

CHAPTER I

INTRODUCTION

In this chapter, the Researcher will explain the research context, research focus, research objective, research significance, definition of key terms, previous study, and review of related literature that contains a topic and summarizes which is taken by books, journals, documents, and website to support and comparing with the research.

A. Research Context

Morality refers more to human behavior, morality being an efficient act and ethics describes the theoretical, systematic and rational thinking of human behavior.¹ Aside the concept of moral there is another concept of value, where based on Rennie's perspective refers to beliefs and actions and guides human behavior. It confirms that morality and values are deeply related to society and the needs of every human being.² A person always has good morals in society if he always does good deeds. Moral values are worth related to the goodness and badness of a person. Nurlalela stated that moral values can be defined as a logical concept that says that a person's principles or actions or character are right or wrong, and good or bad views about the good or bad of a person's actions and character.³ From the statement

¹ Robert Audi, *Moral Value and Human Diversity* (New York: Oxford University Press, 2007).

² Léonie Rennie, 'Values of Science Portrayed in Out-of-School Contexts', *The Re-Emergence of Values in Science Education*, 1996, 2007, 197–212 <https://doi.org/10.1163/9789087901677_017>.

³ Nurlalela Sari, 'The Importance of Teaching Moral Values to The Students', *Journal Of English And Education*, 1.1 (2013), 154–62 <<https://ejournal.upi.edu/index.php/L-E/article/view/359>>.

explained above, it is stated that moral values can provide examples of good attitudes and culture that are inspired by people's behavior.

The importance of teaching moral value stated by Saphiro in Nurlaela Sari's journal is moral values will affect the emotional intelligence of each student. Student achievement is of course determined by their emotional intelligence. Emotional intelligence is always related to moral behavior, ways of thinking, problem solving, social interaction, personal emotions, and academic achievement.⁴ From previous perspective, it is clear enough there is urgency of learning moral values. The researcher assume that human in society really need to continue learning about moral values because they will always be related to human life, especially for students who are still in the learning stage. Moral values will affect students' intelligence with regard to attitudes, mindsets, ways of solving problems, socialization, and attempt to gain achievement in school and society.

Moral values can be obtained and learned from various sources, for example from movies. Movie or also known as film introduced by Thomas and Warren is a composite of sound, image, and movement, often visualized as a kind of duplication of life, an eternal form, permanent mirror and permanently awe-inspiring.⁵ But it can also endanger life. Threatened to be a replacement, diversion and distraction. Movie is currently a media that is very popular and easy to watch. Many people watch movies to pass the time, for entertainment or to study. This situation causes producers to compete to innovate in film development. Movies have interesting stories whose purpose

⁴ Sari.

⁵ Thomas Elsaesser and Warren Buckland, *Studying Contemporary American Film: A Guide to Movie Analysis* (New York: Arnold, 2002).

is to provide entertainment and satisfaction to the audience and immerse them and get them into the mood of the story. So that the audience can feel the feelings that the director has presented in the movie in production.

Movies are used to deliver the moral value to the audiences. Every movies has moral value conveyed toward the audiences. Arif and Widodo stated movies in their function and role can be used as a means of learning for the audience.⁶ One of the positive benefits of communication through film media is to try to get to know someone's personality and character. Movie media is one of the media that is considered useful and worthy of being used as an alternative learning media. Because of the character and nature of films that entertain through audiovisual presentations with attractive packaging, films are easy for everyone to enjoy.

Among the many movies, *The Karate Kid* is an interesting example. The movie, directed by Harald Zwart, has famous actors Jaden Smith and Jackie Chan in the lead roles. This movie is an action movie and can be watched by all ages. This movie tells the story of someone who adapts to a new area. The usual thing when someone adapts will try to socialize with the people around, appreciate the local culture, and obey the rules that applied.⁷

The Karate Kid movie is used as material during the analysis process because this movie contains many moral values that can be a motivational mirror in life which can certainly make life develop better. The movie also has some moral values for education that show good relationships between

⁶ Arif Pujo Suroko and Widodo Muktiyo, 'Film As a Communication Strategy in the Learning Process of Children Character Streghtening in the Digital Era', in *Proceeding of International Conference On Child-Friendly Education* (Surakarta, 2018), pp. 122–27.

⁷ [https://en.m.wikipedia.org/wiki/The_Karate_Kid_\(2010_film\)](https://en.m.wikipedia.org/wiki/The_Karate_Kid_(2010_film))

teachers and students. It is hoped that this research can provide new information to readers about the moral values of movies.

The reason researcher were interested in analyzing moral values was because from the explanation previously explained, moral values have a major influence on the sustainability of human life. In addition, moral values also play an important role in directing humans to have a better view of social life. From this research, readers can learn that a better life cannot be obtained just like that without going through a long effort and process. Pursue dreams with intention and determination and think critically in facing and solving every problem. The author also hopes that this research can help readers solve their problems and emphasize the importance of moral values

Based on the explanation above, the researcher analyzed how moral values of the movie are found, classified, and correlated with education implementation specifically in “The Karate Kid” movie, with the aim that both readers of this study and teachers be educated about how “The Karate Kid” movie is a perfect fit to be used as learning material. So that’s why the researcher interested to conduct a research about **“An Analysis of Moral Value in “The Karate Kid” Movie by Harald Zwart”**.

B. Research focus

Creswell brothers stated that a study must develop a research focus to narrow the statement of purpose to predictions about the questions that must be answered and what should be studied in a study.⁸ Based on the research

⁸ John W. Creswell and J. David Creswell, *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, *Journal of Chemical Information and Modeling* (California: Sage Publications, 2018), LIII, p. 191.

problem which has explained. The researcher argues that the problem of study as follows:

1. What are the types of moral values in “The Karate Kid” movie?
2. How do moral values apply to education in "The Karate Kid" movie?

C. Research objective

Locke, Spirduso, and Silverman refer research objective as statement that sets the major idea, the intent, or the research focus that need to be accomplished in a study or a proposal.⁹ From the research problem above, the aims of the study are:

1. To find out the types of moral values in “The Karate Kid” movie.
2. To describe the application of moral values to education in "The Karate Kid" movie.

D. Research Significance

Significance of the study is a part that explains about the advantage or the importance of research. This research has two significance which are theoretical significance and practical significance.¹⁰ Theoretical significance is significance of study as knowledge and practical significance of study aimed to people or researcher.

⁹ Lawrence F Locke, Waneen Wyrick. Spirduso, and Stephen J Silverman, *Proposals That Work: A Guide for Planning Dissertations and Grant Proposals*, 5th edn (London: Sage Publications, 2007), p. 9 <http://www.amazon.com/The-Art-Case-Study-Research/dp/080395767X/ref=pd_bxgy_b_img_y>.

¹⁰ *Pedoman Karya Tulis Ilmiah, IAIN Madura* (Pamekasan: IAIN Madura, 2020), p. 19.

1. Theoretical Significance

The finding of this study will provide some information related to analyzing literary works, especially analyzing moral values. The results of this study can be used as a reference as well as a reference in analyzing moral values in films.

2. Practical Significance

The significance of this research is expected to be useful for:

a. The researcher

This research can add insight into literary works and morality, besides that this research can also stimulate interest in knowing more about moral values in films that can be applied in everyday life.

b. The readers

This research can help readers to make it easier for readers when they want to research studies related to moral values. Practically, researchers hope that this research can provide useful references for readers who are interested in researching in the same field.

E. Definition of Key Terms

In this section, the terms used are those related with this study:

1. Literature is the body of written works of a culture, language, people, or period of time.
2. Moral values are defined as guidelines that assists a person is deciding between right and wrong.

3. The Karate Kid is a movie that combines themes of courage, friendship, and the power of martial arts. It also showcases the beauty and culture of China, which makes it a visually stunning and unique experience.

F. Previous Study

Previous study needed in order to guide to seek the difference and the similarity of the research. Previous study become important because it also provide the strong foundation in the researcher's study. There are three previous studies that researcher found related with moral value.

The first previous study is conducted by Putri Neelam, a student of the University of Muhammadiyah North Sumatera, entitled "An Analysis of Moral Values of Harris J Songs in The Album Salam".¹¹ The findings were shown that there were 22 lyrics most dominantly as religious moral value then, secondly thankful moral values placed as the second position. It could be viewed that there were 20, lyrics found in both moral values. Thirdly, it was independent moral value there were 18 lyrics found, Then, hard work moral value was places in the forth order there were 14 lyrics. After that, responsibilities moral value was placed in the fifth order there were 7 lyrics. Among those moral values, the most dominant moral value found in the album was religious moral value 22 lyrics.

The similarity between her research and this research is that both have the same focus, which is to identify moral values from the selected data. Meanwhile, the first difference between previous research and the

¹¹ Putri Neelam, 'An Analysis of Moral Values of Harris J Songs in the Album Salam' (University of Muhammadiyah North Sumatera, 2021).

current research lies in the research object as the analysis material, where previous study used songs while this research uses a movie to be analyzed. Then, the second difference lies on the theoretical base that used between these two studies.

And for the second previous study is conducted by Faras Seruni, a student of the Raden Intan State Islamic University, entitled “An Analysis of Moral Value in “13 Reasons Why” Novel.”¹² The results of this research found three types of moral values with certain aspects for each type. The first type is commitment to something greater than oneself. The second type is self-respect with humility, self-discipline, and responsibility. The third type is respect and caring for others.

The similarity between her study and this study is that both have the same focus to find out the moral value of the data that has been selected. The first difference between the previous study and this study is found in the analysis object, where the previous study used a novel while the researcher chose a movie. Furthermore, when trying to identify the elements of moral value, these two studies use different theories.

I. Review of Related Literature

1. Literature

a. Definition of Literature

The definition of Literature as stated by Lasse Horne and Peter Simonsen is a beautiful work, both written and oral. Based on its origin, the definition of literature is termed as “literary” literature

¹² Faras Seruni, ‘An Analysis of Moral Value in “13 Reason Why” Novel’ (Raden Intan State Islamic University, 2021).

derived from Sanskrit, namely “su” which means good or also beautiful, while from “literature” which means “book, writing or also letters, movie, or plays”.¹³ With etymology, from the second meaning of the word it can be concluded that the meaning of “literature or literature” is a beautiful writing. Meanwhile another perspective from Adam Hammond mentioned that literature has the so called a range of characteristics such as excellent, aesthetic, creative, imaginative, expressive, valuable, and universal.¹⁴ The previous statement is supported by Paul Giles who defined literature as the expression of artistic and imaginative facts as manifestations of human life, and society through language as a medium and has a positive effect on humanity’s human life.¹⁵

Reviewing the various explanations from the experts above, the researcher can draw the definition of literature as a collection of written or spoken works that have a significant cultural or aesthetic value and based imagination, creativity, human experience, and historical perspective. It is also an important form of self-expression and communication.

b. Types of Literature

In general, Surwandi mentioned that literature can be divided into several categories, which are according to the depth degree of

¹³ Lasse Horne Kjelgaard, *Literature: An Introduction to Theory and Analysis* (New York: Bloomsbury, 2017).

¹⁴ Adam Hammond, *Literature in the Digital Age* (New York: Cambridge University Press, 2015).

¹⁵ Paul Giles, *American World Literature* (West Sussex: Wiley Publishing, Inc., 2019) <<https://doi.org/10.4324/9780203940792-4>>.

analysis and according to its characteristic. The first explanation will be the types of literature according to the depth degree of analysis.¹⁶

1) Primary Literature

Primary literature is literature created from research results which have never been published before. This type of literature usually contains various ideas or new theories from various scientific disciplines.

2) Secondary Literature

Secondary literature is literature that is created by referring to or citing the results in primary literature. Secondary literature usually contains theories that have been found before and tends not to show new findings.

3) Tertiary Literature

Tertiary literature is literature that contains various kinds of information in the form of instructions for obtaining information in the form of instructions to be able to get secondary literature. secondary literature. Some examples of this literature are bibliographies from several bibliographies, directories from directories, etc.

At the other hand, the types of literature according to its characteristic as categorized by Suwandi are:¹⁷

¹⁶ Suwandi, 'Literasi Abu-Abu dalam Perpustakaan', *Journal Iqra*, 11.1 (2017), 135–147
<<https://media.neliti.com/media/publications/196920-ID-literasi-abu-abu-dalam-perpustakaan>>

¹⁷ Suwandi.

1) Textual Literature

Textual document literature is literature that contains various kinds of written text that can be read by its users.

2) Nontextual Literature

Nontextual document literature is literature that contains information contained in forms other than text such as images, photos, sound, etc

3) Mixed Literature

Mixed document literature is literature whose contents are a combination of textual literature and non-textual literature. This type of literature is usually created after the textual document literature and non-textual document literature have been published.

Since this research will use movie as its primary source, then a movie can be considered as secondary literature because it is created based on or derived from other sources, usually fictional works, and can be considered similar to an adaptation or retelling of a story. Also, films can be analyzed and interpreted using theories and approaches from various disciplines, such as moral value, film studies, or mythology, which can be considered a form of secondary literature. Movie is also considered a form of non textual literature because it conveys a story or narrative through visual and auditory elements, such as sound, music, and images, and not through written text.

2. Moral

a. Definition of Moral

According to Robert Audi, the word moral comes from the word mores or Latin which means procedures in life or customs.¹⁸ Immanuel Kant, developed a theory of deontology. This theory explained that moral is based on the idea that actions are right or wrong based on whether they adhere to a set of universal rules, rather than the consequences of those actions. Meanwhile according to Soran Reader, moral refers to a set of values or principles that guide individuals in the way they live their lives, the choices they make, and the outcomes they create.¹⁹ Then according to the view of John Martin Fischer and Mark Ravizza, morals are procedures, customs, habits, morals, behavior, decency, in the form of true values for humans in accordance with the measures of society that come from the heart.²⁰

Therefore, for the researcher's perspective, moral is a system of values, beliefs, and behavior that guide people in making choices and decisions about what is right and wrong, It is important because it helps us understand how to behave in a way that is respectful and kind towards others.

¹⁸ Audi.

¹⁹ Soran Reader, *Needs and Moral Necessity, Needs and Moral Necessity* (London: Routledge, 2007) <<https://doi.org/10.4324/9780203940266>>.

²⁰ John Martin Fischer and Mark Ravizza, *Perspectives on Moral Responsibility* (London: Cornell University Press).

3. Value

a. Definition of Value

As stated by Robert Audi, the terms “Value” and “Valuation” are used in our contemporary culture, not only in economics and philosophy but also (and especially) in other social sciences and humanities.²¹ Their meaning was once relatively clear and limited. Value meant the worth of a thing, and valuation meant an estimate of its worth. Some philosophers such as Aristotle and Aquinas view value as something that is inherent in objects, while others such as Hegel and Marx see it as something that arises through human activity or social relationships.

Related to those explanation above, the researcher can stated that value is attributes or concept to various aspects of human’s life, including someone’s goals, relationship, experiences, and beliefs and it is differs for each person, and it can evolve over time as one’s perspective and experiences change.

4. Moral Value

a. Definition of Moral Value

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. From Mohammad Chowdhury opinion, moral value concerns with the view of the goodness or badness of human action and character.²²

²¹ Audi.

²² Mohammad Chowdhury, ‘Emphasizing Morals, Values, Ethics, and Character Education in Science Education and Science Teaching’, *The Malaysian Online Journal of Educational Sciences (MOJES)*, 4.2 (2016), 1–16 <<https://files.eric.ed.gov/fulltext/EJ1095995.pdf>>.

Understanding morality, Linda and Eyre said that is to be specific about definitions of good (or bad) and right (or wrong), since these terms can be used in several different ways.²³ Moral values refer to a set of principles that guide an individual on how to evaluate right versus wrong. People generally apply moral values to justify decisions, intentions and actions, and it also defines the personal character of a person.

As a result, it can be concluded that moral value is the importance of a person, action, object, idea, or any other thing and the impact it has on the world and others where it can help person to decide what is right and wrong, good and bad, and help guide human's decision-making in life.

b. Types of Moral Value

Moral values are the result of valuing process of comprehension implementing of God and humanity values in life. So, these values will guide human knowledge and creativity appropriately. There are kinds of moral value based on Linda and Eyre concept. According to Linda and Eyre kinds of values divide into two groups:²⁴

1) Value of Being

The value of being is a value that is within evolved human beings into the behavior and the way we treat others. Among others:

²³ Linda Eyre and Richard Eyre, *Teaching Your Children Values* (New York: Fireside, 1993).

²⁴ Eyre and Eyre.

a) Honesty

Honesty with other people, institutions, society or us is the strength and confidence that come from within because there is nothing to hide.

b) Bravery

Dare to try things that are good although it is difficult. Who dared to oppose the current majority in the wrong direction, daring to say no to an invitation to err. Courage to follow your heart well though marginalized and suffers for it. Dare to be friendly and welcoming.

c) Peace Ability

Calm and patient attitude. The tendency to try to accept others opinions rather than denied and opposed it. Understand that the differences are rarely resolved through conflict, and that the obstinacy of a person indicates that he has a problem or feel insecure, and therefore expect your understanding. Willingness to understand other people's feelings instead of reacting to them quickly.

d) Confidence and Potention

Individuality; awareness of boundaries and the uniqueness of development. Attitude is responsible for his own deeds. Overcoming the tendency to blame others when experiencing difficulties. Believing in the ability of self.

e) Self-Discipline and Moderation

Self-discipline in the physical, mental, financial. Know the limits of time talking and eating. Know the limits in the terms of strength of body and mind. Conscious of the dangers when embracing extreme views and impartially. The ability to balance spontaneity with selfdiscipline.

f) Purity and Pureness

Awareness to keep the value of chasity before and after marriage. Understanding the role of marriage and sexuality in it. Awareness about the consequences of long term (and extended) that can be caused by immoraal sexual life.

2) Values of Giving

The value of giving is that values need to be practiced or provided which would then be accepted as a given. Values of giving include:

a) Loyalty and Trustworthy

Loyal to family, to work, to the State, to the school, and to organizations and other institutions are responsible to us. Ready to support, ready to serve, ready to help. And trusted and in carrying out consistent promises.

b) Respect

Respect for life, respect for property rights, respect for the parents, respect for elders, respect for nature, and respect for the beliefs and rights of others. Civilized and polite behavior. Respectful to yourself and avoid detraction to yourself.

c) Love and Affection

Dear to themselves is more than just a loyal and respectful. Dear friends, dear to the neighbor, who also love to hate us. And emphasizes the lifelong responsibility for saying to the family.

d) Sensitive and Not Selfish

More care to others. Learn to feel the togetherness and compassion toward others. Empathy, tolerance, and brotherhood. Sensitive to the needs of others and situations.

e) Kind and Friendly

Aware that the friendly and caring attitude is more commendable than the rough and tough attitude. The tendency to understand rather than of confrontation. Tenderness, especially on the younger or weaker. Capable of making new friends and maintain friendship. Light weight hand to help.

f) Fair and Humane

Obedience to the law, fairness in the work and games. The view of the natural consequences and the law of cause and effect. appreciate the generous and for giving attitude and understand that revenge is futile

5. The Relation Between Moral Values and Education

Education is the organized development and equipment of all the powers of human being, moral, intellectual, and physical, by and for their individual and social uses, directed toward the union of these activities with their creator as their final end. It is used to improve moral and train intelligence. Education is a process of installing something into human beings. So that, for many people education has an important role to improve their capabilities and to qualify themselves.

Besides, moral education is significant for the students because they can contribute a sense of responsibility to the school's community and understand that cheating and other immoral acts harm everyone concerned. There is an application of moral values to education in "The Karate Kid" movie, as follows;

- a. Teachers and parents must teach students and children to always be honest.
- b. Students must be brave to encounter anything.
- c. Teacher must be able to create the peace ability to their students.
- d. Students must have confidence in their potential.

- e. Parents and teacher should always teach self discipline and moderation to their children and their students.
- f. Students should be able to maintain loyalty and be trustworthy.
- g. Students should be respect to others.
- h. Children should know that their parents really love them.
- i. Teachers must teach students to be sensitive and not selfish.
- j. Students should be friendliness and kindness to other.

6. Movie

a. Definition of Movie

Film, also known as motion picture or movie, is a series of still photographs on film that are projected in rapid succession onto a screen using light. This creates the illusion of actual, smooth, and continuous movement due to the optical phenomenon known as persistence of vision.

Movie is a remarkably effective medium in conveying drama and especially in the evocation of emotion. The art of motion pictures is exceedingly complex, requiring contributions from nearly all the other arts as well as countless technical skills (for example, in sound recording, photography, and optics). Emerging at the end of the 19th century, this new art form became one of the most popular and influential media of the 20th century and beyond²⁵.

A movie is a relatively new field of study that cannot be compared to the evolution of existing technology. Exploitation of film

²⁵ Britannica, *Unlock the Historical Movie and TV Genre (Definition & Examples)* access from [Film | Definition, Characteristics, History, & Facts | Britannica](#) on 7 February 2023 at 10.29

studies in Europe and America during the 1960s and 1970s did not result in significant change. The desire to develop a holistic approach in multidisciplinary film studies appears to be a pipe dream. There is no exception when viewing film studies in the context of communication science. Film studies continue to receive insufficient attention from communication scientists. This is demonstrated by the scarcity of reference materials that specifically investigate film studies in depth, particularly those related to the context of communication science.²⁶

Someone must have a reason to enjoy movies. One of them is to seek amusement. This was due to the fact that the film seemed to come to life and captivated the audience. It is a key goal for filmmaking to be able to create films that are packaged in compelling stories and incorporate values that can enrich the inner to be presented to society as a reflection on real-world events with new perspectives.

As a result, the film is regarded as a vehicle for expression. And a depiction of everyday life. When watching a film, the audience feels as if it can penetrate space and time, telling stories and even affecting them. Recently, there have been a variety of films, and while the approach varies, all of the films can be said to have one goal, which is to attract people to the content of the problem contained. Furthermore, films can be created to meet the needs of the community. There are numerous film genres, including action,

²⁶ Rudi Irwanto, *Film, Ideologi dan Militer, Hegemoni Militer dalam Sinema Indonesia*, (Yogyakarta: Media Pressindo, 1999), p.5.

adventure, animation, comedy, documentaries, horror, romantic, thriller, drama, and others.²⁷

²⁷ Laili Mustaghfiro "*Analisis Naratif Nilai Sosial Film My Stupid Box*," (Universitas Islam Negeri Sunan Ampel Surabaya, 2018) p.52