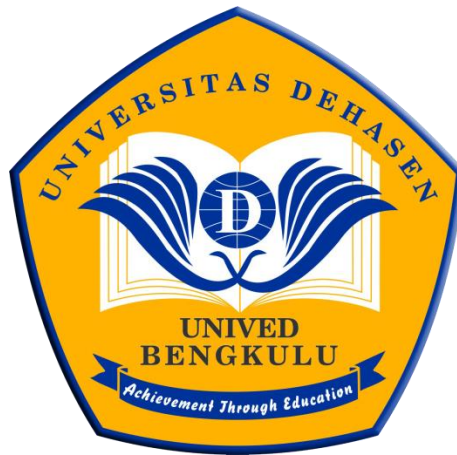


**AN ANALYSIS OF MORAL VALUES IN “TURNING RED”  
MOVIE**

**THESIS**

Submitted as a partial fulfillment of the requirements for degree of Sarjana Sastra (S.S)  
in English Literature Department



By

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2023**

**DECLARATION OF FREE PLAGIARISM**

I hereby declare that this thesis entitled "An analysis of moral values in Turning Red movie" is my own work, based on my personal research/research. I also state that I have quoted several statements and ideas from various sources, and all of them are recognized in the text.

Bengkulu, June 2023

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**AN ANALYSIS OF MORAL VALUES IN "TURNING RED" MOVIE**

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7. Friends

Bengkulu, June 2023

The Researcher

## **MOTTO**

*"There is a season for flowers to bloom. You're doing well. There will come a time when you will bloom as well."*

## DEDICATION

To my beloved parents, young brother, dearest partner, BTS, and supportive thesis mates,

I want to dedicate this heartfelt message. You have been my guiding lights, my sources of love and strength. To my parents, your unwavering support, sacrifices, and unconditional love have shaped me into the person I am today.

To my younger brother your constant companionship, laughter, and support have brought immense joy to my life.

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To my self, the fighter and relentless striver, this dedication is for you. Through the trials and tribulations, you have stood tall and faced every challenge with unwavering determination. Your resilience and courage have propelled you forward, even in the face of adversity. You have pushed beyond your limits, embraced self-growth, and refused to settle for anything less than your dreams. This dedication serves as a reminder of your strength, tenacity, and unwavering spirit. Celebrate your victories and continue to believe in the incredible power within you.

## **ABSTRACT**

*This research uses a descriptive qualitative research method. This method is employed to elucidate the types of moral values found in the movie "Turning Red" and their characteristics. The data for this research is extracted from the movie "Turning Red," which serves as the research object. The data in this study can be observed through dialogues and actions depicted in the film. As this research is a descriptive qualitative study, the researcher utilizes an observation checklist. The study focuses on identifying the types and characteristics of moral values in the movie "Turning Red." The researcher presents these findings after processing and presenting the data. As stated in the first chapter, the research aims to address two research questions. According to Linda and Eyre (1993), there are two types of moral values, namely the values of being and the values of giving. Both types are further divided into twelve moral values. The researcher discovered 14 scenes of moral values in this study, namely love and affection, self-confidence and potential, self-discipline and moderation, and honesty. Additionally, the researcher also found that there are 9 characteristics of moral values that appear most frequently in this research, namely pure heart, responsibility, and obligation, each with 3 and 2 scenes, respectively.*

***Keyword: Moral values, characteristics of moral value, Turning red movie.***



## ABSTRAK

Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Metode ini digunakan untuk menjelaskan jenis-jenis nilai moral yang terdapat dalam film “Turning Red” dan ciri-cirinya. Data penelitian ini diambil dari film “Turning Red” yang menjadi obyek penelitian. Data dalam penelitian ini dapat diamati melalui dialog dan aksi yang digambarkan dalam film. Karena penelitian ini adalah penelitian kualitatif deskriptif, peneliti menggunakan daftar periksa observasi. Penelitian ini berfokus pada identifikasi jenis dan ciri nilai moral dalam film “Turning Red”. Peneliti menyajikan temuan ini setelah mengolah dan menyajikan data. Sebagaimana dinyatakan dalam bab pertama, penelitian ini bertujuan untuk menjawab dua pertanyaan penelitian. Menurut Linda dan Eyre (1993), ada dua jenis nilai moral, yaitu nilai menjadi dan nilai memberi. Kedua jenis ini dibagi lagi menjadi dua belas nilai moral. Peneliti menemukan 14 adegan nilai moral dalam penelitian ini, yaitu cinta dan kasih sayang, kepercayaan diri dan potensi diri, disiplin diri dan moderasi, dan kejujuran. Selain itu, peneliti juga menemukan bahwa ada 9 ciri nilai moral yang paling banyak muncul dalam penelitian ini, yaitu hati yang murni, tanggung jawab, dan kewajiban, masing-masing dengan 3 dan 2 adegan.

**Kata Kunci:** Pesan Moral, karakteristik pesan moral, Turning Red Movie.

## TABLE OF CONTENTS

<b>COVER</b> .....	i
<b>DECLARATION OF FREE PLAGIARISM</b> .....	ii
<b>APPROVAL PAGE</b> .....	iii
<b>VALIDATION PAGE</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	v
<b>MOTTO</b> .....	vi
<b>DEDICATION</b> .....	vii
<b>ABSTRACT</b> .....	viii
<b>ABSTRAK</b> .....	ix
<b>LIST OF CONTENTS</b> .....	x
<b>CHAPTER I</b>	
<b>INTRODUCTION</b> .....	1
1.1 Background .....	1
1.2 Objective of the Problem .....	7
1.3 Statement of the Research.....	7
1.4 Significance of the Research.....	7
1.5 Scope and Limitation of Research .....	8
1.6 Definition of Key Terms .....	8
<b>CHAPTER II</b>	
<b>THEORETICAL FRAME WORK</b> .....	10
2.1 Literary Work.....	10
2.2 Moral Value .....	11
2.3 Types of Moral Value .....	14
2.4 Characteristics of Moral Value .....	18
2.5 Concept of Moral Value.....	20
2.6 Movie .....	21
2.7 Turning Red Movie .....	24
<b>CHAPTER III</b>	
<b>RESEARCH METHODOLOGY</b> .....	26
3.1 Research Design .....	26
3.2 Object of the Research .....	26
3.3 Research Instrument .....	26
3.4 Technique of Collecting Data .....	28
3.5 Technique of Analyzing Data .....	29

<b>CHAPTER IV</b>	
<b>FINDING &amp; DISCUSSION</b> .....	30
4.1 Findings.....	30
4.2 Discussion .....	42
<b>CHAPTER V</b>	
<b>CONCLUSION &amp; SUGGESTION</b> .....	44
5.1 Conclusion .....	44
5.2 Suggestion .....	45
<b>REFERENCES</b>	
<b>APPENDICES</b>	

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Literature is defined as written works that have artistic or intellectual value. It includes poetry, novels, plays, short stories, and essays, among other genres and forms. Literature is a broad term for works of art that value writing, particularly plays, poems, and novels (Hornby: 2005). Literature is a creative and imaginative work created to feel helpless and intellectually engage the work's audience thru various kinds of literature. Literature includes novels, poetry, movies, music, drama, fables, and short stories. Literature reflects the social, political, economic, and cultural realities of the time. We live in a time when moral values have frequently become the primary guidepost for humans to act in daily life; there are values in social life, values in sports, and values in art, including literature. According to Wellek and Warren (2014), literature is a creative activity, a work of art. Literature also gives birth to many works of art, many of which are well-known to the general public, such as poems, novels, dramas, short stories, and movies or we called them literary works.

Literary work is a medium for expressing ideas, and feelings, or describing someone or something. People not only enjoy exploring the stories of literary works, but they also take the messages they convey because each literary work often includes many moral values related to society's values they convey. After all, each literary work often includes many moral values related to society's values in a specific era, including in movie. In literary works, film and drama are one unit, but films are modern and are typically shown in cinemas, namely where films are

shown, or on platforms such as Netflix, Disney Hotstar, We Tv, VIU, or other official platforms. Meanwhile, the drama is still being performed on stage or in a theater setting.

Movie as a fantasy, aesthetic work of art that uses language as its medium, namely language picture (Barsam and Monahan, 2010). Movie is one of the most famous kinds of entertainment for people of all ages. There are parts to education, culture, moral messages, lifestyle, and history. Movies are a popular form of entertainment for people of all generations. For some people, watching movies has become a part of their daily routine. People watch movies for a variety of reasons, including entertainment, learning and experience, relaxation, language study, and attempting to understand other cultures.

According to Hornby (2006:950), is a series of moving pictures recorded with sound that tells a story and is shown in a cinema/movie. Movie is made by filming something, such as people, objects, or animals, with a camera. The film's purpose is to educate, entertain, and inspire its audience. A film can educate us on history, science, and human behavior. Depending on the story and characters, movies can convey a wide range of moral values. Some common moral values that are frequently depicted in films are: honesty, characters may learn the value of being truthful and transparent, even when it is challenging or uncomfortable.

Moral value is extremely important in our lives, and it has evolved into a basic human need. Moral values are important because they improve the overall quality of life. A person's skill can be enhanced by having strong moral principles. Morality is the method of determining whether a person's actions are good or bad. Moral values were defined as those with an interpersonal emphasis that, when violated, cause guilt for wrongdoing (Abdolmohammadi & Baker, 2006). There must be a moral message conveyed to the audience in the movie. The

researcher will discuss moral values in the movie in this study. The previous researcher reviewed several studies on the concept of moral values.

Based on the explanation above, it can be conclude that movies can also depict negative moral values such as greed, selfishness, and deception. These characters frequently learn the consequences of their actions and recognize the value of positive moral values. Movies can teach audiences valuable life lessons and points of view on how to live a good life by conveying these moral values. They can also motivate audiences to improve themselves and make positive changes in their lives. There are five previous studies to support this research:

The first research conducted by Siti Inayatul Mustofiyah (2022), the title of this study is “Moral Values in *Mulan* (2020) Movie Directed by Niki Caro”. This study has two goals: to identify moral principles in *Mulan* and the most prevalent moral value in *Mulan*. Based on the study's findings and discussion of the *Mulan* (2020) film directed by Niki Caro. First, the researcher discovered eight types of moral values in *Mulan* (2020), which were divided into two groups values of being and values of giving (Linda and Eyre, 1993). The researcher discovered that courage represents the most dominant moral value in *Mulan* (2020). The researcher discovered about six scenes and conversations that demonstrate courage values.

The second research conducted by Chairina Nasir, Iskandar Abdul Samad, Tria Maisal Jannah and Eda Suhana Sharudin (2019), the title of this study is “An Analysis of Moral Values in the Movie *COCO*. The findings of this study revealed that the film does not contain all of the moral values proposed by Linda and Eyre (1993). However, the proportion of their occurrences varied. Love and affection are the most commonly used moral values. The findings revealed that the love and affection type was the most prevalent type of moral value in the film. In the film

"Coco," there were seventeen scenes of moral values of the characters that included love and affection scene.

The third research conducted by Yanti Rosalinah, Syifa Aulia and Ibnu Subroto (2021), the title of this study is "Moral Values of Main Character in Bumblebee Movie Directed By Travis Knight". The findings of this study are as follows: The study concluded that two major points have been discussed in this study. There are various moral values displayed by the main character in the film Bumblebee. Charlie Watson and Bumblebee are the main characters in this film. First, it examines the moral worth of the main character, Charlie Watson. Charlie Watson's character has eight different types of moral values. They work hard, are socially conscious, creative, inquisitive, friendly or communicative, self-sufficient, and value achievement. Second, it is about the moral values that must be present in the Bumblebee film. Working hard, being creative, caring about others, and being curious are four moral values in the film.

The fourth research conducted by Restu Pitri, Asridayani and Sufiyandi (2018), the title of this study is "Moral Values Analysis on Main Characters As Seen On "My Sister's Keeper" Film By Nick Cassavetes". In this study, applied Linda and Eyre theory (1997). The findings of this study include moral values such as honesty, bravery, peacemaking ability, self-discipline respect, kindness and friendliness, confidence, love and affection, fairness, and loyalty. This study also discusses the positive impact of moral values on the main characters in the film My Sister's Keeper. Sara Fitzgerald and Anna Fitzgerald have opposing moral values, but their relationship has improved since Kate's death. Bravery is the most prominent moral value in Nick Cassavetes' film My Sister's Keeper.

The last research conducted by Wiranti, Festi Himatu Karima and Indri Kustantinah (2021), the title of this study is “A Study on Moral Value in Maleficent Movie”. The focus of this research is to analyze moral values and most dominant moral values in the movie. The finding on this research, the Maleficent film is not only interesting because it depicts the relationship between humans and fairies, but it also provides moral value to the audience. The moral value was discovered by the researcher in the characterization seen in the film's dialogues. Kindness and friendliness, peace ability, responsibility, bravery, strong belief, respect, protection, sincerity, love and affection, and honesty are the moral values found in Maleficent. Not only must the audience watch the film, but they must also learn from it. Maleficent's moral values can be applied in the audience's daily lives. This film teaches us the value of forgiveness.

Based on the previous study above, the researcher concludes that in every film or movie there was a moral values that can be learned, and that we can hold on to the good life. Researcher get from moral message from on the movie. Researcher found the differences from two journals, there is only found 5 and 8 types of moral values that used in both of journals and another two of journals, take the moral values based from one characters, while the researcher uses all of the characters on this research also this reasearch about characteristics of moral values.

The researcher chose this topic for several reasons in this study. First, the movie, as an entertaining literary work, has many benefits for the audience and society, particularly for students or children, who can use it as an engaging and non-boring learning medium. One of them is to teach moral values from films. Second, moral values are crucial in human life. People's attitudes should be based on positive values or good actions. Third, the animated movie contains a lot of good moral values that the audience can study and imitate. As a result, people can use these moral values as knowledge to behave well in social situations.



*Turning Red* has been a hot topic since it was released last year. The film was nominated for an Academy Award for Best Animated Feature Film. Even though *Turning Red* is her feature-length directorial debut, this is not director Domee Shi's first Academy Award nomination. Shi directed and wrote the Academy Award-winning animated short film *Bao*. Regardless, her feature film is a watershed moment for Pixar and representation. *Turning Red* is Pixar's first female-directed film, and it was co-written with playwright Julia Cho. There hasn't been anything quite like *Turning Red* in terms of how it deals with taboo subjects (periods, puberty, etc.) that future filmmakers should study.

The story centers the city's Chinatown community where Mei lives and features an authentically diverse cast. With puberty and adolescence at the heart of the action. This movie examines the bond between a mother and her daughter, as well as between friends. It demonstrates how to mend broken relationships. This demonstrates the importance of giving children freedom, if we are arrogant, it will lead to more rebellion. It teaches children how to control their emotions. This movie depicts the grace required to mend a broken relationship. The film encourages curiosity, compassion, courage, self-control, and teamwork, and families who watch together can discuss lots of issues afterward, from the importance of having honest conversations about puberty to the dangers of lying and keeping secrets and the need for both close friends and trusted adults.

## **1.2 Objective of the Research**

The objective of the research in this study can be formulated as follow :

1. To find out the types of moral values in *Turning Red* movie.
2. To investigate the characteristics of moral values in *Turning Red* movie.

## **1.3 Statement of the Problem**

Based on the background that has been stated above, the statement of problem in this study is as follows:

1. What are the types of moral values in *Turning Red* Movie?
2. What are the characteristics of moral values in *Turning Red* movie?

#### **1.4 Significance of the Research**

This research is expected to give both theoretical and practical significances:

##### 1. Theoretically

1. To add knowledge and insight regarding literary works related to the moral values.
2. To provide useful information about types of moral values and the characteristics of moral values in the *Turning Red* movie.
3. The research findings can be used to conduct research on moral values enrichment in literature.
4. The moral values described in the movie can be useful for readers to learn and apply in their daily lives.

##### 2. Practically

1. For the community, hopefully this research can be an effort to provide information about types of moral values and characteristics of moral values in *Turning Red* movie.
2. For students, this research can be used as a reference for conducting research and can be used for comparison with other research.
3. For other researchers, this research can be a reference to developing research.

#### **1.5 Scope and Limitation of the Research**

The scope and limitation of the research only focuses on types of moral values and the characteristics of moral values in *Turning Red* movie.

## 1.6 Definition of Key Terms

Moral value : Moral values are the behavior practices, goals, and habits that are sanctioned by the society in which we live. Moral values are concerned with what is right and wrong.

Turning Red : *Turning Red* is an animated movie that premiered on Disney Plus Hotstar on March 11, 2022. It is a fantasy comedy produced by Walt Disney Pictures and Pixar animation studios that tells the story of a 13-year-old girl and her friends. Written and directed by Domee Shi.

## **CHAPTER II**

### **THEORITICAL FRAMEWORK**

#### **2.1 Literary Work**

A literary work is a piece of art that is written or spoken and uses language to express ideas, emotions, and stories. Novels, poems, plays, essays, and speeches are all examples. Literary devices such as figurative language, imagery, and symbolism are frequently used in literary works to convey meaning and create a specific tone or atmosphere. They can also address societal, human nature, and human experience-related themes and issues. Literary work is a subset of literature that uses words as raw material to create a picture, an idea, or a story in a meaningful form. Literary works are mediums used by writers to communicate ideas and life experiences (Wicaksono, 2017).

A literary work is an aesthetic work created by an author's creativity. According to Shiddiqui (2013), literature is writing that expresses and communicates feelings and attitudes toward life. Literary works, according to Minderop (2016), are a reflection of feelings and thoughts. It is a medium in which authors use their imagination and creativity to express their thoughts, ideas, and feelings. The researcher imagination emerges in this context from what he has seen and felt in real life. The essence of literary work cannot be divorced from the realities of

daily life. Indeed, learning more about literature is necessary because literature helps us recognize human life and expand our minds.

## **2.2 Moral Value**

Morality is defined as a set of principles, values, and beliefs that guide an individual's behavior and decisions, particularly regarding what is right and wrong. Religious teachings, cultural norms, personal experience, and philosophical beliefs are all examples of sources for these principles. Morality is a subjective concept that varies from person to person, but it is often rooted in the desire to do good, avoid harm, and act responsibly and ethically. Moral values, according to Baguswaluyo (2007:28), are standards or principles for judging conduct or behavior. Good, by borrowing values are the same in every society because moral values are influenced by a group's or society's culture. Barcalow in Fajar (2017) describes moral as something that can be evaluated from someone's actions, and people can judge whether good or bad, morally acceptable or not, prohibited or allowed.

Moral values are taught in terms of improving personality. Personality education and the health of society's moral character George and Uyanga (2014). Based on dictionary of America web Merriam Webster Moral is of or relating to principles of right and wrong in behavior. Moral values are people's beliefs and values that adhere to normal standards of what is right and wrong and relate to people.

Moral values serve as a reference standard for determining whether a person's behavior is good or bad (Wibawa, 2013:173). The basic moral values of one society differ than those of

another. The different moral and ethical standards are based on knowing what is right and wrong and are based on societal customs or agreements. If society considers certain behaviors to be positive, it is also positive for their values. Ideals that guide or quality personal behavior are the examples of values. Interplay with others values aid in distinguishing between what is right and what is wrong and how can we live our lives meaningfully.

Moral refers to dealing with or being capable of distinguishing between right and wrong conduct principles, standards, and habits. Values are defined as the social principles, goals, or standards held or accepted by an individual, a group, a society, etc. In a nutshell, moral value is the relationship between an individual's belief, behavior, and attitude, Schwartz and Boenke (2004:230-255),

According to Chowdhury (2016), morality is a human behavior towards a situation or thing, and value is the norm that society believes serves as a foundation for humans to take action Moral values are principles or guidelines that govern what is right and wrong, as well as what is good and bad behavior. They are frequently based on cultural or religious beliefs, and they differ greatly between societies and individuals. Honesty, fairness, compassion, and respect for others are examples of moral values. Significantly, morality has a significant effect on human social life. It keeps societies on the path of goodness.

Moral values are also used to motivate members of society to always act from the heart and to maintain a positive attitude in the face of adversity. Moral values, according to Johnston (2002,) are expressed in attitudes that manifest as opinions and concrete behavior. Moral values-based attitudes are about social life, being with others, and having a reflective view of one's own identity.

Moral values can be obtained and learned from any source, including literature, films, and television. Klarer (2013: 9). Stated in his book that movies are literary works in addition to novels, dramas, and poetry. The film can be used to clearly describe moral values and effectively convey educational values. The film itself usually contains societal topics, values, norms, or ideologies (Umney, 2018: 148) as the foundation for laws and social norms.

According to Nurgiyantoro (2013), involve moral values connected with the human himself, human existence the relation to God, and human life's relation to the social including nature. The moral values enclosed in literary works focus on educating humans on ethical values such as the false or right attitude, what should be avoided, and what should be done in order to make a better relationship among societies and be useful to other people, environs, and the surroundings. While moral value is a subset of value that deals with both good and bad human behavior.

Morality indicates what is the “right” and “wrong” way to behave, for instance, that one should be fair and not unfair to others (Haidt & Kesebir, 2010). Moral messages play an important role in increasing our understanding of quality of life. In this life, it is not only about acquiring intellectual knowledge, but also about acquiring moral knowledge. After all, morality is a necessary variable in our life. Moral knowledge is generally necessary for human survival. The moral is always concerned with value; however, not all values are moral values. Moral values are concerned with human habits and actions, and they are related to people's daily attitudes. Finally, moral values are about people's beliefs in bad or wrong behavior. Moral value refers to what is good and bad for a person to change in their life, and should be used effectively in everyday life.

The researcher concludes that moral values are values related to good and bad behavior that guide human life based on the theories discussed above. Good moral values are those that are concerned with the compatibility of expectations and human life goals. In practice, it is evident from the social rules of the community which are good and which are bad. Bad moral values are those that are contrary to the expectations and goals of human life. This value deviates from social order, and the consequences can result in a variety of social problems in the community.

Moral value according to Linda and Eyre cited in Nasir (2019), is the result of valuing the process of human values in life. It is an important aspect of life because it guides people to become better people. Moral value is one of the most important elements of a movie in this paper because it presents good and bad values through the stories in a movie and contains material that can be used as a lesson in one's life.

## **2.3 Types of Moral Values**

Moral Value is classified into two types, according to Linda and Eyre cited in Nasir (2019). They are described as follows.

### **2.3.1. Value of Being**

The value of being is a value inside of humans that influences their behavior and also how they treat others. There are various types of being values, such as:

#### **a) Honesty**

Honesty is defined as the suitability of what is delivered or spoken as a result of an action. Honesty has a sense of compatibility with the factual information that exist with nothing to hide. As according Linda and Eyre (1993), honesty is defined as "inner confidence and strength cultivated by existing factuality, truthfulness, and honesty."



b) Courage

Courage is defined as the ability to face a problem and make decisions just for kindness. According to Linda and Eyre (1993), courage is the brave to try something complicated that is good rather than going with the flow, the courage to say no and impact everyone else.

c) Peace of ability

Peace of ability to face a problem peacefully and carefully is referred to as peace of mind. As according Linda and Eyre (1993), peace of ability is the problem of trying to adjust instead of argue. They further define capability as calmness, peace, and serenity.

d) Self-confidence and potential

Self-confidence demonstrates that are certain of your ability and talent. Linda and Eyre (1993) define self-confidence as "individuality, awareness, and growth of presents and specialness." They explain that self-confidence is like making decisions and having to give ourselves superiority through our actions.

e) Self-discipline and moderation

Self-discipline and moderation are Self-discipline entails being able to control and balance all of a people's activities and actions. This relates to self toward some too as physical, mental, and financial self-discipline (Linda and Eyre, 1993). Moderation, on the other hand, is benevolence chosen by someone else to generate and stability something like that in life.

f) Chastity and fidelity

Chasitivity Fidelity is one of a person's characteristics that is demonstrated through love and commitment and continuing encouragement of oneself.

### 2.3.2 Value of Giving

A value of giving is a value that a person provides to another. This value includes something that is not noticeable but is valuable. There are several kinds of giving value, including:

a) Loyalty and dependability.

Loyalty is the sincerity with which something is implemented and carried out. Dependability is an inner part of a person. Others usually evaluate it based on someone's consistent actions, attitudes, and behaviors. It is evident in their assistance, service, and contributions to the family, neighbor, organization, institution, or company, and others. Meantime, dependability is concerned with the consistency of one's performance or actions (Linda and Eyre, 1993). One of a person's inner parts is dependability.

b) Respect is to pay attention to another person's beliefs

Respect is a strong feeling for someone or something because of their skills, characteristics, and achievements. According to Linda and Eyre (1993), there are 3 kinds of respect in life: politeness and regard for the family, to the authority, and to oneself.

neighbor, estate, someone older than us, the surroundings, nature, others' rights and religion, self-appreciation, and avoidance.

c) Love and Affection

Affection and love Individuals experience love as a deep feeling with a meaning. It is difficult to describe and express in words; it is manifested through attention and action. As according Linda and Eyre (1993), love is the most profound affirmation of

longing and feeling, so even though affection is one of the natural emotions. It can be defined as the feeling of attachment to someone.

d) Unselfishness and sensitivity

Sensitivity and selflessness Unselfishness is one of the most important virtues that someone can demonstrate to the other. It is the manner in which an individual is more concerned with others than with himself or herself. Sensitivity is classified as becoming more extra-focused and not selfish (Linda and Eyre, 1993). Sensitivity means attempting to understand other people's feelings, and empathy for a person's problem gives rise to the person being helped in the beginning. This feeling arises from a sense of brotherhood, which causes more empathy and tolerance for the others.

e) Kindness and Friendliness

According (Linda and Eyre 1993) Kindness is a human power that impacts happiness, whereas friendliness is something that can influence gratitude The attitude of friendliness is one that prefers to understand rather than confront. It is also associated with a friendly smile and greeting

f) Justice and mercy

Mercy and justice according to Linda and Eyre (1993), is the commemoration of fairness, the rule of law, enjoy, and work. Meanwhile, mercy is a representation of kindness or sympathy that provides relief to those who are unfortunate. People in an organization are most concerned with justice.

## **2.4 Characteristic of Moral Value**

According to Bertens cited in Arqom (2019) loyalty is moral value, but it must be applied with other, humanity value for general. A key to understanding morality is to be specific about

definition of good (or bad) and right (or wrong). Moral values are the standards of good and evil, which govern an individual's behavior and choices. Individual's morals may derive from society and government, religion, or self. researcher concludes that moral value is happening in every social construct in humanity.

Bertens described that there are four characteristics of moral value. There are as following:

a) Responsibility

Responsibility means taking ownership of one's actions and accepting the consequences that come with them. It entails being aware of one's obligations and acting in a way that aligns with them. Responsibility encompasses being proactive, organized, and reliable, as well as demonstrating integrity, accountability, and a strong work ethic. For example if we make a promise then follow through with it, helping others in trouble and not spoiling our common environment. A person's moral responsibility is follow the principle of their moral tradition to the best of their ability, to seek the the advice when having trouble doing so and always seek the best outcome for everyone and everything affected by their decision and actions. That is a special sign of moral value is that this value is related to the human person who is responsible. Moral values result in someone being guilty or innocent because he is responsible.

b) Pure Heart

Pure heart signifies a person who possesses virtuous qualities, such as compassion, love, empathy, and honesty. A pure heart is often associated with a genuine concern for the well-being of others and a commitment to moral principles. It represents a character that strives for goodness, righteousness, and harmony in their interactions with others and the world around them. For example, a person who consistently goes out of their way to help others without

expecting anything in return, whether it's assisting a stranger in need or volunteering their time and resources for a charitable cause.

c) Obligation

Obligation is the feeling of being morally or legally bound to do something or act in a certain way due to a sense of duty or responsibility. It often involves fulfilling commitments, meeting expectations, and considering the needs and well-being of others. Obligations can arise from various sources, such as personal relationships, societal norms, professional roles, or legal obligations. Fulfilling one's obligations is seen as a fundamental aspect of ethical behavior and contributes to maintaining trust, integrity, and social order. For example, honesty requires you to return something you borrowed, whether you like it or not, because moral value contains an imperative category. In other words, if a badminton player wants to be champion, he or she must work hard.

d) Formality

Moral value is not stand-alone without other value. Moral value is associated with responsibility, a pure heart, obligation, and formality, based on these characteristics. As humans, we must accept responsibility for what we will do and what we have done, whether good or bad. It was related to our heart that no one can tell or describe what our true behavior is. For example, a seller applies moral values all at once with apply economic values. Moral values are nothing without other values. It is form offormality.

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## 2.5 Concept of Moral Value

Individual beliefs that motivate people to act in one way or another are referred to as values. They are used to guide human behavior. People are generally predisposed to adopt the values with which they are raised. People also tend to believe that those values are "right" because they are cultural values. Moral insight into human life is important because it is related with good or bad human action. Persons will be judged as morally wrong when they act or behave inappropriately, and as moral when they act or start behaving well. So people must be kind, even though they must all have the two kinds of morals. Moral values are associated with both bad and good social behavior. A moral is a bad or good principle that society accepts in terms of actions, attitudes, commitments, moral standards, politeness, and dignity.

As Sternbag (1994:938) state that Morality refers to concern with a good or right in people relationships with each other. Moral values are defined as a set of principles or standards that an individual or group believes to be right or just. These values guide behavior and decision-making, and they frequently shape an individual's sense of personal ethics and moral code. Religion, culture, personal experiences, and social norms can all have an impact on moral values. Honesty, fairness, compassion, respect, responsibility, and courage are examples of moral values. Moral values shape how people interact with others and the world around them, and they can have a big impact on personal relationships and the larger community.

According to Ruso (2012), moral value is concerned with what is good or right in human relationships with one another. Understanding morality requires a clear definition of what is good and bad. When someone refers to people as moral, he or she usually means that they are good people, whereas when they refer to people as immoral or unethical, it usually means that

they are bad people. It means that in learning moral value, someone must be understood how being good or bad because after all it's about these two things.

## **2.6 Movie**

The terms film and movie mean the same thing: moving images. The only variation is that different countries are mentioned. The English and British refer to it as a film, while Americans refer to it as a movie. The film is a complex social, psychological, and aesthetic phenomenon, as well as a document made up of stories and images followed by music and lyrics. As a result, the film is a multifaceted and complex production. The film is an artistic work that depicts various life stories through moving images with a moral message, Ayoana (2010).

A great movie is one that effectively leads us to new experiences and broadens our hearts and minds. Movies usually put us in the shoes of a fictional character. This is due to the desire of the chief onlookers to experience the worlds of others. A film is made up of several elements, including a story, a theme, a plot, and a setting. The story is one of the elements of the film. A story is an account of what happened. A story can be a fantasy, a true story, or a family tradition, B Jung (2004).

Effendy (2017), defines the film as a complex social, psychological, and aesthetic phenomenon that is a document composed of stories and images preceded by words and images of music. The film industry's growth has been rapid from year to year. Various film themes have emerged as a means of entertainment or conveying messages to people. The most popular form of entertainment is movies that people of all ages can watch.

Movie or film genres range from education, comedy, cultural aspects, horror, gore, action, thriller, romance, fiction and history, to one's lifestyle or life routine. Of all ages, the

movie is the most famous entertainment. Watching movies for some people is part of their daily routine, especially now that everything can be easily accessed by many platforms for watching movies, such as Netflix, VIU, We TV, Disney Plus Hotstar, and others. People watch movies for various reasons, including spending time after a job, for example, seeking knowledge, learning languages, and cultures, and trying to understand other people. According to Merriam Webster's dictionary a recording of moving images that tells a story and that people watch on a screen or television.

Film or movie themes have been created as a form of entertainment as well as a draw for viewers. The power of audio-visual format in films is thought to touch people's feelings and morals. Movies are frequently used as vehicles by those who make them to convey the moral message intended for the film's audience. Certain messages in a film are communicated to be read or noticed by the viewer, and this affects the viewer's individual understanding. It is, in some ways, part of audio-visual media communication and is intended to convey a specific social or moral message to audiences.

Yunita and Nurhasanah (in Wicaksono 2018:49) believe that the film can be classified as a whole performance that meets the criteria of important elements of fiction, such as storyline (plot), character, setting, narrative perspectives, language styles, and messages that the film maker wishes to convey through audio-visual media. Movies are also divided into genres such as action, comedy, and drama.

Movies can be thought of as a form of social communication that has been created in a variety of social, historical, and cultural contexts. Students are taught how to communicate in film language, which is unique to the industry. They also learn about important approaches to



research theories in film aesthetics (Afdlila, 2015). A movie, according to Hornby (2006:950), is "a collection of pictures captured with sound that tells a story and is shown at a cinema/movie." The term "movie" can refer to individual motion pictures, the film industry as a whole, or the film industry as an art form. Movies are created by capturing images from the real world with a camera or by using animation techniques to create images.

Based on the explanation, it can be concluded that watching a movie provides people or the audience with moral value and can serve as a life lesson in the future. The film also teaches viewers about history, science, human behavior, and other topics. As a result, the movie is specifically used for visually telling an entertaining story and obtaining moral value as a life lesson.

## 2.7 Turning Red movie



Picture 1. Poster of Turning Red

*Turning Red* is an animated movie that premiered on Disney+ Hotstar on March 11, 2022. It is a fantasy comedy produced by Walt Disney Pictures and Pixar animation studios that

tells the story of a 13-year-old girl and her friends. Written and directed by Domee Shi. She assists in the upkeep of the family's temple dedicated to their ancestor, Sun Yee, and strives to please her strict, overprotective mother Ming. Mei keeps her interests from Ming, such as her love of the boy band 4\*Town, which she shares with her closest buddies Miriam, Priya, and Abby.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research used descriptive qualitative research. This method is to explain types of moral values found in *Turning Red* movie and the characteristic. Sugiyono (2013) defines qualitative research methods as "research methods used to study natural objects in which researcher are key instrument of data collection are conducted in truth, data analyses are inductive, and qualitative research is more important in sweeping generalisation." In qualitative research, the data criteria are definitive data. The precise data is data that simply occurs in accordance with reality, not data that is merely visible, but data that contains the actual meaning behind what is seen and spoken.

#### **3.2 Object of the Research**

The data of this research is taken from *Turning Red* movies. This movie becomes the object of the research. The data in this research can be seen in the form of utterances and actions.

#### **3.3 Research Instruments**

Since this research is a descriptive qualitative study, the researcher used an observation checklist. This research used the types of moral values and the characteristics of moral values in *Turning Red* movie. The checklist is as follows:

Table 3.1 The Types of Moral Values Checklist

<b>No</b>	<b>Utterances/Actions</b>	<b>Types of Moral values</b>
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		Values of Being					Values of giving						
		HT	CG	PA	SCP	SDM	FC	LD	R	LA	US	KF	JM
1.	“The number one rule in my family? Honor your parents.” (00:00:48-00:01:22)								√				
2.	“I accept and embrace all labels.” (00:02:50-00:03:11)				√								
3.	“I... can't. It's cleaning day.” (00:04:44-00:05:09)					√							

Description:

HT= Honesty

CG= Courage

PA= Peace of Ability

SCP= Self-confidence and Potential

SCM= Self-decipline and Moderation

FC= Fidelity and Chastity

LD= Loyalty and Dependability

R= Respect

LA= Love and Affection

US= Unselfishness and Sensitivity

KF= Kindness and Friendliness

JM= Justice and Mercy

Table 3.2 The Characteristic of Moral Values Checklist

No	Types of moral value	Example of Utterances / Actions	Characteristic of Moral values			
			Responsibility	Pure Heart	Obligation	Formality
1.	Value of giving (respect)	<p>“The number one rule in my family? Honor your parents.”</p> <p>00:00:48-00:01:22</p>			√	
2.	Value of being (self confident and potential)	<p>“I accept and embrace all labels.”</p> <p>00:02:50-00:03:11</p>			√	

### 3.4 Technique of Collecting Data

According to Sugiyono (2013), techniques of collecting data are the most tactical part of research because the primary goal of the research is to collect data. The researcher the following steps to collect data:

1. Watching the *Turning Red* movie
2. Observing the utterances and actions
3. Grouping the dialogue and actions types of moral values and characteristics of moral values
4. Analyzing the data

5. Interpreting the data
6. Making conclusion

### **3.5 Technique of Analysis Data**

Miles and Huberman in Sugiyono, P. D. (2016) stated that "the activity of data analysis for's brief will be done interactively and will proceed until completed." The researcher used descriptive analysis to analyze data. The following activities :

1. Data Reduction focuses on important data and theme findings while eliminating irrelevant data. As a result, data reduction provides a clearer description, allowing the researcher to easily find the data required. The researcher only focuses on this research on moral values in the *Turning Red* movie when reducing this data.
2. Following data reduction, the next step is data display. The data is displayed in a short essay in a qualitative approach.
3. Drawing and verifying the conclusion. The third step in qualitative data analysis, according to Miles and Huberman, is drawing a conclusion and verifying them. Performed while analyzing data.