

CHAPTER I

INTRODUCTION

In this first chapter, the researcher will explain the introduction to this research. This chapter will consist of the research background, research problem, research purposes, research significance, scope and limitations, and definition of key terms.

1.1 Research Background

Moral values are a basic need for every human being that can help shape character and good behavior. Learning and applying moral values are essential, starting as early as possible to have a positive impact. Moral values are taught at home and can be anywhere, one of which is at school. The role of the teacher here is vital so that good values can be appropriately conveyed. In the long run, instilling moral values in students serves as a compass or guide to help them avoid destructive influences such as social media, the public, friends, etc. Then, the students will grow into good people. Then, students will grow into individuals who have a unique perspective, are not easily influenced, and are confident, making them think positively in various situations. For moral messages to be well conveyed and embedded in students, choosing the correct and exciting media is necessary.

Learning and teaching moral values to students can be done through various sources; one example is literature. Literature is a form of communication, and human expression is poured into art. Literature has multiple forms, such as written and sometimes even spoken. They have a beautiful language style, and their characteristics depend on the presentation of each writer. Inayyah (2022) stated that literary works are often fictional but still reflect everyday life and result from someone's imaginative work. In creating a job, the writer may be inspired by the surrounding environment, personal experience, or other people's experiences, which are packaged interestingly. Some forms of literature widely known to the public include poetry, novels, dramas, short stories, and films. Movies are one of

the most popular forms of literature today. Having a solid, informative, and entertaining story is the reason why movies are famous and still exist today.

The film is a work of art from moving images with audio-visual characteristics. Movies have become a popular entertainment medium and are much loved by people of all ages, as evidenced by the increasing number of types and genres of films circulating. One of them is an animated film. Animated films are always synonymous with children because of their funny pictures and fictional stories. Animated films also present stories of everyday life that contain a lot of good values and moral messages. Then, these values can be applied to real life to be emulated by students. Some of the reasons above can make animated films as learning media to instill moral values in students, not only as entertainment media. According to Sudiran (2015), Students will be motivated to know if they see an exciting image. Based on Kristanti & Maisarah (2023), "Animated films can also be used as a learning medium because, in the story, there is a delivery of information related to educational matters for children." The audience will easily remember the good values in the movie because they are close to everyday life and are shown through the preferred media. The results will appear in daily behavior. According to Amanda (2020), People who consume or watch shows with good values will see that their behavior reflects positive things.

Students who are the young generation who are educated and have good behavior are important and valuable assets that must be maintained because they can advance a country. Keeping the young generation can be done through education, one of which is moral education. Do not let the moral degradation of the youth become worse, such as the many recent examples of bullying cases. So, strengthening and educating youth about moral values must be carried out more intensively and massively. Educating moral values will be more effective in everyday life than just teaching the theory. Therefore, the role of parents and teachers as the closest people to children is expected to provide direction, guidance, and examples to them wisely and proportionally. Researchers are interested in

examining moral values because moral values have a significant influence and contribution to life, as previously explained.

The researcher found several previous studies that inspiration to write about *The Little Prince* movie. The following is the research found: Amanda (2021), An Analysis of Moral Values In “The Karate Kid” Movie from The State Islamic Institute (IAIN) Of Tulungagung. The researcher found fourteen moral values: honesty, bravery, peace ability, self-reliance and potential, self-discipline and moderation, loyalty, respect, love, kindness and friendliness, justice, and mercy.

In addition, Rahmah (2022) from the Ar-Raniry State Islamic University writes about *An Analysis of Moral Value in the Educational Movie ‘The Pursuit of Happiness.’* This study aims to find the moral values in the film *The Pursuit of Happiness*. This research found ten moral values in films: confidence, love and affection, wisdom, responsibility, trustworthiness, humility, purity, discipline, loyalty, and unselfishness.

Based on the two previous studies, the researcher is interested in researching moral values by taking an animated movie. The similarity between this research and prior studies is finding the moral value of a movie. In comparison, the differences are in the research object or film title being studied. The researcher used *The Little Prince* animation movie as the research object in this study. Then, the previous study used *The Karate Kid* and *The Pursuit of Happiness* movie.

The Little Prince is a movie in 2015 directed by Mark Osborne with the genres of animation, fantasy, adventure, and drama films. This movie was adapted from the original novel of Antoine de Saint-Exupéry's iconic masterpiece with the same name, which is very famous and has been translated into more than 250 foreign languages. The film tells the story of a young girl whose life is arranged and prepared by her mother to be successful when she grows up. The magical journey started when this young girl and her mother moved to a new housing complex. Their neighborhood is eccentric and elderly. He is an aviator who tells her the story of the

little prince, a boy from another planet who visits Earth. This film is not only entertaining because it has a unique narrative story but also contains a lot of moral values that can be used as material for reflection and then applied to everyday life for students and even adults. Based on the facts and the several reasons above, the researcher chooses moral values in *The Little Prince* movie as research entitled An Analysis of Moral Values in Children's Animated Movies "The Little Prince" For Education.

1.2 Research Problems

The highlight problems of this research can be formulated as follows:

1. What are the kinds of moral values found in the children's animated movie *The Little Prince*?
2. What are the implications of the children's animated movie *The Little Prince* for education?

1.3 Research Purposes

Based on the research problem above, the purposes of the research are:

1. To describe the kinds of moral values found in children's animated movies, *The Little Prince*
2. To uncover the educational implications of the children's animated movie *The Little Prince*

1.4 Research Significance

1. Theoretical Uses

The researcher hoped that this research could provide the readers with more information about life lessons expressed in the movie "*The Little Prince*" that can be learned and applied to everyday life.

2. Practical Use

a) For the Teachers

Hopefully, this research can help teachers increase students' ability to analyze moral values in films to improve their good character.

b) For Students

In research that aims to find moral values in films, researchers hope that students can get helpful life lessons and imitate good things, especially in the scope of education in movie, so that students are entertained and get good things.

c) For the Next Researchers

The researcher hoped this study could motivate and provide benefits in the form of insight for future researchers interested in conducting and analyzing movies, especially moral values.

1.5 Scope and Limitation

Based on the background above, the scope of this study focuses on the moral value found in children's animated movies, *The Little Prince*. Moreover, the moral value limitation is the kinds of moral values and the implications in education.

1.6 Definition of Key Terms

These are some definitions to help clarify the key terms used in this study to avoid misunderstanding and misinterpretation:

1. Moral Values

According to Utami & Arini (2017), moral values are universal truths humans regard as excellent and significant; they are the ethical principles they strive for and implement daily.

2. Animated movie

Animation movies are famous and can be enjoyed by both young and older people; additionally, students will be more interested in watching them because they contain great visual graphics so that they will love them. (Nuansari & Sriyanto, 2021)

3. The Little Prince movie

The Little Prince movie is an animated fantasy film directed by Mark Osborne, directly adapted from the famous iconic novel by Antoine de Saint-Exupéry.

4. Education

Education is changing a person's behavioral and attitudinal patterns, either as an individual or a group, to pursue self-improvement through teaching and training efforts, action processes, and search processes. (PURBA, Anabella Rosalina et al, 2022)