sound to tell the story, it was shown at the cinema, theater and also on television. movie is also known as a film. Movie is of the media of audio visual that can used to build the attitude, emotion and evolving the problems. Movie is a medium of communication rich with social implication, created within different social, historical and culture context.

3. UP movie

UP movie was released in 2009th, American computer-animated comedy-drama adventure film produced by Pixar Animation Studios and released by Walt Disney Pictures. The film was directed by Pete Docter and co-directed by Bob Paterson, who also wrote the film's screenplay with Docter as well as the story with Tom McCharty.