

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the discussion on the background of the study, research question, objective of the study, scope and limitation of the study, significance of the study, and the definition of key terms.

#### **A. Background of the Study**

The success of an education helps a person in shaping the human potentials that exist in humans. Education is expected to help grow and develop in the ability to think logically, critically, creatively, and innovatively in children in the process of teaching and learning activities. In addition, noble values need to be instilled through education in order to form a civilized human character, because human life is closely related to the values embedded in a community. These values are binding and become one of the efforts in living daily life.

Among the values that develop in society is the value of education. The value of education can be said as a process to form an attitude that connects the environment, social, and culture. Instilling educational values is not enough just to provide material, but educational values must be seen or experienced by children directly in real life. What is seen by the eye and heard by the ear, is easier to be recorded in the memory and absorbed into the heart than what is only read or heard.

According to M. Sastrapratedja (1993) educational value is the planting and development of values in person. Educational value should not constitute a special program or lesson, such as a drawing or English lesson, but rather a dimension of the whole enterprise of education. Education does not only want to develop the knowledge, skills, technologies, but also want to develop other aspects: personality, morals, and ethics, etc. all of which can be called educational value. At this time, educational values can be conveyed through various aspects of human-made literary works. A well-packaged literary work can be an interesting lesson for students. The value of education in literary works here is the values that aim to educate students to become someone who is good in the sense of being educated. The value of education in literary works is divided into four kinds, namely moral values, truth values, beauty values, and religious values.

Educational institutions are one of the important places to convey the value of education to children other than through parents. Teachers and parents are partners in an effort to increase the values inherent in thinking and acting in students. However, currently some teachers are more focused on the material being taught and pay less attention to the character or morals of children which will cause the educational value of students to decline. To overcome this, teachers need media that can assist in the teaching and learning process as well as convey the value of education to students when learning takes place. In this case, the media used is expected to be fun and

able to make students not feel bored. One of the media that can be used is movie.

Movie is one of the literary works that can be used to convey education. Watching movies can help develop motivation in learning English. Movie is an educational medium that functions as a medium of education, persuasion, entertainment, and information. and can be more easily accepted by students because it contains audio and visual elements to convey messages to the audience. Movie have many types and genres, one of which is animation movie. In general, animation is a drawing process by modifying the image of each frame displayed on a screen. Animation movie usually have a light storyline, have a communicative language that is easy to catch and has a message contained in it.

One of the animation movie that has been shown in Indonesia is the Moana movie. Moana is a movie produced by Walt Disney Animation Studios. Walt Disney Animation is one of the most influential animation studios in various countries. Disney is also one of the oldest animation movie companies in the world. Disney has existed since 1921 after being founded by its founder, Walt Disney. There are various famous animation movie from Disney namely Aladdin, Tangled, Up, Moana, Zootopia, Frozen, Toy Story, and more.

Moana movie is an animation movie that tells about the struggle and adventure of a 16 years old girl to save her dying village because the heart of Fiti was stolen by a half-god human figure named Maui. He started looking

for Maui in order to complete his mission. Everything is not as easy as imagined. Maui and Moana encounter many obstacles in order to reach Lalotai. Although often confused and many times almost gave up, his journey with Maui made him more mature and experienced. The desire to change and move forward comes from within ourselves.

The representation of the character Moana has many positive educational values and can be implemented in real life. Several scenes in the animated movie illustrate the application of educational values. Interesting story and animation and follow with cool soundtrack to make children love this movie. But the stories are interesting and liked by children have not yet determined that a movie contains worthy values.

Because children are individuals who like to imitate what they see, this movie is suitable for children and is highly recommended to watch because it contains positive values. Through the stories displayed and the behavior of the characters, it is hoped that children can imagine and learn by taking elements of their own culture, moral messages, education, lifestyle, and history. One element that can be easily absorbed in the movie is educational values. These values are usually depicted implicitly in movie, therefore the role of parents and teachers is very important to choose movie that are suitable for children's mentality.

The educational value in a movie is not the same as in school, but the value in a movie means a kind of message and can take any form depending on the purpose of the movie. Thus, the audience will not feel patronized.

In a movie often tells something. For example, from watching movies the person can learn how to make friends, get along, and behave well. In addition there are many benefits to conveying education through a movie, As stated by Harmer that movie can help to see the language used, pick up various cross-cultural clues, allow everyone to enter various other worlds of communication including how to regulate behavior in social situations and business.

Teaching educational values conveyed through movie media will be easier for students to understand than teaching educational values with other media such as reading books, lectures, or using other media. Because the movie is shown well with an element of entertainment and presents a storyline that can be directly seen by the audience that contains stories or stories in real life. This can be used as a lesson for the audience.

Moana movie is elected as the subject, because Moana is different from other princess that is usually made by Disney. Moana movie contains educational value, friendship and there is no romance scenes. Beside, movie entitle Moana is a best seller and also obtain many award such as best animated feature in Nevada Film Critics Society, best favorite family movie and release in 2016. Therefore, the author is interested in examining the educational value in the Moana movie.

Researcher has found several previous studies that are relevant to the analysis of values in the movie. First, a research by Munawaroh (2016) on Analysis Value Found in the Pirate Fairy Movie, showed that some value

may be defined in depth, such as moral value, which include being open, inquisitive, active, bold, and delighted. Then there are social value for example being ambitious, providing good service, favoring collaboration. She also find education to be a place of clear headedness, innovation, and a desire to explore something new.

Second, Dewi Titisari (2012) conducted a research entitled “The analysis of Moral Value in King’s Speech Movie. In this study, she has found the moral values that include in king’s speech movie such as religiosity, bravery, love and affection, responsibility, honesty, helping others, humbleness, and optimism.

Based on the statement above, the researcher concludes that many similiar studies about movie have been done. But they have different focus on this research about educational value in Moana Movie. As a result, the researcher was interested in researching elements of educational contained in it with the title “*An Analysis on Educational Value in Moana Animation Movie*”.

## **B. Research Question**

Based on the background of study, the researcher formulates the problems as follow:

1. What are the educational values in *Moana* movie?
2. How are the educational values presented in *Moana* Movie?

### **C. Objective of The Study**

Based on the statement of the study, the researcher determines the objectives of the study are:

1. To analyze the educational values that included in *Moana* movie.
2. To describe the educational values presented in *Moana* Movie.

### **D. Scope and Limitation of The Study**

The researcher studies about movie. In this research, the researcher wants to examine about the educational value founded and presented in the subtitle of the movie entitled: *Moana* movie. This researcher will be concerned in the educational values found by reading the script and watching movie.

### **E. Significance of the Study**

The significance of this study is the people who watch this movie is getting clear description about educational values found in *Moana* movie. Hopefully this research gives contribution to all students and educators.

#### 1. Theoretically

The result of this study is expected to be beneficial to the world of literature and provide information about educational value.

#### 2. Practically

##### a. For Students:

This study is aimed to make students can understand deeply about educational value and improve them to find the educational value in the movie. It can be useful especially to informal learning,

because most people like watching movies, this research guidance to enrich the comprehension about educational value to decide the film is appropriate for their children or not.

b. For Teacher:

This study is aimed to be an additional information and instrument for teaching literature.

c. For Other Researcher:

The result of this study can be inspiration to the others researcher who interest to conduct study about education values in movie.

## **F. Definition of Key Terms**

To avoid misunderstand and make the reader comprehend the topic discussed in this study, it is necessary to define key terms. The keywords used in this study are as follows:

1. Animation Movie

An animation movie is a movie that is the result of processing hand image so that it becomes a moving image, with the help of computer and computer graphics. Animation movie is a learning medium that can provide new experiences for students.

2. Educational Value

Educational value is the planting and development of values in person. Educational value should not constitute a special program or lesson, such as a drawing or English lesson, but rather a dimension of the



whole enterprise of education. Education does not only want to develop the knowledge, skills, technologies, but also want to develop other aspects: personality, morals, and ethics, etc. all of which can be called educational value.

### 3. Moana Movie

Moana movie is a story about the strong-willed daughter of a chief Polynesian village named Moana. In this movie also tell about her adventure. On the Polynesian island of Motonui, the inhabitant worships the goddess Te Fiti, who brought life to the ocean, using a pounamu stone as her heart and the source of her power. Maui, the shape shifting demigod and master of sailing, steals the heart to give humanity the power of creation. However, Te Fiti disintegrates, and Maui is attacked by Te Ka, a volcanic demon, losing both his magical giant fishhook and the heart to the depths.

A millennium later, Moana, daughter of chief Tui, is chosen by the ocean to return the heart to Te Fiti. However, Tui arrives and takes Moana away, causing her to lose the heart. Tui and mother of Moana, Sina, try to keep her away from the ocean to prepare her ascension as the island's chief. Years later, blight strikes the island, rotting the coconuts and dwindling the number of fish caught. Moana suggest going beyond the island's reef to find more fish, and to know what is happening but Tui forbids it. Moana tries conquering the reef but is overpowered by the tides and shipwrecked back on Motonui.