CHAPTER II

THEORETICAL BASES

2.1. The Concept of Movie

There are many types of movies that people watch on television. Movie is the informed media that is used for entertainment and pleasure. It is the media that is used to perform the story can make audience enjoyable and entertaining. Nowadays, almost all the movie is a reflection of everyday human life, and also take the real story in the society. Movie is a form of entertainment that enacts a story by sound and sequence of image giving the illusion of continuous movement (Yedda, 2011, p. 1).

Metz states that “Movie is something that difficult to explain because it is easy to understand. We all have an intuitive sense of what a movie is, and what it means. In addition, he stated that movie occupies a dominant place in society and because movie is a popular medium, it should be studied seriously” (Elsaesser & Buckland, 2002, p. 1)

Movie is one form of art audio-visual outcome of the development of science and technology information that is complex, entertaining, and universals. In reality, movie is a form of art that is a media of mass entertainment (Sugani, 2010, p. 3).

Movie is a combination of delivery attempts message through moving images, the use of camera technology, color and sound, where the elements of
the movie is motivated by a story that contains a message to be conveyed by the director to the audience (Susanto, 1982, p. 43).

Movie referred to a literary work because movie represents a fiction and in a movie also exist all the elements of literary work such as character, theme, plot, setting, and others. Meanwhile, in the movie, there is animated movie as the entertaining movie can make audience enjoyable. Animated movie is the movie that is performed by cartoon characters inside.

Animated movie is used established narrative forms—the tale, the fable, the journey—to convey, and at times to frame, the narrative (Cooper & Dancyger, 2005, p. 3).

By watching movie, people or audience will obtain the moral value inside, and it can be the life lesson for the future. Movie also teaches people about history, science, human behavior, and various other things. Therefore, the movie is specially used for giving entertaining story visually, and obtaining the moral value as the lesson of life.

2.2. Characters

Characters in the movie have been specially created by authors. When the authors create characters, they select some aspects of ordinary people, develop some of those aspects whilst playing down others, and put them together as they please. The result is ordinary people but the animated movie; it is not ordinary people, but animated people or animals that only exist in the animated pictures of movie.
“Characters are not only have to be people, but they can be robots or animals or toadstools or ghosts. It may be defined as a verbal representation of a human being. Through action, speech, description, and commentary, authors portray characters that are worth carrying about, rooting for, and even loving, although there also character you might laugh at, dislike or even hate” (Whiteley, 2002, p. 32).

“Characters are the persons represented in a dramatic or narrative work, who are interpreted by the reader as being endowed with particular moral, intellectual, and emotional qualities by inferences from what the persons say and their distinctive ways of saying it—the dialogue—“ (Abrams, 1999, pp. 32-33)

In studying the character, there are some characters that will be found in the movie. Character divided into two types based on the function of characters’, namely major character and minor character. Major character is the most important character in a story. A story is about this character, but he/she cannot stand in his/her own; he/she needs other characters to make the story more interesting. Meanwhile, minor character is character of less important than those of the main character (Tarigan, 1961, p. 67).

Major character is character who will be the center in the story while the minor character just support the main characte but their existence is very required. “Characters are individuals created by the author to act out the story. There are several types of characters. The protagonist is the focus, as originator or principal recipient, of the action; the antagonist(s) may be one
character or many who stand in opposition to the protagonist. Antagonism may extend to nature in the case of environmental forces” (Ferrel, 2000, p. 32).

In the Movie of Kungfu Panda, the characters are animals, which each animals represent different character and they are interpreted by the audience their moral, intellectual, and emotional qualities by inferences what each character said in the dialogue. The character is the central of the stories, which they are brings the moral value in the story.

2.3. Moral Value

Moral can be described as the human acts, feeling, speech that associated with the things which could reflect whether good or bad behavior in society and in life. Moral is one thing that has really important point in life. Our social life is determined by our moral.

In terminology, the word moral is known as the ways that refer to good behavior-as contrasted with immoral. It is also used to mark out a particular area of human interest and concerns-as contrasted with non moral (Huddleston & Rowe, 2007, p. 12).

Moral can be described by these words; “Morals are those that distinguish between good and evil. They are not simply assessments of current quality (as in a "good" battery or "bad" tires) but determinations of fundamental motivation (as in "good" faith or "malicious" intent).” She describes the moral is the one important thing in the life. It is divided into good and evil. Good describes the people character is better. Classically, the
character “good” in fictional work can be classified as the protagonist, and the character “evil” classified as the antagonist (Scott, 2002, p. 33).

“Morality is related to but not coextensive with the concept of care and mutual assistance. Wilson divides moral into two fundamental premises: First that moral progress involving sacrifice; second that human beings are outfitted by nature, selfish motivation, intention, and ambitions.” She explains that human’s moral can be judge from sacrifice, selfish motivation, and ambition. In addition, she wrote that human behaviors almost the same with the animal because animal also has sacrifice, ambition, selfish motivation, and intention to survive (Wilson, 2004, p. vii).

Based on the statement above, I can conclude that moral is different from value but moral is highly connected with the value. We can say that a person is immoral but it does not mean that that person has no value.

In his book Toward an Anthropological Theory of Value, Graeber explains that Value is one that seeks to move from understanding how different cultures define the world in radically different ways to how, at the same time, they define what is beautiful or worthwhile, or important about it (Graeber, 2001, p. ix).

“Values are principles and ideas that bring meaning to the seemingly mundane experience of life. A meaningful life that ultimately brings happiness and pride requires you to respond to temptations as well as challenges with honor, dignity, and courage” (Schlesinger, 2011, p. 1).
Henley explained clearly about the different between moral and value. He states that value is something that relative worth, importance or quality; what is intrinsically desirable, and moral is modes of conduct relative to right and wrong. morality is respect for the other person. Values are a subset of morality. Your values reflect your morals, but morals belong to a deeper reality. Morals are based on a universal principle (Henley, 2005, p. 1).

“First, moral values are intrinsically higher than goods values. Second, moral values are necessarily affixed to man-primarily to his act, but also to his person, which is shaped by an expressed in these act. Third, moral values appear “on the back of the act, not in the goal that is aimed at. Fourth, since given above, the moral value of an act does not depend on the value of what is intended but on the values of intention (intentionswert), the moral value of an act does not depend on the success of the act, but merely on the values of its intention” (Hartmann, 2009, pp. xxiii-xxiii).

For intelligent people moral values become their priorities in their life. Because for those people who are intellect they will keep their behavior and it shows their moral values. Besides from their behavior, other people will know what circle they are from (Rosner & Bleich, 2000, p. xviii).

Moral values are things that cannot be constrained for a person to have, however it gives some benefits to ourselves. By having moral values we can avoid something that other people dislike. Also, we can avoid bad judgement from people around us (Gardner, et al., 2009, p. 106).
From the brief explained above, we can conclude that Moral values are the standards of good and bad, which govern an individual’s behavior and choices. Moral values also Individual’s morals may derive from society and government, religion, or self.

Moral value is also a personal characteristic and it comes from personal values. It talks about wrong and right, bad and good, etc. Moral values can be described as the message that is informed by writers to readers. Moral refers to individual or social mores that distinguish between right and wrong in the human society. Describing morality in this way is not making a claim about what is objectively right or wrong, but only referring to what is considered right or wrong by an individual or some group of people.

2.4. Relevant of Study

The following books are the previous study of moral values and Kungfu Panda, namely:

1. Yuniarti. 2008. The Analysis of Moral Values of Jaimo Miro and Ramon Acoca in the Sands of Time of shdney Sheldon. Based on the analysis of Jaimo Miro and Ramon Acoca’s moral values in shdney Sheldon’s novel, “The sands of Time”. I concluded that: In jaimo Miro’s character, there are some moral values which are classified into individual and social moral values based on the theory. From Ramon Acoca’s character, there are also some morla values that can be learned from his individual and social character.
2. **Maftuhatul I’anah.** 2009. *Aspek Moral dalam Novel Mimilan Mintunaka Remi Sylado: Tinjauan Sosiologi Sastra.* Based on her research, she obtained the moral values of characters in this novel, and she described them individually and socially.

3. **Iswan Samad.** 2004. *Moral Values in Shidney Sheldon’s novel “The Other Side of Midnight”.* In his research, he concluded that there are some moral values that presented from the protagonist and antagonist character in the novel. He also described the factors that influence human’s moral related to the novel.

4. **Jiyantoro Sugani.** 2010. *Representasi Hero dalam Kungfu Panda.* Jiyantoro argues that “the representation of hero in Kungfu Panda can be seen from the physical, social class, and personality”. In his research, he explained that a hero not always has a proportional body, comes from a high class, but a hero always has a good personality.

My research is absolutely different from all of the researches above. Yuniarti, I’anah, and Samad analyzed the moral value from protagonist and antagonist character in the novel, meanwhile my research focused on the moral character in the movie without any limitation in the protagonist and antagonist character. In addition, my research has a different object and different way of analysis with their research. While Jiyantoro also takes Kungfu Panda as the object of analysis. The different between our research is my research focuses on the moral value that
presented from the character in the movie, while Jiyantoro’s research on
the representation of hero in Kungfu Panda. So, it can be concluded that
my research is basically different with the previous research.

Therefore, related to analyze the movie, I use Hartmann’s book
(Moral Values) and Wilson’s book (Moral Animals) as my guidance. In
his book, he explains that moral values are the highest values of all. Moral
value is really determined from human behavior, and what is in the back of
that behavior. Moral value also determined from the process not the goal.
Meanwhile Wilson in her book explains that moral values can be judge
from sacrifice, ambition, selfish motivation, and intention. From that brief
explanation, I can formulate moral values into Self confident, wise,
willing, arrogance, and ambitious.