CHAPTER I
INTRODUCTION

A. Research Context

      Morality has a very important position in human life. For humans, moral values are indispensable for their existence, both as individuals themselves, as well as members of society or a nation. It is undeniable that the civilization of a nation is one of the factors seen from the moral values it adheres to. In the digital era like today, many people in the community are starting to lose their direction and purpose. One of the factors is moral values that are not practiced. Especially among teenagers. So that many of the moral observers consider teenagers and even students to be very far from the moral values that have been taught by previous teachers.

      Morals have a greater social element to values and to have a very broad acceptance. Morals are far more about good and bad than other values. We thus judge others more strongly on morals than values. A person can be described as immoral, yet there is no word for them not following values. Values are the basic principle that influence human's behaviors. If someone has basic life principles, they will guide someone to behave. Values are positive potential in human being.

      Values are the guidelines by which we conclude conclusion about what is right and wrong, what should and should not be done, and what is good and what is terrible. It also shows us which values are more or less significant, which is crucial when we have a trade-off between satisfying one value and

meeting another.[1] The existence of moral can describe the character of the people. Usually people who has good moral will judges as good people and the other wise, people who has bad moral will judges as immoral people.

Many of us believe that morality teaches us something profound and fundamental about how to live. According to moral philosophers, ethics is a reflective and normative study of morality. This does not yet tell us what "morality" is, and hence what the subject matter of ethics is. It also does not specify what types of reflection on that issue are typical or constitutive of ethics. The notion that ethics is a "normative" discipline might imply that ethics investigates norms or that ethics establishes them. Morality emerges and exists amongst people, mobilizing human capacities for self–awareness, and awareness of the consciousness of others; for feeling and learning to feel certain things in response to what one is aware of; and for expressing judgment and sentiment.[2] Moral that develops in society is usually not written because it is an agreement adopted by a certain community as something that is considered good or bad. And generally humans are not considered truly human until they have good morals.

Morals are teachings about good and bad actions and behavior, morals, obligations, and so on. In morality, all actions that are considered good and bad need to be done, and actions that are considered bad and need to be avoided. Moral relates to the ability to distinguish between right and wrong actions. Thus, morality is a control in behaving.

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[1]Nurlaela Sari, "The Importance Teaching Moral Values To The Students," *The English Education* 1 (2013): 164.
[2]Margaret Urban Walker, *Moral Understanding A Feminist A Study in Etics* (New York: Oxford University, 2007), 3.

In relation to the practice of life values, morality is a control in behaving and behaving in accordance with the values of life in question. The values of life as norms in society always involve issues between good and bad, so they are related to morals.[3] Values and morals are interrelated with each other so there is no doubt that someone who has good morals will have better values in the eyes of others.

Morality is a kind of policy or instrument: the moral agent is a center of practical reason for whom altruism stands in need of an 'external' (empirically describable) pay-off. 'good' means expediency and 'harm' means frustration: and such a thought lies at the heart of empiricist ethic of consequentialism, which can never fully allow us to belong to what we do. In locating goodness and badness solely in the effects or consequences of our actions, it implies a severance between the doer and the deed. As Frank Falmer State that:

> "Human acts and actions are not more observable changes in the environment. We do not and cannot (except in midle theoretical speculation) regard people's actions as if they were parcels dropped from mail trains. We see people as being 'in' their actions, such that what they do expresses what they are and how they see things. If we seriously believed that our identification of acts and actions were simply a matter of attending to observable or measurable changes in the world we would have no means of distinguishing between two acts which, though outwardly similar, are quite different"[4]

In addition A person's character or morality cannot be discerned from the environment in which he grows and lives. Although morals are established in a mutually agreed-upon community, a person's moral and immoral qualities

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[3]Sunarto and Agung Hartono, *Perkembangan Peserta Didik* (Jakarta: Rineka Cipta, 1995), 169-170.
[4]Frank Falmer, *Literature and Moral Understanding* (New York: Oxford University Press 1992, 1992), 61.

exist and flourish within the individual. That is, while one's environment influences one's morality, one is ultimately responsible for one's actions.

In Literary activity imparts knowledge in the form of data. It has provided a lot of amusement as well as the most inspiration. It is used to describe information about a person, a place, or an event using words. It also educates us about society's way of life, such as conventions, regulations, and attitudes. A movie is another type of art. The movie, often known as the film, is a sort of visual image that uses moving images and sound to convey tales or instruct. There are several genres in the film. A genre is a term that refers to a specific type or style of film. It might be a fictitious (made-up) film, a factual story, or a combination of the two. There are certain films, such as adventure films, animation films, comedies, dramas, tragedies, horror films, romantic thrillers, and so on. Typically, many individuals watch action, drama, or romance films. In general, when individuals see a movie, they will carry along with them the tale that they see. As a result, it shapes their attitude in everyday life. If people watch a movie with a nice moral, they will typically have a positive attitude in everyday life. Of course, if they watch a movie with a negative moral, they will have a bad attitude in everyday life.[5]

Moral is often juxtaposed and equated with the word morality. Where the object of study is human actions in everyday life which serves to determine whether human behavior, nature and actions are right or wrong, good or bad,

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[5]Inda Riani, "An Analysis of Moral Aspect in 'Beauty and The Beast'" (Universitas Islam Negeri Alauddin Makassar, 2019), 14.

legal or illegal and so on. [6] This is in line with the word of Allah in the Qur'an surah al-Ahzab verse 21 which reads:

لَقَدْ كَانَ لَكُمْ فِيْ رَسُوْلِ اللهِ أُسْوَةٌ حَسَنَةٌ لِّمَنْ كَانَ يَرْجُوا اللهَ وَالْيَوْمَ الْأَخِرَ وَذَكَرَ اللهَ كَثِيْرًاۗ

Translation: *"Undoubtedly, you have the best in the following of the Messenger, forhim who hopes for Allah and the Last Day and remembers Allah much". (Qs AlAhzab: 21)*[7]

All movie certainly have moral values, as is the case in this Jobs movie. Jobs movie is a biographical drama genre film because it tells the story of Steve Jobs' journey in building a company. The film, which starts with a backwards plot, tells the story of Steve Jobs' struggle in creating a digital company called Apple, a company with a high level of success that we can enjoy to this day. Steve Jobs is a genius, but on the way he decided to drop out of college because he couldn't afford to pay for his education. However, Steve Jobs did not give up, he and his friend, Will, fought hard to build a company and on the way he was expelled by the company he created himself. In this film, of course, there are many moral values related to daily life. Finding moral values in this film cannot be concluded or in the middle or at the end of the story, but must be coherent from beginning to end because the moral values contained in the film are implied and some are explicit.

In the thesis of Sena Marhaendra Pusumakeja on the title An Analysis of Moral Value Teaching in The Fate of The Furious Movie (Based on It Main Character). In this thesis,The author finds similarities, namely in the aspect of moral values. According to the author, there are several moral values contained

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[6]Muchlis Solichin, *Akhlak & Tasawwuf Dalam Wacana Kontemporer Upaya Sang Sufi Menuju Allah*, 22.

[7] IndsRiani, "Analysis of Aspect in Beauty and "The Best Movie" (Thesis, UIN Alauddin Makassar, Makassar,2019),15-16

in the fast and furious film, such as honesty, courage, justice, and mercy.[8] However, there are also differences, namely in the object of study that is examined, so that the results of the author's research with previous researchers will certainly be different.

In the thesis of Dewi Pratiwi on the title The Analysis of Moral Values in a "Walk To Remember" Novel Written By Nicholas Sparks. In this thesis the author also finds similarities in the studies discussed, namely moral values, where in this thesis there are several moral values such as kind hearted, bravery, cooperativeness, thankfulness. However, the difference between this thesis and Dewi Pratiwi's thesis lies in the object being studied, in which she examines novels while the author examines films with different titles.[9]

This study focuses on analysis of moral values in the Jobs movie. The researcher hopes this study would be able to emphasize the important of moral values to the reader. Therefore, based on explanations above, the writer is going to conduct a research to investigate the moral values in the Jobs movie under the title "**Analysis of Moral Values in *Jobs* Movie Based on James Rachel Perspective**".

B. Research Focus

According to John Chresswell, research problem is general education issue, controversy, concern in research that it narrow the topic and help

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[8]Sena Marhaendra, An Analysis Of Moral Value Teaching In The Fate Of The Furious Movie (Based On It Main Character)' (IAIN METRO, 2018)

[9]Dewi Pratiwi, "The Analysis Of Moral Values In A 'Walk To Remember' Novel Written By Nicholas Sparks" (UNIVERSITAS BUDHI DHARMA , 2019).

researcher to conducting the study. [10]Research problem is problem which need answer and it has purpose as limitation in the study or discussion. The issue is an analysis of moral values in Jobs movie based on James Rachel perspective

Based on the phenomenon of the problem which the researcher explained in the research context, the researcher has two main problem to be answered and it can be limitation in this discussion. The problems are:

1. What are the moral values in *Jobs* movie?

2. How does the moral values in *Jobs* movie based on James Rachel perspective?

C. Research Objective

Research objective is a statement of intent used in qualitative research that spesific goals that the investigator plans to achieve in a study.[11] So objective of the study is the goal of study or a research. The function of giving research objective to find out the solve problem of research.

Research objective contains the explanation about the goal of why the research is done. By the other word, in the research objective, the researcher will answer the questions providing in the research focus. So, it is clear for the researcher to determine the research objective based on the research focus above. Based on the statement of the problems as follow.

1. To know the moral values in *Jobs* Movie.

2. To analyze the moral values in *Jobs* Movie based on James Rachel perspective.

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[10]John W Chresswell, *Educational Research Planning, Conducting, And Evaluating Quantitative And Qualitative Reserch* (University pf Nebraska-Lincoln: PEARSON,2012, n.d), 59
[11]W Chresswell, 111.

D. Significant of Study.

Research significant is talking about the benefit or the contribution of the research, either in scientific aspect or in the social aspect. It means that significance of the study is a statement of why it is important to seek for the problem and how the solution will improve the human condition. In the scientific talks how the research help the developing of science, and in the social aspect, talk about how the research give the contribution in solving the problem in social life.[12] It can be conclude that significant in scientific deals with theoritical and in social deals with the theortical and practical.

This research has two main benefits. They are benefits of the theoritically and practically.

1. Theoritical significance.

Theoritically, the researcher hopes the result of this study can be usefull for people who need this additional referencess.

2. Practically.

Practically, the researcher hopes this research can be useful for and give a knowledge for:

a. The researcher and reader can get new knowledge about what are the moral values on Jobs movie and how does the moral values in jobs viewed from James Rachel perspective.

b. For viewers

This research will be expected to be use full for viewers to implement the moral values in their daily activity.

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[12]Tim Penyusun, *"Pedoman Penulisan Karya Ilmiah"* (STAIN Pamekasan, 2015), 18.

c. For the other researcher

This research can be previous study for the next researcher to conduct further research dealing with the related problem

d. The reader everyone who want to know what are the moral values in Jobs Movie.

e. For the Islamic Collage Pamekasan

The result of this research in study can be library reference and material discussion for the collagestudents.

E. Definition of Key Term

To avoid misunderstanding of the term used in this title, the researcher would like to give definition the key terms is part of that explain the term used so that have similarities in terms and avoid differences understanding or not clear meaning.[13] In the other hand Chresswell suggests us to begin our research by narrowing our topics to a few key terms using one or two words or short phrases.[14] In this case, researcher try to determine the key terms are:

1. Moral value is something that is considered good or bad in a particular society.

2. Movie is video presentation using picture .

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[13]Penyusun, *"Pedoman Penulisan Karya Ilmiah,"* 19.
[14]W Chresswell, *Educational Research Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 82.

F. Previous Study

As the explanation above, there are two previous study that researcher choose for the standard of this writing. The first is conducted by Dewi Pratiwi. She conduct a research on the title The Analysis of Moral Values in a "Walk To Remember" Novel Written By Nicholas Sparks.[15] This study has purpose to present the moral values contained in character in A "Walk to Remember". To collect the data, the researcher use qualitative description techniques, namely research procedure. The researcher find nine kind of moral values such as bravery,honesty, steadfelness, syimphathic, cooperative, thankfulness, kind herted, and love affection.

The second is conducted by Sena Marahedra. He conduct a rsearch on the title An Analysis of Moral Value Teaching In The Fate of The Furious Movie (Based On It Main Character. This study has purpose to see what the moral values that exist in the movie The Fate of The Furious Movie. The researcher use qualitative research . From the movie the researcher find some moral values, such as honesty, courage, peace, loyality, justice, religiosity. [16]

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[15]Dewi Pratiwi, The Analysis Of Moral Values In A "Walk To Remember" Novel Written By Nicholas Sparks'
[16]Sena Marhaendra, An Analysis Of Moral Value Teaching In The Fate Of The Furious Movie (Based On It sMain Character)'

G. Review of Related Literature

1. Moral Value

a. Moral

Morality is the commitment to use logic to guide one's actions—that is, to do what is best according to logic while giving equal weight to the interests of each individual who will be affected by that action. Philosophers, theologians, and legislators have codified morality in the shape of legal systems, moral imperatives, ethical standards, commandments, norms, rules, principles, and a plethora of codes and structures aimed to govern, sanction, and affirm specific types of human behavior.[17] With the definitions above, it can be described that morality is a set of written or unwritten provisions that will have an impact on the moral actor him self.

Morality refers to ideas about what is right and wrong, what is good and bad, and might include judgments, values, laws, principles, and theories. (The adjective forms, ethical and moral, are frequently used to denote simply "having to do with morality," while ethics and morality are occasionally used to refer to the moral rules of a specific group or individual.[18]

From some of the definitions above, the researcher can define that morals are good or bad assumptions that develop in certain societies, which are approved and practiced. A person will categorize to have good behavior if he is obedient and respectful of the moral

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[17]Darcia Narvaes and Daniel K Lapsley, *Personality, Identity and Character Exploration in Moral Phsycology* (New York: Cambridge University, 2009), 1.

[18]Lewis Vaughn, *Doing Ethics* (New York: W.W. Norton & Compony, 2008), 3.

system adopted in a group of people. Practically, morals that develop in a particular society will not be the same as those adopted by other groups of people.

b. **Value**

Value is neither defined by one's wishes or feelings, nor is it a passively perceived quality. Value is instead imparted by the decisions of beings who act on reasonable principles of both prudence and morality. A value system is a community-accepted mechanism for determining whether something is valuable or not.[19]

Muttahhari argues that value is an abstract conception in humans or society about things that are considered good and right and things that are considered bad and wrong. In addition, there is a natural tendency in man towards certain truths and divine beings, which can also develop further. Values are ideal, abstract, and cannot be touched by the five senses, while what can be captured is only goods or behavior that contain that value. Values are also not facts in the form of reality and concrete.[20]

Values are closely related to human activities to assess. Judging means weighing, namely human activities connecting something with something else, which is then taken a decision. Value decisions can state useful or useless, right or wrong, good or bad, human or inhuman, religious or not religious. This assessment is associated with elements or things that exist in humans. Such as body,

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[19]Joseph Raz, *The Practice of Value* (New York: Oxford University Press, 2013), 14.
[20]Siswanto, *Filsafat Dan Pemikiran Pendidikan Islam* (Surabaya: Pena Salsabila, 2015), 87.

creativity, intention, taste, and belief. Something is seen as valuable because something is useful, then it is called usability value, if it is seen as valuable then it is called the value of truth, beautiful is seen as value in terms of beauty (aesthetics), if it is seen as valuable then it is called moral (ethical) value.

Notonagoro divides the hierarchy of values in 3 ways:[21]

1. Material value, which is everything that is useful for the human physical element.

2. Vital values, namely everything that is useful for humans to be able to carry out activities.

3. Spiritual values, namely everything that is useful for human spirituality. This spiritual value can be divided into four kinds:

   a. The value of truth that comes from human reason (ratio, mind, creativity).

   b. The value of beauty, aesthetic value, which is sourced from the element of human feeling (aesthetic, gevoel, taste).

   c. The value of goodness, or moral value, which comes from the element of human will (will, wollen, intention).

   d. Religious values, which are the highest and absolute spiritual values. Religious values are rooted in human beliefs or beliefs.[22]

   From some of the definitions above, the author can define that value is a set of systems adopted by the community, abstract and

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[21] Suratman, MBM Munir, Salamah, *Ilmu Social Budaya,* (Malang: Intimedia, 2013), 193
[22] Ibid.

agreed upon and practiced. So that everything is measured by the system whether it is good or bad.

2. **Ethic**

According to Martin, ethics is defined as "the discipline which can act as the performance index or reference for put control system" in the sense that ethics is a path an or observance of boundaries or standards that will regulate human interaction within a group or society.[23]

Ethics is a collection of values related to morality. The meaning of these two words is the value related to behavior or what is called morals. Of course, it's not just about one thing, but there are many things about human behavior in society.

Morals and ethics have different meanings. Ethics refers to two things, namely (i) relating to scientific disciplines that study the values held by humans as well as their justification, (ii) ethics is the subject matter within the discipline itself, namely the values of life and the law that regulates behavior. man. Moral refers to spontaneous behavior, such as empathy, generosity, compassion, and so on, all of which are not contained in the rule of law. For example, someone who cannot keep his promise that someone is untrustworthy or unethical, does not mean that someone is immoral.[24]

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[23] M.Ridwan Hambali,dkk, *Etika Profesi*, (Bojonegoro: CV. Agrapana Media,2021), 69
[24] Ibid.

3. James Rachel Biography

James W Rachels Philosopher and medical ethicist who argued that passive and active euthanasia were morally equivalent; wrote leading introductory textbook. Born May 30, 1941, in Columbus, Georgia, USA; died of cancer on Sept 5, 2003, in Birmingham, Alabama, aged 62 years.

While at New York University in the early 1970s, Rachels was part of an influential movement in the early 1970s known as the Society for Philosophy in Public Affairs, co-founded with Peter Singer, now at Princeton University. The group "changed the focus from metaethics to applied ethics", Pence said. But unlike Singer, Rachels shunned the public spotlight.

In 1977, Rachels became chair of philosophy at the University of Alabama at Birmingham, where he would teach for 26 years. From 1978 to 1983, he was dean of the university's School of the Arts and Sciences. Rachels wrote more than 60 scholarly papers and several books, including Moral Problems (1971), The End of Life: Euthanasia and Morality (1986), Created from Animals: The Moral Implications of Darwinism (1991), The Elements of Moral Philosophy (4th edition 2003), and Can Ethics Provide Answers? And Other Essays in Moral Philosophy (1997). The Elements of Moral Philosophy is in use at about one third of introductory ethics classes in the USA, and Moral Problems sold more than 100 000 copies. Rachels also edited seven books. Just two weeks before his death, he finished a final book.[25]

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[25]Ivan Oransky,"James W Rachels", *THE LANCET*. 362,(2003): 1683

4. Types of Moral Value from James Rachel Perspective

Moral values are the result of valuing process of comprehension implementing of God and humanity values in life.[26] So these values will guide human knowledge and creativity appropriately.Rachels describes a variety of moral characteristics, but she focuses on four that are prioritized and characterized more broadly: courage, generosity, honesty, and loyalty.

a. Bravery

Bravery what all of us ultimately need and always need in the course of daily life . Bravery is the vocal point of the two extremes between coward and daring.[27] There is a need for everyone especially when times are hard.The courage that Rachels means is courage that is based on goodness. So, if courage is carried out because of an action in the form of a threat or which leads to a crime, it is not included in the moral value of courage.

Courage is needed by all who face danger at any given time. The moral value of courage is loyalty to the conscience that expresses itself in taking the risk of conflict. Moral courage shows that in humans there is a determination to maintain an attitude that is believed to be an obligation that is actively resisted by the environment. The moral of courage is for the weak and against the strong for treating them unfairly. The goal is to be brave in upholding morals to uphold justice and courage that does not conform to the existing forces

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[26] James Rachels, *Filsafat Moral* (Yogyakarta: Kanisius, 2004), 312
[27] Ibid.

b. Generosity

Generosity is the willingness to use its riches to help others.[28] As a human being living in various circumstances there is as much need to show generosity as there is in helping other human in distress. Real generosity can be seen for sure, both in the form of attitude, giving property or providing assistance or taking time.

Furthermore, according to Rachels, the generosity of an individual must be directly proportional to the wealth he has in his daily life. This means that a person is said to be right in practicing the value of generosity in giving wealth to others, if he has fulfilled his own needs before he gave it to others.

c. Honesty

Honesty is the condition of someone who does not lie. Honesty can also be interpreted as refraining from betraying an agreement that has been taken. [29]The value of honesty is attached to each individual with the level of pressure and problems faced.

Being truthful puts one in a position to speak and do the correct thing. The truth at issue is that which does not contradict reality and occurred.

d. Loyalty

In this regard friendship an kindship are very important. In this case do not see friend and family as stranger and strengthen relationship each other.[30]People will realize that he or she has a strong relationship.

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[28] Ibid. 314
[29] Ibid. 317
[30] Ibid. 319.

5. Movie

Movie is a story or event recorded by a camera as a set of moving images and shown in a theater or on television; a motion picture.[31] Movie is a part of the fiction literary works because movie has a plot, characterization. Setting, conflict. Etc. such as the other fiction. Besides movie has a text. Movie is a portrait of society than project it onto a screen. Movie is not just a means or entertainment for the public but often the movie is also our means to learn and understand about the differences of human characteristic, especially in personality. The personality is changing and evolving differently in every human self.[32]

From the explanation above it can be described that film is a series of moving images through television or other media. There are many aspect shown in the film it self including the characteristic of the actors as well as things implicit in it such as the moral message contained in the movie.

6. Genre of movie

Racmah Ida defines "genre" as patterns or forms (styles) and structures that indicate individual art products, and which explain the consequences or relationships of art or film production by the art maker, and its reading by the audience.[33]

a) Action. In this section there are many fight scenes that cinematographically have the right pacing. The tendency in this film is to show a hero fighting a villain.

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[31]https://www.google.com/search?q=defintion+of+movie&oq=defintion+of+movie&aqs=chrome..69i57j0i10l9.10974j1j15&sourceid=chrome&ie=UTF-8 accessed on Januari, 12, 2021.
[32]Riani, "An Analysis of Moral Aspect in 'Beauty and The Beast,'" 27.
[33]Rachmah Ida, *Studi Media Dan Kajian Budaya* (Jakarta: Prenada Media Group, n.d.), 145.

b) Adventure. With a storyline that tends to be exciting and displays a visual impression of an interesting new experience. Almost similar to action but the difference is in the genre of the audience as if they are invited to seek and find something together. Like finding treasure in the forest.

c) Comedy. It has a light plot designed to make audiens laugh and entertained.

d) Crime and gangsters. Crime films are developed on the evil actions of criminals or mafia. Like a mafia who looks for treasure by killing people.

e) Drama. Usually depicts a realistic character. Settings, life situations, and stories that involve strong and interactive character development. usually here featuring an interactive figure and also has a strong character.

f) Epic/historical: epic includes costume drama, historical drama. Medieval war or activity films. In taking a character, it displays an imagined figure, legendary or heroic.

g) Horror. Horror movies are designed to scare and summon our hidden fears. Made to frighten, and entertain us at the same time in a cathartic

h) Musical. The film centers on a combination of music, dance songs or choreography. In this film there are several scenes that combine scenes with songs, dance or choreography.

i) Science fiction. Science fiction is often visionary and imaginative, complete with heroes, distant planets, impossible quests, aliens,

fantasy places, massive dark and shadowy villains, futuristic technology, unknown and unknown armies, and incredible monsters, both made by mad scientists or nuclear catastrophe.

j) War. War films tend to be horror and heartbreaking, usually in films there are wars against a nation, be it on land or at sea.

k) Westerness. A film that defines a major industry of American cinema. They are the oldest with a very recognizable plot, strong elements and characters. Like a cowboy. Weapons, horses etc.