

THE ANALYSIS OF MORAL VALUE IN ZOOTOPIA MOVIE.

Muh. Bintang¹, Rahayu², Fentry Hernaningsi Ruing³

English Literature, Universitas Sawerigading Makassar, Indonesia

muhbintang1004@gmail.com¹, rahayumahsyar@gmail.com², fentryruingunsa@gmail.com³

E-ISSN : 2828-3627

Abstract.

Most Indonesians watch movies on a regular basis. People watch movies for a variety of reasons, including entertainment, time passivity, informational purposes, language acquisition, and cultural understanding. Film is a collection of still images that, when seen on a screen, provide the impression of movement. The objectives of this study were 1) to identify the moral values presented in the Zootopia movie and 2) to identify the dominant moral values throughout the movie. In this study, the writer employed a qualitative method combined with a data analytic strategy. Since the data in qualitative research were gathered in the form of words and images rather than statistics, it could be described. In a qualitative approach, the goal of the study was to analyze data as closely as possible to the form of a narrative or written words. Data were gathered by watching the movie two or more times, compiling references that were pertinent to the analysis of the movie, choosing the data, and defining the moral principles that the movie upheld. The purpose of the data analysis was to analyze the moral values of the movie Zootopia, to explain its plot summary, and to offer conclusions. The study's findings were as follows: 1) The movie "Zootopia" promoted several moral values, including friendliness, honesty, bravery, discipline, and self-confidence. 2) Honesty was the main moral principle in the Zootopia movie.

Keywords: *Moral values, Analysis, Movie, Zootopia.*

<http://ojs.unsamakassar.ac.id/>

INTRODUCTION

Nowdays, I am watching movie because it has become a daily habit. The people have different purposes in watching movie such as for refreshing, spending their time, getting information and perspective, learning foreign language and trying to understand other cultures.

Most of people like watching movie no matter their life condition, whatever their background, whoever they are, sexes and ages. Not only in big cities, but also in small town people are watching movie. Due to advance technology development such as internet and smartphone, people can watch movie anytime and anywhere.

By using movie, people can educated moral, education, social, cultures values and etc. If we want to try to understand a movie, and open our mind, movie could give us information, education, and inspiration. Movie is a media that can educate people and enable to improve them understanding on specific subject though visual. Movie is a media that have important influence in giving information and as a tool to deliver messages to audience or people. The massages can be positive or negative depend on audience, because movie show to audience by visualization.

According to Yousuf and Dadabhoy (2013) movie is able to show the audience an image therefore can present themselves to the viewers lucidly. Acording to Hutajulu and Herman (2019), language is as a tool communication that has essential part in making communication. Accroding to Susanto (2019) people use language to communicate with other to express the idea, share the feeling, experience and knowledge.

According Suwastini (2017) Zootopia is appropriate movie for kids because its contains of moral value from the main character ho never give up on her dream. According Manesah (2018) People can catch and take a message from the movie, but there are also people ho difficulties to catch the message.

A. Research Questions

Based on the background of study above, the researcher wants to answer the following questions:

1. What are the moral values in the “Zootopia” movie?
2. Which moral values is the most dominant appearing in “Zootopia” movie?

B. Objective Of Research

The objectives of this research are as follows:

1. To find out the moral values in the “Zootopia” movie
2. To find out the most dominant moral values appearing in “Zootopia” movie.

C. Significance Of Research

The benefits of the study can be theoretically and practically:

1. Theoretical benefits

Researcher hope that the results of this study can contribute to development of moral values taken from the Zootopia movie. He also hopes the results will provide readers in informatioan on how to learn moral deepening on this movie.

2. Practical benefits

The researcher hopes that the result of the study can be used for:

- a. To contribute the development of literary study, particularly among the people who are interested in the literary study.
- b. To remind the readers the importance of moral values and also implements it in daily activity.

SCOPE OF RESEARCH

In this movie, the researcher got some new to learn and focussed about moral value being and value giving.

RESEARCH METHOD

The researcher used the descriptive qualitative method with data analysis approach. The qualitative research is descriptive; the data collected are in the form of words or pictures rather than number. From this statement the researcher concludes that qualitative research is a method to analyze the data with all richness as closely as possible to the form in narrative form, the written word is very important in the qualitative approach.

The method of the researcher that used is qualitative method. Qualitative research is associated with a range of different methods, perspectives, and approaches. To analyze Zootopia movie, the researcher used descriptive qualitative method as the following:

1. Research Object

The research object in this study was the moral values in Zootopia.

2. Data Source

The researcher divided the sources into primary source and secondary source.

a. Primary data source

The primary source is taken from the Zootopia movie like scrib.

b. Secondary data source

The secondary source which used to support and completed the primary data usually was ranged into documents model. The data is taken from many kinds of books and relevant materials such as book of literature theory, moral and value. The data also taken from internet website.

3. Technique of collecting data.

The data are collecting by doing the following step:

- Watching the movie twice or more is very important
- Collecting references relefant to the analyze the movie
- Selecting the relevant data
- Identifying the moral values in the movie

4. Technique of analyzing data

In data analysis, the researcher tries to analyze the movie order to know the content and the message written by Byron Howard and Rich Moore. The technique of data analysis in this study is descriptive. In conducting analysis, the writer use some steps as follow:

- Describing synpnopsis of "Zootopia" movie.
- Extracting the moral values from the movie.
- Concluding based on data analysis.

SOURCE OF DATA COLLECTION

Data collection of qualitative descriptive studies focuses on discovering the nature of the specific events under study. Thus, data collection involves minimal to moderate, structured, open-ended, individual or focus group interviews. However, data collection also may include observations, and examination of records, reports, photographs, and documents.

In analyzing Zootopia movie, there are two data sources for the analysis, the Zootopia movie video and subtitle file. The primary source of the data is the video of Zootopia movie. The file of the movie video is watched from www.youtube.com.

TECHNIQUE OF DATA ANALYSIS

Data collection techniques allow us to systematically collect information about our objects of study (people, objects, phenomena) and about the settings in which they occur. In collection of data we have to be systematic. Quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories.

The researcher described that the process of data analysis as being a complex action of moving back and forth between data and concept, between description and interpretation, using both inductive and deductive reasoning. Data are analyzed on an ongoing basis.

FINDING AND DISCUSSION

Synopsis Of Zootopia

Judy wanted to be a cop since she was a child. Everyone, including her parents tells Judy that she is delusional, her dreams are too big, that rabbit can't be cops. Never giving up, Judy eventually graduated with the highest marks in her class at the Zootopia Police Academy. The mayor, Leadore Lionheart announced that Zootopia will have its first rabbit officer. He is officially the first rabbit to be accepted into the Zootopia Police Department (ZPD).

Judy makes the long journey from her hometown of Bunny Burro to the thriving metropolis of Zootopia, and in Zootopia, all animals coexist, and she is amazed at what she finds. Animals of every species, from hippos to hamsters, live side by side and try to be together. However, he was disappointed because on his first day, the Bogo Police Chief linked to parking duties.

She does her best but finds herself distracted by the greater and more shameful evil around him, and when a distraught Mrs. Otterton comes to the police station pleading for the strength to find her missing husband, Chief Bogo disappointed. Chief Bogo only gave him 48 hours to find Mr. Otterton, if he failed, he would resign, in seeking information about Mr. Lost Otterton, Judy's partnership with Nick Wild, She is a fox. This puts Judy on a dangerous part, while making unexpected friends and foes along the way until Judy and Nick end up being heroes and she always knew she could.

Moral value as seen in Zootopia Movie

This research the researcher wants to explain about 5 (five) moral values in between: brave, friendly, and kind, confidence, self-discipline, and honesty.

Kind of the moral values found in the Zootopia movie				
No	Minutes	Pictures scenes	Dialogues	Moral values
1.	00:01:17 - 00:01:21		Gideon: come in get them. But be careful because I am a fox and as you say in your stupid little stage play because predators usually eat prey and I get the instinct of stealing or DENNA. Travis: I'm pretty sure pronounce DNA. Gideon: Don't tell me what I already know! Judy: <u>You don't scare me</u> <u>Gideon</u>	Brave
2	00:01:22 — 00:01:24		Mate 1: Are <u>you</u> okay, Judy? Judy: Yeah, yeah, I'm fine here they are. Mate 1: <u>You get our ticket.</u> Mate 2: You're amazing Judy. Mate 1: Yeah, Gideon doesn't know, what he's talking about	Friendly and kind

3	00:00:54 - 00:00:59		Judy's dad: Rabbit doesn't do that. Judy's mom and dad: Never Judy: Then I guess, I hope to be the first, because. <u>I will make the better place</u>	Confidence
4	04:59 – 05:03		Judy: So I can handle it, you might forget that I was top of my class in the academy Chief Bogo: don't forget, just don't care. Judy: I'm not just token rabbit Chief Bogo : Alright then writing 100 tickets a day should be easy Judy : <u>I wont write a hundred tickets</u> but I will write two hundred tickets	Self - disciplined
5	05:39 - 05:42		Judy: Do your customers realize they don't get slime with cake and cream ? Ice Maker: What are you talking about? Judy: I don't want to cause trouble, but <u>I believe you scooping the ice cream with the trunk</u> could lead to a third class health code violation.	Honesty

Table. Kind of the moral values found in the Zootopia movie.

Findings

After analyzing and categorizing the types of moral values, the researcher found that there are two types of moral value found in Zootopia movie. That is value of being and value of giving. The researcher found 5 data that have moral value. There are 4 examples from value of being and 1 example from value of giving.

Discussion

After analyzing Zootopia's words, researcher made a summary in the discussion. In the Zootopia movie there are 2 (two) types of moral value such as value of being and value of giving. In this research, researcher found that there 5 examples of moral values. The researcher found 4 examples of value of being, there are : brave, confidence, self-discipline, and honesty. The researcher found 1 example of value of giving there is kind and friendly. In this research, researcher found that the appearance of the dominant moral value in Zootopia movie was confidence.

There are similarities and differences found with the relevant previous research conducted by Farziah (2018), with the title "The Analysis of Moral Value in the Front of the Class Movie".

The first similarity is in the first goal, which is the same to find moral values in movie, the second is the same theory between her research and this research by using M. Fasikh theory, and the last similarity is the methodology which is same used the descriptive qualitative.

CONCLUSION

In this chapter the researcher draws conclusions about the moral values in the movie Zootopia. From this analysis, the researcher finds 5 moral values in this movie; namely: Brave, Kind and Friendly, Confidence, Self-discipline and Honesty. However, the dominant in this movie is Honesty.

REFERENCES

- Afdilla. (2015) "The main moral values are respect and responsibility, but there are other spesific values"
- Farziah (2018), with the title "The Analysis of Moral Value in the Front of the Class Movie"
- Fasikh, Mukhlasul, and Demici Natali. (2021): **"An Analysis of Moral Values in "Zootopia"** Movie directed by Byron Howard and Rich Moore." *Journal of English Language and Literature (JELL)*.
- George & Uyanga. (2014) " Respect comes with honour and dignity as the individual or goup of individeuals are regarded as important personlities in their own rights "
- Hutajulu and Herman (2019), "Language is as a tool communication that has essential part in making communication'.

Jayasain, Hassin,& Khalid. (2014), "Romance is stories about love. Romance is a popular movie genre where audiences are able to gauge and apply life long lesson they are exposed to in their own relationships"

Manesah (2018), "People can catch and take a message from the movie, but there are also people ho difficulties to catch the message".

Sharma. (2015), " It is transmitted to a circumstantial factor which depends upon the judgment of the fact "

Sharma (2015), " The word 'value' is defired from the latin word 'valeo' hich originally meant strenght and also health, and the by natural transition, it came to mean being effective and adequate "

Susanto (2019), "People use language to communicate with other to express the idea, share the feeling, experience and knowledge".

Suwastini (2017), "Zootopia is appropriate movie for kids because its contains of moral value from the main character ho never give up on her dream".

Yusuf & Dadaboy (2013), "Movie is able to show the audience an image therefore can present themselves to the viewers lucidly".