

CHAPTER 1

INTRODUCTION

1.1 Research Background

In the world of education, it is necessary to teach character education to students from an early age. Many benefits can be taken from applied character education, namely (1) forming a more independent, advanced, and responsible student personality (2) training mentally to be stronger (3) students have a strong fortress so as not to do things that are despicable and not easily carried away in a bad direction (4) and, creating a generation with integrity that always upholds the values of national unity and also the state. Character education can be taught to students in various ways such as by giving examples to the students themselves, giving words that contain praise and are positive, or can be through entertaining spectacles. The spectacle in question is giving students a movie that can teach them good behavior that can be imitated. In addition, movies are also an audio-visual communication medium that not only provides entertainment, but also offers information, and can even touch the emotions of the audience.

According to Wibowo (in Rizal, 2014), film is a tool to convey various messages to the public through story media and can also be considered a medium of expression for artists. According to Sapp (1986), a movie is a moving picture that is considered a source of entertainment or an art form. the audience, but movies also have an extraordinary and interesting essence because the ideas are depicted in the form of living and moving works. Meanwhile, Movies not only tell stories or provide entertainment, Palapah (1986) argues that the definition of film is an entertainment medium that combines stories, moving images, and sound in an artistic frame. These three elements are included in the elements of every movie, so movies are often used as part of the educational media. Movies always provide meaning or morals that can be learned by the audience. These morals are created by life. These morals are created according to life. Therefore, every viewer is bound to feel the same way. Playing a movie and making it one of the methods of learning character education for students is an effective way of learning. By providing a spectacle in the form of a movie, it is hoped that the

learning objectives given can be understood and the moral values in the movie can be conveyed to the students themselves.

Moral values are principles of behavior that are applied to each individual to be able to socialize correctly with fellow humans to establish respect and respect. Moral values are used to determine right and wrong in the behavior and decisions of a person or group of people. Moral values can vary from individual to individual and can also vary from one group or society to another. Moral values are very necessary for humans because through moral values it is hoped that good moral development can occur, harmonious and following human dignity. According to Hurlock, the definition of morals is behavior that conforms to the moral code of a social group. Morals themselves are manners, habits, and customs. Moral ideas or rules that have become habitual for people in a culture determine moral behavior. Meanwhile, in Shaffer's response, morals are norms that regulate the behavior of an individual in carrying out relationships and cooperation in a community environment for applicable rules.

This research focuses on analyzing the moral values in the movie titled *Encanto*. The author hopes that this research can emphasize the importance of moral values to readers, especially students. Therefore, based on the above, the author will conduct research to examine the moral values in the *Encanto* movie.

1.2 Research Problem

Based on the background listed above, the author formulates two research problems as follows:

1. What are the moral values contained in the movie *Encanto*??
2. What are the dominant moral values contained in the movie *Encanto*?

1.3 Research Objectives

The purpose of the research is as follows:

1. To find out the moral values contained in the *Encanto* movie.
2. To describe what moral values are dominant in the *Encanto* movie.

1.4 Significance of the Research

Significantly, this research is useful from both theoretical and practical perspectives:

1. Theoretical

The author hopes that the results of this study can assist in determining the moral value of the *Encanto* movie. In addition, the author also hopes that the results of this research can help readers learn morals more deeply based on the movie's storyline.

2. Practical

The author hopes that the findings of this research will be useful for the following:

- a. It can help in contributing to the field of literature, including readers who are interested in the field of literature.
- b. To remind readers how important moral values are and also apply them in everyday life.

1.5 Scope of the Research

In this research, the author only analyzes moral values. Then, the author focuses on the analysis of moral values and their application in education based on the *Encanto* movie.

1.6 Definition of Key Terms

Some definitions are provided to help clarify the key terms used in this study:

1. Analysis

According to Abdul Majid (2013), analysis is decomposing a unit into separate units, dividing a unit into sub-sub or parts, distinguishing between two that are the same, and selecting and regarding differences (between several that are in one unit).

2. Values

According to Linda and Richard Eyre in Adisusilo (2013), values are standards of attitudes and actions that shape our identity, the way we live, and the way we treat others.

3. Moral

According to the Dictionary of Psychology (Chaplin, 2006), morals refer to morals that conform to social rules or pertain to laws or customs that govern one's behavior.

4. Movie

Effendi (1986) defines film as a cultural product and a means of artistic expression. Film as mass communication combines various technologies such as photography and sound recording, fine arts and literary theater arts, architecture, and music.

