

CHAPTER I

INTRODUCTION

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

A. Background of Study

In everyday life in the world related to social sense. People who live in a social environment must have agreed rules and are imitated together as well as moral values that are bound to their implementation. It can guide all people to have a better point of view on how to live in society. Moral and legal values have a very close relationship. Values in life that are considered important are a must. Moral education requires the involvement of all aspects of human life, so it is not suitable to emphasize only the cognitive aspect, this can kill the child's character. However, moral education for children is adjusted to the development of the child's soul. develop all aspects of human life such as intellectual, character, aesthetic, physical condition and in the direction of fun moral learning (Bobbi OePorter & Mike Hernacki, 203: 8). Believed and applied properly so as not to cause things that are not desirable. Morality is categorized as a good and bad act (ethics) where the way to measure it is through the values contained in the actions taken (Ojo & Abibu, 2018).

In an effort to transfer moral values, appropriate approaches and learning methods can be used in accordance with the growth and development of the child's soul. Basically moral values and laws have a function, namely to serve humans. First, it serves to remind humans to do good for themselves and others as part of society. Second, it draws attention to moral issues that humans have not responded to. Third, it can attract human attention to the symptoms of "emotional habituation". In addition, the function of moral values is in the context of controlling and regulating (Serramia et al., 2018). The importance of the legal system is as a protection for interests that have been protected by religion, the rules of decency and the rules of decency because they are not strong enough to protect and

guarantee considering that there are irregular interests. a legal system is needed. The law that regulates people's lives and actually applies in society is called positive law.

Moral values reflect a person's character and side religious. This statement is reinforced by learning human moral values that are able to bring positive values to a person and those around him, so they can be sensitive to problems related to social life and encourage them to always behave well. Moral values are easily obtained from several sources, one of which is from films. Film is also known as an influential spectacle in various circles, this film is a type of visual communication that is broadcast using moving images and sound to tell stories or provide information (as a media for learning). Currently, films are one of the most popular media among the public that can be watched easily and efficiently. The majority of people spend their time watching movies as an entertainment and as a hobby, so people prefer the world of cinema over the real world. Films with interesting stories aim to provide entertainment and satisfaction for the audience, able to bring the audience into the atmosphere of the story in the film. One can feel the feelings that are arranged by the director, be it feelings of anxiety, pleasure, sadness, tears, or even feelings of anger and disappointment when the audience watches the film. Character support and audio-visual make films have more life value in conveying a story and moral message to the audience.

Often people from children to old people like to watch movies to refresh their brains after doing something that drains the brain. The genre they usually watch is a funny film. Therefore, not all films with good visualization can provide good value and impact as well, but by assessing and looking for the moral values of the film, it will provide awareness to do good and hurt the feelings of others (Trommsdorff, 2020). In this Research, researchers will analyze the educational moral values contained in the "Despicable Me 3" movie. Researchers will analyze the moral values that contain educational elements from the film. Researchers will also analyze the implications for education contained in the movie.

B. Research Problems

From the research problem stated above the goal of the research was:

1. What are the moral values found on “*Despicable Me 3*” movie?
2. What are the implications of “*Despicable Me 3*” movie for education?

C. Objectives of the Research

1. To find out the moral values in “*Despicable Me 3*” movie
2. To know the implications of “*Despicable Me 3*” movie in education

D. Significance of the Research

The researcher expect that this study can gives more knowledge about and understandings with many references in analyzing that literary works, especially in analyzing in moral values that can find in *Despicable Me 3* movie Cartoon for educate.

1. For the readers

This research will gives something new for readers about education in film analysis. Readers will find various characters studied by the library research method, especially for IAIN Kediri students as a source of reading and additional references in literacy.

2. for the teachers

This research gives lessons about where is good or bad film characters and can be an example of teaching for their students at school, especially students of IAIN Kediri.

3. For parents

This study uses animated films, so parents can educate their children about the moral values contained in the film "Despicable Me 3". So, parents more understanding about good and recommended film to watched their children.

E. Scope of the Research

In this study, the researcher only analyzed the moral values contained in the film. Then, the researcher focused on analyzing moral values and their implications in the education of the film "Despicable Me 3" movie.

F. Definition of Key Term

1. Educational Moral Value

Education is done to someone starting from the beginning he is able to understand something for a lifetime. Because almost everything related to activities of daily life requires education. This educational process in everyday life is better known as the learning process. In this case, education is a learning process from not knowing to knowing. Education is not only aimed at developing science, but more than that, the most important thing is the education of moral values or human manners. Because no matter how smart someone is, if they don't have etiquette or behave badly, they will not be useful for many people's lives.

2. Literary Works

The use of language in literary activities is different from the use of language in other activities. In literature, language is used in a certain way, language may deviate from grammatical rules and have ambiguous meanings even though a writer (writer, poet, and playwright) bequeaths his work to convey any message to the audience. Literature in its delivery uses beautiful words that are rarely used, which usually for literary connoisseurs can add new vocabulary. Literary activities according to the way of delivery can be done orally (oral), written and/or audio-visual.

3. Cartoon Movies

Commonly referred to as animation, which moves images that are usually in the form of animals. This cartoon movie is usually in demand by children, because by its own nature it is entertaining. The picture looks more alive, so it can affect the emotions of the audience, also become sad, cry too, fall in love, be annoyed, happy, even laugh.

4. Despicable Me 3

Gru after becoming an agent fighting crime, his life is more loving because of the presence of his children from the orphanage. After being fired from his job, Gru decides to meet his long-lost twin brother. Besides being more charming, cheerful, and more successful, he wants to team up with

Gru on one last heist. Seeing the opportunity, Gru agrees to his brother's offer but to reclaim the items stolen by Bratt (the villain).