

CHAPTER I

INTRODUCTION

1.1 Background study

The film serves as a platform for artists and filmmakers to articulate their ideas and narratives, while also functioning as a storytelling medium capable of disseminating various messages to the broader audience. With this comprehension, a film can be regarded as a form of literature comprising moving images or other communication media accessible to the general public for conveying messages. "Sensual and aesthetic values run parallel to moral values. Certain values undergo a transformation where means become ends.

Moral values encompass principles of conduct applicable to individuals capable of socializing respectfully with others to foster regard and esteem. They serve to discern right from wrong in behavior and decision-making for individuals or groups. Moral values can vary among individuals and across different societies. They are crucial for human beings, as moral goodness is expected to foster moral development in harmony with human dignity. According to Hurlock, morals denote behavior aligned with the moral code of a social group, representing manners, habits, and moral ideas or standards customary within a culture to dictate moral conduct. Conversely, Shaffer defines morals as norms governing an individual's behavior in interpersonal relationships and cooperation within a community, aimed at compliance with established regulations.

This study concentrates on scrutinizing the moral values portrayed in the film "Zootopia." This research aims to underscore the significance of moral values to readers, particularly students. Thus, based on the foregoing, the author will investigate to assess the moral values depicted in the film "Zootopia. However, this particularly applies to moral values: some are criticized due to the transformation of means into ends, often through conditioning, while some may not necessitate such conditioning. The training in moral values has either been overlooked or found to be insufficient.

The continuum of their importance remains in such a state that individuals often rationalize their behavior to maximize their satisfaction by self-deception. Moral values, due to

their societal nature, tend to exhibit more uniformity across individuals within a culture compared to many sensual and aesthetic values. Zootopia is a film rich in moral content for its audience. Produced by Walt Disney Animation Studios and distributed by Walt Disney Pictures, Zootopia is a comedic adventure featuring Nick Wilde (voiced by Jason Bateman), a fox, and Judy Hopps (voiced by Ginnifer Goodwin), a rabbit. From a young age, Judy aspired to become a police officer, a dream she fulfills in Zootopia, a modern city inhabited by a diverse array of animals. Zootopia is a metropolis where animals of all sizes and species reside, allowing them to pursue their desires freely.

In this bustling city, animals coexist harmoniously, regardless of their backgrounds. The film revolves around the partnership between Officer Judy Hopps, a diligent bunny, and Nick Wilde, a cunning fox, as they uncover a conspiracy involving the disappearance of a dangerous predator and the inhabitants of their mammal metropolis.

1.2 Research Problem

Research problem: Disney's 'Zootopia' conveys moral values to a diverse audience
Introducing: This film uses anthropomorphic animals to address themes such as prejudice, stereotypes, discrimination, and the value of diversity. While it is clear that the film conveys important moral messages, it is important to examine how effectively the film conveys these messages and whether these messages are acceptable to a wide audience. fake is different or not.

Research problem formulation

The research problem is to evaluate the effectiveness of the Disney film "Zootopia" in conveying moral values, especially those related to prejudice, and diversity, and to evaluate the impact of the film on the understanding and acceptance of these values among various demographic groups.

A. Research question

1. How does "Zootopia" address and express moral values, especially those related to Method and diversity, in its plot and character development?

2. How does a film's definition of moral values impact beliefs, stations, and issues of bias and diversity?

1.3 Research purposes

This exploration is important because it provides sapience into how popular animated flicks can effectively communicate complex moral values and impact different cults. Understanding the effectiveness of the media in conveying these dispatches is important for generators, preceptors, and society at large, especially in encouraging forbearance and establishing good relations.

To promote diversity and addition The film aims to promote the significance of diversity and addition in society and encourages cult to embrace people from all backgrounds and walks of life.

To inspire individuals to overcome adversity This film inspires individuals to pursue their dreams and overcome adversity, whatever the odds may be.

To promote empathy and understanding This film fosters empathy and understanding between people, encouraging observers to see the stylish in others, indeed if they're different.

To punctuate the significance of individual responsibility This film emphasizes the significance of individual responsibility in creating a better world and encourages observers to take action, to make positive changes in their own lives and communities.

1.4 Significance of the Research

The exploration has theoretically practical benefits.

1. Theoretical Study Significance

The benefits of this exploration are theoretically practical :

- a. The author aspires for the findings of this study to enrich the moral integrity portrayed in the film Zootopia. This aspiration is also participated by the author.
- b. The issues furnish compendiums with perceptivity into the examination of moral assimilation as depicted in this film. Moral values serve as the foundation of this analysis.

2. Practical

The author envisions that the study's findings can serve the following purposes:

- a. Enhancing literary research, particularly for individuals interested in literature.

b. Additionally, it serves as a reminder to readers about the significance of integrating moral values into their daily lives

1.5 Scope and Limitation

Zootopia, a 2016 American animated comedy adventure film, delves into contemporary societal moral values through the narrative of Judy Hopps, a determined youthful rabbit aspiring to become the first rabbit police officer in Zootopia. While the movie highlights significant moral assignments, it also faces constraints in its depiction of these values. Let's examine the extent and confines of moral themes within Zootopia. Diversity and Addition Zootopia titleholders the significance of diversity and addition by depicting a megacity where creatures of all sizes and species attend harmoniously. It underscores the idea that individuals from different backgrounds can pursue their bournes and emphasizes the significance of looking beyond superficial appearances.

Pursue Your Dreams The film inspires cult to pursue their dreams, irrespective of societal morals or limitations assessed by one's background. Judy Hopps serves as a lamp of stimulant for anyone who has faced despondency due to their origins. In conclusion, while Zootopia effectively communicates important moral values, it grapples with limitations. The film oversimplifies complex issues and lacks acceptable representation of a different range of characters. nevertheless, it remains a material memorial of the significance of diversity, addition, and prostrating prejudice in contemporary society.

1.6 Definition of Key Terms

The author's method that will be used is a qualitative method. Qualitative research is associated with various methods, perspectives, and approach. To analyze the film Zootopia, the authors using the following qualitative descriptive method.

1. To examine the movie, descriptive qualitative styles are employed, as outlined below.
exploration Object The moral principles depicted in Zootopia are the main subject of this exploration.
2. Data Source Primary data is sourced directly from the movie, while secondary data includes references from the erudite workshop, applicable accouterments similar to morals and values, and internet coffers.

3. Data Collection Ways Data collection involves multiple ways Watching the movie multiple times for thorough understanding. Collecting applicable sources that apply to the analysis of the movie. Choosing material information for examination. Fet the moral principles portrayed in the film.
4. ways for Data Analysis The analysis of data employs a descriptive methodology, comprising the following way a. Offering a summary of the " Zootopia" film. relating and rooting the moral values depicted in the movie. Formulating conclusions by examining the collected data, with a focus on the themes and dispatches communicated by the filmmakers, Byron Howard and Rich Moor

