



AN ANALYSIS OF MORAL VALUE IN CRUELLA MOVIE

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Abstrak

Penelitian ini bertujuan untuk menganalisis nilai moral dalam Film Cruella. Hal ini dilakukan untuk mengetahui apa saja nilai moral dalam film Cruella. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif kualitatif. Rancangan penelitian ini adalah analisis isi dengan teknik analisis semiotik. Data primer adalah tindakan dan ucapan dari karakter dalam film Cruella. Metode yang digunakan dalam mengumpulkan data adalah (1.) Pertama, menonton film Cruella beberapa kali, untuk mendapatkan informasi dari film tersebut. (2.) Setelah itu peneliti membaca naskah film Cruella, untuk mengetahui dialog saat menonton film tersebut. (3) Kemudian, penulis mengidentifikasi semua dialog dalam naskah film untuk mendapatkan data dan informasi tentang nilai-nilai moral. (4.) Memilih data yang berhubungan dengan nilai moral yang akan diteliti. Data dianalisis dengan menggunakan analisis semiotika berdasarkan Nordquist. Hasil analisis data menunjukkan bahwa terdapat dua jenis nilai moral yang terdapat dalam Film Aladdin. Mereka adalah nilai keberadaan dan nilai memberi. Nilai-nilai yang terdapat dalam film Cruella adalah kejujuran, keberanian, kebaikan dan keramahan, cinta dan kasih sayang, kepercayaan diri dan potensi diri, tidak mementingkan diri sendiri dan kepekaan, pengendalian diri dan fasilitasi, serta rasa hormat. Selanjutnya, peneliti menemukan empat belas nilai menjadi dan dua puluh lima nilai memberi.

Kata kunci: nilai moral, Cruella movie.

Abstract

This study is aimed to analyze the Analysis moral values in Cruella Movie. It is conducted to know what are the moral value in Cruella Movie, The method used in this study was qualitative descriptive research. The research design was content analysis using the semiotic analysis technique. The primary data were the action and utterance from the characters in the Cruella movie. The method used in collecting the data is (1.) First, watched Cruella movie in several time, to get some information in those movies. (2.) After that the researcher read the movie script of Cruella movie, to Know the dialogue while watching the movie. (3) Then, the writer identifying all of the dialogues in the movie script to get the data and information about moral values. (4.) Choosing the data dealing with the moral value that will be investigated. The data were analyzed by employing semiotic analysis based on Nordquist. The data analysis results show that there are two types of moral value found in Aladdin Movie. They are value of being and value of giving. The value found in Cruella movie is honesty, courage, kindness and friendliness, love and affection, self-confident and potential, selflessness and sensitivity, self-control

and facilitation, and respect. Furthermore, the researcher found fourteen value of being and twenty five value of giving.

Keywords: *moral value, Cruella movie.*

INTRODUCTION

Moral is derived from the Latin word “Mores”, which stands for values and morals. The foundation of this moral is the concept of right and wrong. Value is a habit and refers to the standard by which anything is defined. In other words, moral value is standards attitudinal norms based on people who establish them deciding whatever is right and bad in thought. In the journal of Restu Arini and Desfika Beti U. (2017),

Moral behavior is defined as conduct that complies with the moral standards of the social group. Moral, which means manners, traditions, and folkways, is derived from the Latin word *mores*. Moral concepts—the standards of conduct to which a culture's citizens have become accustomed and which establish the expected behavioral pattern for all group members—control moral behavior. (Elizabeth B. Hurlock, 1977).

Moral values result from valuing the comprehension process and implementing God's and humanity's values in life. So, these values will appropriately guide human knowledge and creativity (Linda & Eyre, 1997).

According to Burhan Nurgiyantoro (2013), Moral or moral message to be summarized Literary works are always about good behavior. From this, the researchers concluded the above statement that morality has been judged and depend on literary works. The morality of determining the good deeds of a researcher literary work had the right to determine.

Therefore, this phenomenon cause it contains educational value, it can inspire audiences and convey the message that education is important and should be obtained despite the various challenges they may face. It can also serve as a reminder to never give up no matter what. The audience can learn stuff about the struggle and express gratitude for life through this film. Due to such kinds of factors, the researcher uses this video and analyzes it for the research.

RESEARCH METHODOLOGY

This research was designed with a qualitative descriptive method; this research was presented in the form of description and interpretation from the observation data without

any number that involves it. The object of this research is the Analysis of Moral Values in the "Cruella" Movie. The researcher takes research data from dialogue, sentences, and paragraphs in the movie.

This research methodology combines content analysis with semiotic analysis. The process of looking closely at a specific thing to comprehend its meaning objectively and in light of its usage context. It was backed up by Krippendorf (2004), who claimed that content analysis is a research method for drawing reliable conclusions about contexts from texts or other significant material.

Semiotics is a method that is comparable to content analysis. It is supported by Nordquist (2020), who defined *semiotics* as the theory and study of signs and symbols, particularly as components of language or other systems of communication. Littlejohn (2019) added that semiotics is a mixed theory that explains how signs represent things, ideas, conditions, situations, feelings, and conditions that are external to the signs themselves.

3.3 Data Source

The primary data sources in qualitative research are words and deeds; others are additional data such as documents. There are two data sources in this study, primary and secondary data.

1. Primary data

According to Safi (2005), primary data is data from the research process from the source using appropriate data collection. This means that the researcher himself collects the primary data. The primary data for this study was taken from the movie "Cruella."

2. Secondary data

According to Safi (2005), secondary data are data by the researcher or data in document form, such as articles, contributors, or geographic data. For this study, the researcher collected secondary data from many sources, including books, the Internet, and other materials that could support the primary data. The researcher used Cruella movie transcripts to support primary data.

The data contained in this study consisted of sentences and dialogues obtained from the movie. The sentences and dialogue were collected based on the objectives of this study. The writer selected the data needed to study the moral values of the "Cruella" movie. Mokodompit, Mulyani Dwi Puteri (2021) Several steps have been taken to collect all data in this study, such as those below:

1. First, watched Cruella movie in several time, to get some information in those movies.
2. After that, the researcher read the movie script of cruella movie, to know the dialogue while watching the movie.
3. Then, the writer identifying all of the dialogues in the movie script to get the data and information about moral values.
4. Choosing the data dealing with the moral value that will be investigated.

The tabulation is described as the following table;

Table 3.1 Tabulation of Data Classification

Phrase	Classification	Reason for classification	Minute

3.5 Technique of Data Analysis

Data analysis is an important aspect of this research. Data analysis is the process of systematically searching and arranging the interview script, observation checklist, and other material that you accumulate to increase your understanding and enable you to present what you have discovered to others (Sugiyono, 2014). In this research, there are some techniques for analyzing the data. First, the researcher will read and make she understand the movie of Cruella movie. Then, the researcher determines the movie based on the moral value either Cruella.

According to Linda and Eyre (1997), cited in Wismahardiani, Nur Ratna, and Muhammad Wahyu Widiyanto (2022), classified moral values into two categories.

A The value of being

1. *Honesty* is a state of mind that acts according to the facts and hides nothing. Inner strength, confidence, and reliability are equal to honesty.
2. *Courage* is the ability to exercise reasonable judgment and handle problems responsibly. According to Linda and Eyre, courage is created when individuals try hard without chasing the herd or influencing others.
3. *Peace* is the ability to face challenges calmly and patiently. Explain that calmness is the ability to try to control oneself to avoid arguments, and peace is the ability to stay calm and calm.

4. *Confidence and potential* are both convincing beliefs of one's abilities and qualities. Linda and Eyre state that self-confidence is a conscious, unique trait of an individual

5. *Self-control and facilitation* discipline is the ability to manage and balance the task at hand. This includes general self-discipline and physical, mental, and economic Self-Discipline Linda and Eyre

6. *Loyalty and celibacy*. Loyalty is a trait exhibited by a person who exhibits loyalty and unwavering support.

A. The Value of Giving

The value given is the value given by someone and includes invisible value. There are various ways to give value.

1. *Loyalty and reliability*. Loyalty is someone who sincerely does something without complaining or asking for anything in return..

2. *Respect* is a respectful attitude that pays attention to other people's beliefs about what they have Skill, Quality, Performance. Linda and Eyre recognize that there are several kinds of respect in everyday life..

3. *Love and affection*. Love is expressed in the form of attention and action when someone feels a deep emotion and has a meaning that is difficult to describe in words. Linda and Eyre say that love expresses feelings and desires for someone. Affection is an instinct or feeling of love for something.

4. *Selflessness and sensitivity*. Selflessness is the sacrifice or wisdom offered for others, caring for others more than oneself..

5. *Kindness and hospitality*. Kindness is a feeling of concern about something that can affect the well-being of everyday life (Salzberg, 2011). Kindness is the difference between good and bad action. Linda and Eyre. Hospitality is an attitude that relates to something and prefers to understand problems rather than face them. For example, smile and say hello.

6. *Justice and Mercy*. According to Linda and Eyre, justice is a human attitude that always follows fairness, law, play, and work. Compassion is the human attitude of helping and supporting others out of compassion and concern for them.

3.6 Triangulation Technique

In this study, the researcher used to source and theory triangulation. It was used for this study because the data came from various sources, including theory and other research that

other scholars did. The researcher employs this strategy to counteract manipulation the researcher and other research subjects may have engaged. As a gauge of the accuracy of the data, it is essential to do so.

RESULT AND DISCUSSION

Table 2. the finding moral *values of being* on Cruella movie

Phrase	Classification	Reason for classification	Minute
Cruella: "Being a genius is one think, raising a genius, however, does it's challenges".	Courage	It shows her braveness	00.03.53 - 00.03.54
Cruella: "Mmm, some abuse and insult, of course".	Courage	Because it shows braveness	00.35.02 - 00.35.12
Artie: "but I like to say that normal is the cruelest insult of them all and at least I never get that".			
Cruella: "I couldn't agree more".			
Artie: "look around, Cinderella".			

Table 3. the finding moral *values of giving* on Cruella movie

Phrase	Classification	Reason for classification	Minute
Mom: "They're lucky to have you."	Love and affection	The sentences show to praise	00.01.34 -00.01.35
Cruella: "agreed."			
Mom: "and wear the hat."	Kindness and friendless	By using polite and humorous language, it shows kindness.	00.01.46 -00.01.53
Cruella: "I don't need a hat."			
Mom: "well, be polite and good and friendly."			

CONCLUSION AND SUGGESTION

Based on the finding, there are some data findings according to the Cruella movie. According to the data on moral values of being our courage and honesty, there are some findings. Then, the moral values found in the movie are love and affection, kindness and friendliness, and respect. All the moral values found can become a lesson in our daily life.

There are finding moral values of being in the Cruella movie. There is courage, honesty, self-confidence, self-control, and potential. The finding moral importance of giving follows us. Moral findings are shown in the Cruella movie. There are love and affection, kindness and friendliness, selflessness and respect. We can learn much from the results above, particularly about moral ideals. Many of us did the same thing.

5.2 suggestion

Based on the results of the research and the conclusions, the researcher gave several suggestions as follows:

1. Because Cruella Movie dominantly contains moral values, this movie is proper to be watched by anyone.
2. Because this research studies the educational values of the Cruella Movie, it is highly recommended that future researchers learn other values or elements of this movie, except the moral values.
3. This film teaches you not to give up even if something happens and keep trying to achieve your goals.

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