

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Literature is a work of fiction and imaginative, which makes language has a dominant value of beauty. According to Warren (1956) Literature is the result of personal imagination which is poured in the form of novels, short stories, movies, poetry and other literary works. Literature is the result of the author's imagination or creativity in describing human concepts or desires which are almost impossible to define precisely or realize. Literary works are works that cannot be separated between knowledge and research experience. A writer can communicate with connoisseurs of literary works if they can understand what the writer is making. As a result of works of creative arts literature is a medium to accommodate theories, ideas and human ideas in thinking and imagining. Literary works usually contain intrinsic values, namely plots, themes, characters, settings, points of view and messages to be conveyed/moral values. Literary works usually has many themes, and is not only intended for entertainment, but also contains stories that we can learn from or apply in our daily lives.

The intrinsic value that the writer reviewed was about moral values. Moral value is the values that express ideas about good life (Hazlitt, 1994). Learning moral values is important in our lives because by learning moral values we can shape our character or traits for the better, such as honesty, caring, discipline, perseverance, empathy and will. By studying moral values, we can understand social consciousness, avoid human vices, selfishness and problems with others.

For some people it is difficult to understand the message or meaning of a literary work if it is not visualized, such as poetry, novels, where we must have a high imagination to imagine it and understand its contents. One of the literary works that displays visuals in conveying the contents of the story is movie. Based on Effendi (1986) he explained that movie is a communication medium combined with technology such as sound, visual, literature, music, art and architecture. Movie is a communication medium in a visual form that has a significant impact and can affect a person's life because movies display visuals in conveying the contents of the story so that people who watch it can more easily understand it. Movie is one part of a literary work that is represented by the human condition in its efforts to achieve life goals. Movie is a type of performing arts which has the aim of having a psychomotor, cognitive and affective influence.

A good movie has a lot of moral values; this phenomenon can be found in one of the theses written by Windriani (2020) entitled *An Analysis of Moral Value in "UP" Movie*. In her research, he found several moral values, one of which is the moral value of respect. The example of respect in dialogue in the "Up" movie is as follows:

-The camp master hands Carl the badge and continues down the line.-

CARL : “Russell, for assisting the elderly and for performing above and beyond the call of duty, I would like to award you the highest honor I can bestow: The Ellie Badge”

(UP, 2009 - 1:27:36)

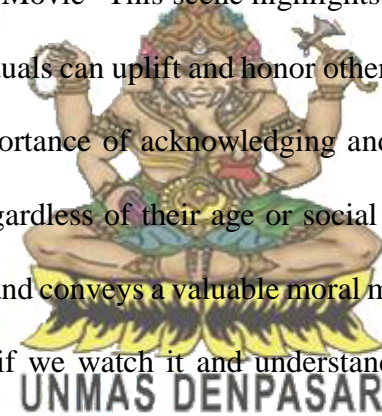
-Carl pins the badge into the missing spot on Russell's sash. It's Ellie's grape soda pin.-

RUSSELL : “Wow”

-Carl smiles. -

The dialogue above shows "respect" during the pin distribution at Russell's scouting show. His father was unable to attend the event, but suddenly Carl came to appreciate Russell by giving Ellie's Grape Soda pin as a sign of respect for Carl to Russell for being a good adventurer and helping his parents.

Some people watch movies only for their entertain media and not often understand the meaning, the purpose, and messages of the movie they watch. Like the conversation analyzed by Windriani (2020) in her thesis entitled "An Analysis of Moral Value in *UP* Movie" This scene highlights the moral value of respect by portraying how individuals can uplift and honor others for their virtues and actions. It emphasizes the importance of acknowledging and appreciating individuals for their contributions, regardless of their age or social status. This aspect of respect adds depth to the film and conveys a valuable moral message to the audience. Based on this phenomenon, if we watch it and understand it more deeply, watching a movie is not just watching, but understanding the message of the moral values contained in the film. This was the reason the writer was also interested in conducting similar research using different data sources and theories and the researcher chose a movie entitled "Inside Out" for research.

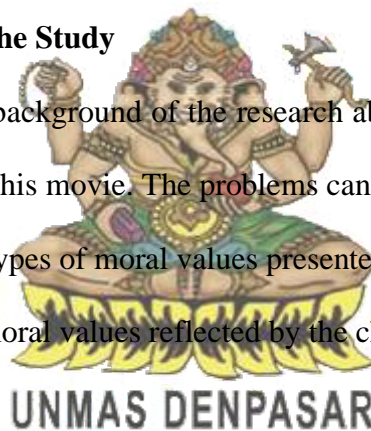


The writer chose "Inside Out" movie as data because this movie has an interesting storyline, a movie that tells about something close to us, which we feel all the time without being aware of it, namely emotions, our own feelings. We may have experienced some of the moral values of "Inside Out" and they are very close to our lives. Apart from that, this movie is a cartoon or animation type so that the story is not boring, the language used is also easy to understand. Therefore, the writer wants the readers not only to know this movie as entertainment, but also to convey to the readers the moral values that we can learn from the movie entitled "Inside Out".

1.2 Problems of the Study

Based on the background of the research above, this study found several problems contained in this movie. The problems can be formulated as follows:

1. What are the types of moral values presented in "Inside Out" movie?
2. How are the moral values reflected by the characters in "Inside Out" movie?



1.3 Objectives of the Study

The objectives of the study are to find the answers of the problems that have been mentioned before, and these objectives can be listed as follows:

1. To find out the types of moral values found in "Inside Out" movie
2. To analyze the moral value that reflected by the characters in "Inside Out" movie.

1.4 Limitation of the Study

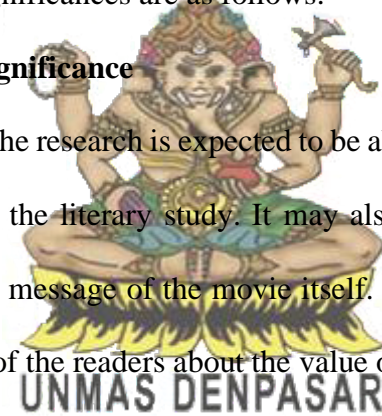
This study analyzed the types of moral values and also how these values are reflected by the characters in the “Inside Out” movie using the theory of Linda and Richard (1993) as main theory to explain the various kinds of moral values and Halliday (1992) as the supporting theory.

1.5 Significance of the Study

The movie “Inside Out” movie was chosen as the object of the analysis in order to give two significances, namely theoretical significances and practical significance. Those significances are as follows:

1.5.1 Theoretical Significance

The result of the research is expected to be able to give some contributions to the development of the literary study. It may also be a reference for the next researches through the message of the movie itself. The research also intended to enrich the knowledge of the readers about the value of life.



1.5.2 Practical Significance

This study can be used as source for society's knowledge that presents daily life especially in moral value, so they can understand about value. Other purposes are to be used as a reference for the next research in understanding about value in literary work in the movie.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literatures

This chapter reviews some points that are closely related to the analysis of moral value reflected by the characters in the movies “Inside Out”. The review includes discussion on related previous studies, elaboration of concepts, and theoretical frameworks of this study.

The first conducted by Maulidia (2018) under thesis entitled "An Analysis of Moral Values in *Zootopia* Movie" The objective of the study is to describe moral value that she found, she found ten moral values in the movie, there are: respect, responsibility, justice, tolerance, wisdom, helps each other, altruism, cooperation, courage, and honesty which reflected by the main character. In her analysis about moral value it was explained that, the dominant moral values is helping and we can achieve the goals we want if we can work hard, do good and be honest. The similarity of the Maulidia's (2018) research and this research is both analyzing the data by applying Linda & Richard's (1993) theory, and both also using qualitative method for analysing the data. The difference, were using different data source, Maulida's (2018) using *Zootopia* movie as data source, and this research used “Inside Out” movie as data source.

The second study conducted by Seruni (2021) with thesis entitled "An Analysis of Moral Value in *13 Reasons Why* Novel". This study focuses on the analysis of moral value and what types of moral value in *13 Reasons Why* Novel. In this study the author uses descriptive research as method and uses theory by

Kinnier (2000). Based on the results of his research he found three types of moral values, first is commitment to something greater than oneself, second is respect with humility, responsibility and self-discipline, and the last one is respect and caring for others. The difference from this research is Seruni's research used Novel with entitled *13 Reasons Why* as his data source, and this research used "Inside Out" movie as data source. The similarity of this research is both discuss about the moral value.

The third research from Lukmantoro (2018) with an article entitled "Analysis Nilai Moral Dalam Movie Animasi *The Boss Baby* Produksi Dreamworks Animation Bagi Siswa Sekolah Dasar" in this research the author uses theory by Lickona (2013) and uses descriptive qualitative as method. In this research the author focus on the moral value that conducted in the movie, and he found 10 moral value including: fairness, honesty, self-discipline, helpfulness, compassion, wisdom, cooperative, courage, tolerance and democratic. However, because in this study the author involved several elementary school children with the aim of how well elementary school children could understand the moral values in it, and it was found that they were only able to analyze some moral values, namely courage, being brave and helpfulness, this happened because the movie is still difficult for them to understand, so it still needs assistance by adults so that the moral values can be delivered more optimally. The difference with this research is Lukmantoro's research (2018) involved elementary school children in his research, while this study did not involve children. The similarities, these two studies discussed the moral value of a children's Movie.

The fourth is a research from Edwin (2022) with an article entitled "Analysis of Language Style Presenting Moral Values Found in *Rainbow Troops* Novel" This study focuses on 2 problems namely the style of language in conveying the moral values and moral values contained therein. From this study the author using qualitative method and discovered the style of moral value as a message delivered by the author, namely hyperbole language style, metaphorical language style, metonym style, parable style and personification. The similarity with this research is the same as discussing moral values. While the difference is that Edwin's research (2022) used novels as a data source while this research used movies as a source of data, besides that Edwin's research used theory from Webster (1981) while this study used theories from Linda & Richard Eyre (1993).

The fifth research is an article entitled "An Analysis of Moral Values in The Movie *COCO*" written by Nasir (2019). Based on Nasir's research (2019), the article focuses on the moral values found in the movie. From the results of this study, the author found 9 moral values, namely: honesty, courage, peace of ability, self-confidence and potential, loyalty and dependability, respect, love and affection, unselfishness and sensitivity, and finally, kindness and friendliness. In this study the author uses descriptive qualitative method in analyzing the moral values contained in the movie, in this study the author also uses the same theory in analyzing the theory of Linda and Richard (1993). The difference found from Nasir's research (2019) and this research is in the source data used in analyzing moral values, while for the similarities both discussed the moral values contained in it by using the theory from Linda and Richard (1993) and used descriptive qualitative method in analyzing.

2.2 Concepts

This part explained about the concepts that are related to overall understanding of this study, such as: moral value, movie, and characters.

2.2.1 Moral Values

Moral values are values related to good and bad deeds that guide human life in general. values that can encourage people to act or do something, and are a source of motivation. In other words, moral values tend to regulate and limit our actions in everyday life. Moral values are an objective description of human actions in carrying out their routine life. In this case, the term moral refers to the actions of humans or individuals that contain positive values or goodness (Humaira, 2018).

2.2.2 Movie

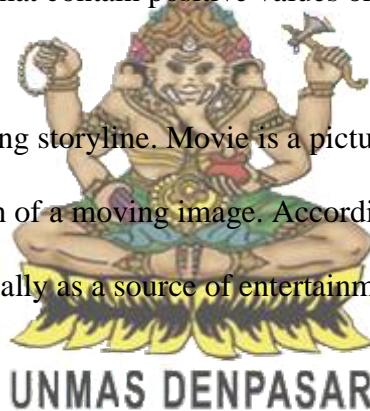
Movie is a living storyline. Movie is a picture that shown on a screen that presents the eye illusion of a moving image. According Webster (1981) movie is a moving picture that usually as a source of entertainment or as a work of art.

2.2.3 Characters

Character is figures who participates in the action of a story, demonstrating something with the expected nature according to the role played in a story (Wellek and Weren, 1956). Characters make a story come alive, how they appear in conveying the content of the story, how they act when telling or revealing who they are and what they play.

2.3 Theoretical Frameworks

To support the analysis, the researches takes several theories used as the framework of this study. Moral value is related to the people's judgment to other. Based on the theory that proposed by Linda & Richard, (1993) states that moral



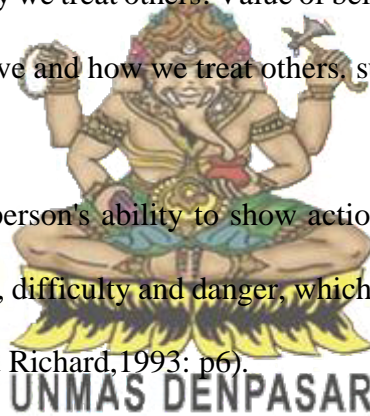
value can be being a value within the human being involved the human behavior in the way we treat other. Moral values are the result of the process of understanding the implementation of divine and human values in life. These values guide human knowledge and creativity appropriately, Linda and Richard (1993). According on the theory written by Linda & Richard (1993) in their book entitled Teaching Your Children Values, moral values are divided into 2 parts, namely the value of being and the value of giving.

2.3.1 Values of Being

The value of being is a value that is within involved human beings in to the behavior and the way we treat others. Value of being quality or an attitude within ourselves how we behave and how we treat others, such as:

2.3.1.1 Courage

Courage is a person's ability to show action against fear in situations or when experiencing fear, difficulty and danger, which is usually risky to achieve the desired goal (Linda and Richard, 1993: p6).



Example:

Narrator : "One day, Coco's papa left with his guitar and never returned. Imelda didn't have time to cry over that walk-away musician. After banishing all of the music from her life, she found a way to provide for her son. She rolled up her sleeves and she learned to make shoes"

From this scene, Imelda shows the moral value of courage. After her husband left her and her son to become a musician, Imelda had the courage. After Imelda was left by her husband, she learned to make shoes and started a business

as a shoemaker. Imelda's sense of courage is shown from a mother who is trying to continue her life with her son Coco (Chairina Nasir, 2019: p5).

2.3.1.2 Honesty

Honesty is the attitude of being truthful. Being honest toward others, institutions, society and even ourselves it is very important that makes us feel strength and confidence because there was nothing to hide (Linda and Richard, 1993: p6).

Example:

Hector : "Every year your great-great-grandpa puts on that dumb show to mark the end of the a de los muertos." (the land of the dead)

Miguel : "An you can get us in! Hey, you said you have front row tickets!"

Hector : **"Cool off, chamaco. I'll get you to him"**

Miguel : "(angry) How?"

Hector : **"Because I happen to know where he's rehearsing."**

Based on the conversation above the scene shows the moral value of honesty, because Hector admits to Miguel about the concert tickets he has and apologizes to Miguel about what he has done. Even Hector provides another way to meet Ernesto de la Cruz (Nasir, 2019: p5)

2.3.1.3 Peaceability

Situations where we can handle conflict without violence, this situation occurs when someone is experiencing conflict and chooses not to use emotional violence in dealing with it, this is usually followed by caring for the other person's feelings and a sense of wanting to help. Thus, bringing peace (Linda and Richard, 1993: p7).

Example:

Imelda : "But none of this explains why couldn't cross over."

Miguel : "Oh!" (showing Imelda's photo)

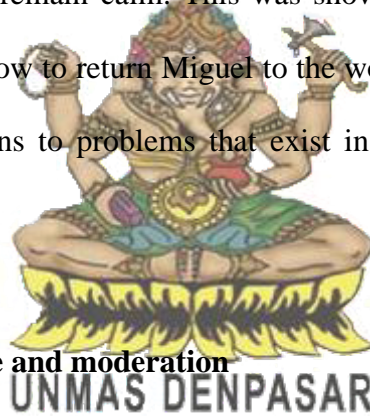
Imelda : "You took my photo off the of renda?"

Miguel : "It was an accident!"

Imelda : "How do we send him back?"

Officer : **"Well, since it's a family matter. The way to undo a family curse it to get your family curse is to get your family's blessing"**

Based on the conversation above, correctional officers show the moral value of the ability to remain calm. This was shown when Imelda's family was panicking because of how to return Miguel to the world. Correctional officers can calmly provide solutions to problems that exist in the Imelda family (Chairina Nasir, 2019: p26).

**2.3.1.4 Self-discipline and moderation**

Self-discipline and moderation are two things that related to each other. Self-discipline is avoiding laziness or lack of activity, and moderation is an avoidance of extremes in one's actions, beliefs, or habits (Linda and Richard, 1993: p7).

Example:

From that day on, for more than five months, Pinocchio got up every morning just as dawn was breaking and went to the farm to draw water. And every

day he was given a glass of warm milk for his poor old father, who grew stronger and better day by day. But he was not satisfied with this. He learned to make baskets of reeds and sold them. With the money he received, he and his father were able to keep from starving. (Chiesa, 1926: p202)

Based on the novel excerpt above, the moral values of self-discipline and moderation are played by Pinocchio. After he realizes his mistake and remembers his dream of wanting to be a real boy, he tries to make his life better than before. Every day Pinocchio starts his day by doing something useful, one of which makes Geppetto happy (Farahani, 2021: p110)

2.3.1.5 Self-reliance and potential

Self-reliance and potential are two different things, independence is the readiness of someone who can do his own responsibilities and accept the consequences without blaming others, while potential is to the strength or ability of ourselves that is visible or invisible (Linda and Richard, 1993: p7).



Example:

Dre's Mom : "Dre, are you ready?"

Dre : "Yeah, one second."

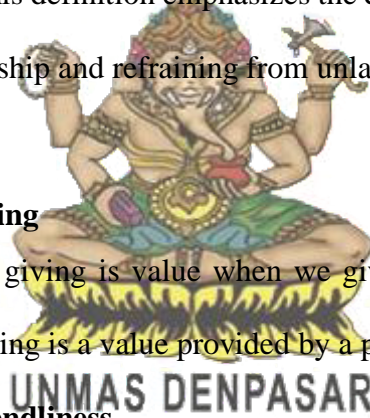
Dre's Mom : **"Oh Dre, I'm so excited! It's like we're brave pioneers, on a quest to start a new life in a magical, new land."**

Based on the dialogue above, Mrs. Dre showed moral values of self-confidence and potential. From Dre's mother we can learn to think positively and be passionate about starting something new. He doesn't believe that he can live in China and be happy there, even if he isn't interested, he still won't accept China the

same while they live in Detroit. From what Mrs. Dre showed, the moral value of self-reliance and potential can help make us feel calmer, better at accepting something new in life (Risma, 2020: p41-42).

2.3.1.6 Fidelity and Chastity

The attitude of faithfulness, being honest and supporting each other in a long period of time is fidelity. This moral value is related to commitment in the marriage relationship. Based on Linda and Richard (1993) fidelity is something that must be owned in a marriage relationship to avoid the consequences that lead to infidelity. Chastity in this definition emphasizes the condition of purity, sacredness in the marriage relationship and refraining from unlawful sexual relations.



2.3.2 Values of Giving

The values of giving is value when we give to others then affect those around us. Value of giving is a value provided by a person to someone else.

2.3.2.1 Kindness Friendliness

Kindness friendliness is a great human value. These values teach us the positive side of being friend, acting friendly and kind. The ability to make and keep friend, helpfulness and cheerfulness (Linda and Richard,1993: p9). Example: Context: Miguel was confused and scared when he was in the world of death. There, he met his deceased family.

Miguel : **"Tio Oscar? Tip Felipe?" (uncle)**

Tio Oscar : **"Oh Hey, Miguel."**

In the scene above, Miguel shows the moral value of kindness and friendliness when he greets his family, which even Miguel himself doubts whether

they recognize his great-grandfather, but when he looks back and shows the photo on ofrenda, it turns out to be true (Chairina Nasir, 2019: p28-29).

2.3.2.2 Justice and mercy

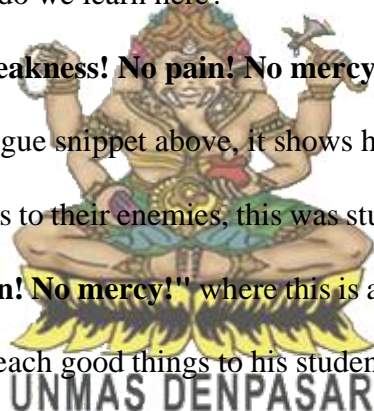
Justice and mercy are a pair of moral values that can create peace. When we get justice, and there are painful mistakes, we prefer forgive by mercy, not revenge to create peace. (Linda and Richard, 1993: p9). There were two example of justice and mercy, include:

Example 1:

Mr. Li : "What do we learn here?"

Students : **"No weakness! No pain! No mercy!"**

From the dialogue snippet above, it shows how Mr. Li taught his students to be cruel and merciless to their enemies, this was stupefied when his students said **"No weakness! No pain! No mercy!"** where this is a wrong teaching, because Mr. Li as a teacher should teach good things to his students.



Example 2:

Mr. Li : **"We don't stop when our enemy is down! No mercy. No mercy in the studio. No mercy in life."**

From the quote above, Mr. Li mastered Kung Fu and many of his great students, if this greatness is abused, it will form bad people. Kung Fu is not used to harm others without compassion. The situation in this scene shows that the moral values of justice and compassion are needed in creating peace (Risma, 2020: p51-52).

2.3.2.3 Loyalty and trustworthy

Loyalty is an attitude of being ready to serve, obey and provide strong support for a long time to a person or institution, while being trustworthy is an attitude that can be trusted from his words or actions (Linda and Richard,1993: p8).

Example:

Bertha : “Why didn’t say nothing to us?”

Hal Doss : “Cause you would have tried and talked me out of it, and I know what I’m doing is right.”

Bertha : “And what about His Commandment?”

Hal Doss :” **It’s not killing in a war. It’s protecting. Loads of boys from our church are going. There is a war and they need men. And working in paper mill ain’t going to save this country.”**

Based on the conversation above the moral values of loyalty and trust shown by Hal Doss who fought for his country, America. He enlisted himself to fight in World War II against Japan. Even though in the above conversation Mrs. Hal Doss did not agree if he returned to war, But Hal Doss was in his belief to give up the war against Japan (Nurjani, 2018: p6).

2.3.2.4 Love

Loving to themselves is more than just a loyal respectful. Loving our friends, our family, the neighbor, who also love to hate us (Linda and Richard,1993: p8).

Context: Miguel's family were producing shoes in a room. The, Miguel came and took his bag.

Miguel's Mam : "Be back by lunch, Mijo"

Miguel : "Love you Mam"

Based on conversation above shows Miguel saying goodbye to his mother, then Miguel's mother reminding Miguel to come back before lunch, then Miguel replying by saying "**Love you Mam**" before leaving for work. The moral value of love and affection is shown by Miguel's mother who reminds Miguel to come home before lunch time and Miguel replies "**Love you Mam**", this illustrates the love and affection between mother and child (Chairina Nasir, 2019: p7).

2.3.2.5 Respect

Respect is positive action shown to other people, respect for life, respect for property, for parent, for elders, for nature, and for beliefs and rights for others (Linda and Richard, 1993: p8)

Example:

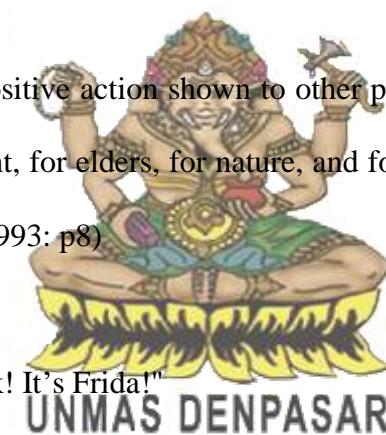
Photographer : "Look! It's Frida!"

Hector : "Yes, it is. Frida Kahlo."

Security guard: "**It is an honor, Seniora**" (Mrs)

Hector : "Gracias." (thank you)

Based on the conversation above, the moral value award was raised by the security guard. The security guard's respect for Frida is the result of his recognition as a famous choreographer (Chairina Nasir, 2019: p27).



2.3.2.6 Sensitivity and Unselfishness

Sensitivity and unselfishness are morals that can usually be influenced by the value of maturity in humans. People who have this feeling will have a more sensitive and caring feeling towards their surroundings. A person can start to learn to be sensitive and unselfishness oneself from an early age as a skill and value (Linda and Richard, 1993: p9).

Example:

Chicharron : (convulsing)

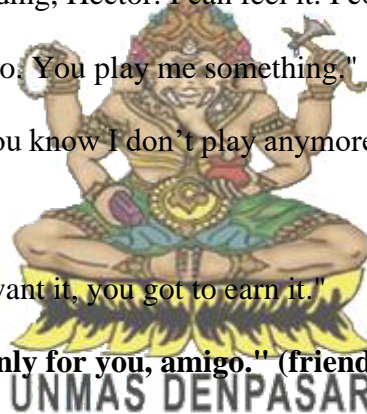
Hector : "You okay, amigo?" (friend)

Chicharron : "I'm fading, Hector. I can feel it. I couldn't even play that thing if I wanted to. You play me something."

Hector : "No, you know I don't play anymore, Cheech. The guitar is for the kid."

Chicharron : "You want it, you got to earn it."

Hector : "Ay, only for you, amigo." (friend), (playing the guitar)



Based on the conversation above, we can conclude that Hector shows moral values of selflessness and sensitivity, this is proven when Hector is willing to fulfill Chicharron's last request to play his favorite song, even though he doesn't want to play music anymore. other than that another reason is that Hector wants to play guitar again because he wants to help Miguel to enter a music competition because Miguel wants to win the Ernesto de la Cruz contest ticket and wants to meet him, because he thinks Ernesto de la Cruz is his great-grandfather, he thinks like that because the clothes that Ernesto de la Cruz wore were the same as those that his great-grandfather wore in the photo he had. Miguel wants Ernesto de la Cruz's

blessing because he wants to return to the human world and he believes that Ernesto de la Cruz is the only family member who will agree to his dream of becoming a musician (Chairina Nasir, 2019: p28).

2.3.4 Context of Situation

The context of the situation has a relationship between the situation, when, and where we use it. If we examine a text, we can guess the situation that builds the text. On the other hand, if we are in a certain situation, we can make linguistic choices based on those situational clues. In other words, the language we use must be appropriate to the situation in which we use it. According Halliday (1993) context of situation conducted with three elements, namely:

2.3.4.1 Tenor

Tenor of discourse refers to the role relationships between the interactants. The relationships between the interactants varies according to: status (ranging from unequal as in the case of an owner/employee to equal as with friends), affective involvement (ranging from high as with friends/family members to low as with business clients); contact (ranging from frequent to occasional). The relationship between interactants influences the formality of the language used.

2.3.4.2 Field

The field refers to what the language is doing, what activity is going on. The field also includes the topics and interactants. The topic of discourse can be specialized/technical (e.g., talking about the environment etc.) or everyday (e.g., talking about shopping etc.) The interactants may have specialized knowledge of

the field (e.g., a scientist writing for an article for an academic journal or only common knowledge of the field (e.g., the readers of a newspaper article). The field determines the use of specialized language, for example whether technical terms or everyday terms are used.

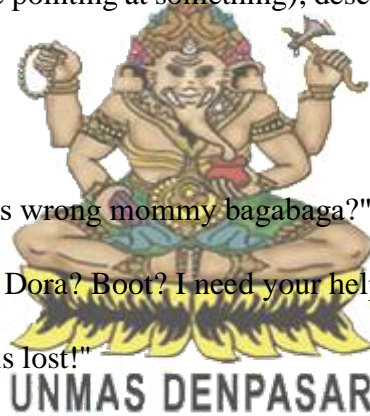
2.3.4.3 Mode

The mode of discourse refers to the role that language plays in interaction. Language can be written, spoken, written to speak (e.g. political speeches, conversations, articles, letters and e-mails). Language can accompany an action (for example, saying it while pointing at something); describe the experience (e.g., news report)

Example:

Dora : "What's wrong mommy bagabaga?"

Bugs : "Owh? Dora? Boot? I need your help! I have ten bagabaga babies, but one is lost!"



Analysis: based on the conversation above, Dora chose Bagabaga's mother as her interlocutor which was proven when Dora asked "What's wrong mommy bagabaga?"

Dora : "What sounds does a baby bagabaga make?"

Bug baby : "Bagabaga...bagabaga..."

Dora : "Right!"

Analysis: There is a basic closeness in terms of questions and answers that occur in this situation, namely when Dora asks and is answered by another baby bug

Boots : “I know! The baby bug is behind the flower!”

Dora : “That is not the bagabaga baby!”

Analysis: based on the situation above, it seems that there is disagreement that occurred, it was shown when Dora said "No" to Boots.

Dora : Yeah... let's go to the big party at the tree house!

Come on say with us! Lake, wall, tree house! Lake, wall, tree house!

Analysis: In this situation occurs misreferred first pair part in terms of request that Dora request the audience saying same thing with them.

Based on the results of the analysis above in the context of the situation in the children's movie "Dora the Explorer" in terms of speech, it can be concluded about their journey to a big party at the tree house. The tenors of this contest are speakers and listeners. In this case all the characters in the movie are the speakers and the listeners are children all over the world. and the mode of this movie is narrated by all the characters in it, it can be seen from its characteristics, namely that it contains informative, educative and semi-interactive information (Redinata, 2012).

