

CHAPTER I

INTRODUCTION

This chapter presents the discussion on background of the research, statement of the research problems, objectives of the research, significance of the research, scope and limitation of the research and definition of the key terms.

A. Background of the Research

Nowadays, moral crisis has become a major problem in this world. Every problem these days is mostly related to moral crisis. Sex abuse, drugs abuse, alcohol abuse, bullying, and gang fighting, for instance, they are growing through years and era. What makes this issue becomes more crucial is that there are many of those problems going on youth lives and schools. As can be seen on television lately, many young generations are not only become the victims of crimes, but some of them are even become the suspects. In this globalization era, it is obvious that the young generations today are facing more temptations than the past generations.

There are many cases related to moral issue found in Indonesia. Ironically, many of those cases involved children who are also students. On January 31th, 2020, as the writer read on Tribunnews.com, seventeen senior high school students in The middle of the Maluku, raped a young girl who was also their school friend. Whereas on Tribunnews.com also on January 15th, 2019, in one of hospital in Tulungagung, East Java, a senior high school student killed her baby after giving birth in the bathroom. And that is not to think, when pandemic

of Covid-19 virus like this, there are still students who do fighting among them. On Liputan6.com precisely March 27th 2020 in Palmerah, West Jakarta, some of the students who follow fights caught by the police and secured in the police office to be given coaching.

Those three different horrible cases are only a few examples of children's deviations lately that really the writer mind. The parents and the teachers of those children above have an important role to protect their children from those deviations. Because of the case above involving children who as students, it is teacher's obligation to teach, guide and educate his/her students so that they have good morals. Whereas if they are at home, the children are the responsibility of parents and parents are required to provide examples of moral values to their children so that the child's mind receives two good sources of information about morals. So, teacher and parent should have to act like mentors and supervisors who lead and teach their children of which are good and which are bad to do. There might be numerous and complex causes that made those children did those horrible things, but if only they had good sense of morality in themselves, they certainly would never do those deviations. To make sure that their children are educated with moral values is a duty which cannot be ignored by parents and teachers. Even so, as intellectualists who have been trained to teach and comprehend children, teachers tend to have bigger duty in this case.

There are many tools which can be used to encourage teachers and parents, especially teachers, in teach their children about moral values. One of tools that the writer chooses is using media. Bandura (2004) argued that media

can help people to prepare in life by modeling such situations and effective ways of overcoming them. It can be concluded that actually media can help people imitate anything that can help in their life. But, the people only imitate without thinking that it is bad or good for their life. Media that are often be used in daily activity and can give more influence in the lifestyle are radio, television, smartphone and laptop. From those media, every people can get information without taking a long time. Actually, those media has functions to give information and entertainment to the audience, because media are always used in every time and everywhere, so it can give influences for the human lifestyle.

From the examples of cases above, the researcher assumed that it needs to find a good media that can teach moral value to every people. Like in Indonesia, based on the data of UNICEF (2019 as cited in m.republika.co.id) Indonesia is experiencing a moral crisis: violence to teacher. It indicates that people lack of love in their life. From those moral crises, the movie of Frozen is able to show the moral values for children in this era because one of the moral values in Frozen movie is about love. One of the media that can be used in this research is movie. Movie is including the media of television or laptop. Movie is the media that can educate the people to improve their knowledge in audio visual media. According to Yousuf and Dadabhoy (2013) movie is able to show the audience an image therefore can present themselves to the viewers lucidly. Most of people can get the messages from movie. The messages can be positive or negative depend on the audience. One of the messages in movie is about moral value. According to Nurgiyantoro (2002) moral value is like a theme which is

expressed in the body of a story. A moral value is something that the researcher tries to convey to the readers. It is the knowledge to be presented in a story. In general, moral can be defined as distinction between good and bad, false and wrong with regard to attitudes, behavior, and character. Moral values are expressed in attitudes that become visible in opinions and concrete behavior.

The researcher is interested in analyzing moral value in *Frozen* movie because this movie is life action. *Frozen* is the one of Disney movie that ever famous and has a lot of moral values for the audience. Disney's animated movies are popular and children often watch this movie continuously (Dreier, 2007). *Frozen* is an American 3D animated fantasy musical movie. It was directed by Jennifer Lee, written by Jennifer Lee, Chris Buck, and Shane Morris. Jennifer Lee with the full name Jennifer Michelle Lee (Jennifer Michelle Rebecchi) and was born in Rhode Island, U.S, October 22th 1971 have done to write script of *Frozen* story and also made a movie named *Frozen* movie. She is not a writer and director of *Frozen*, but she also writer and director of *Frozen II*. Lee is the first female director of a Walt Disney Animation Studios feature film.

Then in this movie, there are a lot of moral values that will take as an example; Elsa is a kind princess and one of the princesses of the Arendelle that has the power of magic since childhood. One of the moments when she was playing with her young sister and accidentally hurt her young sister with her magic. From the incident, she is cooped up and cannot control her ability. However, with the passage of time, she can control her ability herself with the help of the people around her. So, the moral value is self control. In public life, we should be

able to control ourselves so we do not make other people were injured. We can control ourselves by taking the breath and having positive thinking.

Based on the description above, the researcher was watching this movie twice. For the first time on July 23th 2020, the researcher found about the character's name. There are Elsa, Anna, Olaf, Kristoff and so on. From the character's name, the researcher knew about their behavior one by one. The researcher knew who the good character is and who the bad character. Based on (disney.fandom.com) the characters of Elsa are very intelligent, caring, loving, kind, brave and so on. Then, the researcher was watching the movie in second time on July 25th 2020. In this time, the researcher finds out about the moral value of this movie. The moral value of Frozen movie, such as: love, good consideration, responsibility, peacefulness, and so on. Based on (ohmy.disney.com) the moral values of Frozen movie are embrace your dreams no matter how unlikely they seem, be yourself, don't ever uncertain to apologize, and love is the most powerful magic of all. Those moral values can be used as a role model for young people to make their lifestyle better.

Based on the explanation above, a high interest possessed by the researcher to make the researcher to conduct research study entitled MORAL VALUES REFLECTED IN "FROZEN" MOVIE DIRECTED BY JENNIFER LEE. The researcher hopes that this research can help the audience in solving their problem and would like to emphasize the importance of moral values for education.

B. Statement of Research Problems

On the basis of the background of the study, the research problems can be formulated as follows:

1. What are the moral values reflected in the "*Frozen*" movie?
2. Which are the moral values from this movie are important to learn?

C. Objectives of the Research

Based on the problems of the research, the objectives of the research are to find out as following:

1. The moral values which are reflected in "*Frozen*" movie.
2. The importance of moral values which can be learned in "*Frozen*" movie.

D. Significances of the Research

The significance of this study is aimed to the teachers, students, and other researchers. For the teacher, this study is aimed to be an inspiration and also to help teacher in teaching his/her students. Especially for the teacher that has students who are difficult to control, so that teacher has more motivation to take care, always pay attention, and never give up to teach them.

Beside for the teachers, for the students this study is aimed to give them a valuable lesson that students must be always respect to the teacher although the teacher is not as students want. This study also aimed to help the students learn about how to be a good people in a good character and attitude, it also can guide the students to take the moral values found in the story, and can improve in their vocabulary.

Moreover, for the other researchers, this study can be an inspiration and secondary data to the other researcher who interest to conduct study about moral values in others movie, so there will be many movies analyzed and many values gotten and applied.

E. Scope and Limitation of the Research

In order that there is no confusion and extension of understanding or deviation from the purpose of studying problem, the researcher will give the scope and limitation of this research. The scope describes the areas covered in a research. Here, the scope of this research is only analyzing moral values in “*Frozen*” movie.

The limitation can be weaknesses of this research, or the circumstances that were not considered in this research. The researcher bravely says that the limitation of this research is that the researcher cannot make a direct interview with Jennifer Lee as the director of the movie, so the analysis maybe rather different with the director’s purpose.

F. Definitions of the Key Terms

1. Moral

Moral involves the goodness. Moral actually contains two distinct aspects in terms of the inner and outer side. Purwa Hadi (1990) stated that a good person is one who has a good mental attitude and does good deeds anyway.

2. Value

Value is something that is interesting, searched, please, wanted and liked in good definition. Value is relative worth, utility, or importance, liking or regard for person or thing. Mark Timmons (2013: 348) stated that value may sometimes suggest an evaluation made from an individual or specific point of view or in individual or social situation.

3. Moral Value

Dewi Titisari (2012) stated in her thesis that moral value is a term in logic that a principle or action or character of human is true or false, right or wrong and good or bad. Moral value is the measure of the society judgment to the human behavior. It is related the rule of the society, norms and the goodness.

4. Movie

According to Webster(1981), movie is a motion pictures considered especially as a source of entertainment or as an art from. A movie or motion picture is a story with moving images. It is produced by recording photographic images with cameras, or by creating images using animation techniques or visual effect.

5. Frozen Movie

Frozen is a fairy tale about true love. But this time, the prime love in play is between sisters, not a young and blushing couple. In Frozen, love not only makes everything better, it makes us better, too. Kyle (2005) stated that

frozen movie is a great big snowy pleasure with an emotionally gripping core, brilliant Broadway style songs and a crafty plot.

6. Jennifer Lee

She is an American screenwriter, film director, and chief creative officer of Walt Disney Animation Studios. She is best known as the writer and director of *Frozen* and its sequel *Frozen II*, the former of which earned her an Academy Award for Best Animated Feature. Lee is the first female director of a Walt Disney Animation Studios feature film.