CHAPTER II
THEORETICAL BASES

2.1 Concept of Moral and Moral Value

The word moral derives from Latin word *mos* which means attitude and habits. This attitude is based on the determination of right and wrong. It also can be meaning manners, custom, conduct, and the way of life. According to Oxford Dictionary (2000: 278) moral is concerned with principles of right and wrong or with the distinction between right and wrong behavior. Based on that definition, moral is a basic of human to distinguish among right and wrong intentions, thoughts or actions and to arrange of human acts.

Based on Kamus Besar Bahasa Indonesia (2005:754) defined moral as a learning of bad and good which accepted about behavior, attitude, obligation, etc. a learning of morality which related to etiquette or politeness. Human as the source and also as the actor of moral acts has always been initiative and intentionally doing an act which knowing what he did. Trusted said “human beings are social creatures who are morally aware” (1987:127). Poedjawiyatna stated that in generally human knew about the good and the bad things. It is not constantly in his action he knows that he did something good or bad (Poedjawiyatna, 2003: 26). It stated that as potentially they have ability to know the bad and the good things and it has been in human inside or it can called moral awareness. Awareness having meaning: know, recognize, understand, can estimate the consequences of his act (Salam, 2002:33). The moral awareness will be function in concrete action in a giving decision about good and bad toward definite acts.

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Good and bad are the most important things of moral. By knowing the concept of good and bad can acquired the concept of moral (Arifin, Komarudin, and Tafsir, 2002: 35).

Moral is always intended to the good or bad of human. Talking about good and bad can not be separated from the behavior and human character. Behavior is related to attitude, attitude affecting character and character reflecting to moral. Sartre (in Trusted 1987: 112) stresses that each person can and must make a moral law to guide her actions, and thereby makes her own character.

In moral concept, there are morality and moral message. Morality is telling about politeness. It is a system of moral principles of how to life. Morality is about moral principles or honesty behavior of an act (Agnes & Laird, 2002:413). It is not merely talking about politeness, honesty, and principles of moral but also including virtue, integrity, goodness, justice, uprightness, and standards of how should we do an act.

As we discuss above that message is a set of meaningful symbol conveyed by a communicator to the communicant. It is the main idea that the writer, director, etc. want to convey in a work. In this case, it is still closed to what we called moral. Moral message is the message which only gives or conveys the good things, on the other hands is to decide that something is right (good) or wrong (bad) depends on how the communicant interpreted it.

In this research, the message that will convey to the society or communicant is the message which is containing a moral value which conveyed through the film. The moral message itself is an education concept about the right

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or wrong behavior which the film creator wants to convey to the viewer. The creator conveyed the message through the characters appearing in the film.

Moral also may be defined synonymous with ethics. According to Magnis Suseno (in Salam 2002:1) that ethics is a science not theory. Ethics give orientation to human of how to take on their daily act in life. It means that ethics help them to have attitude and act exactly (Salam, 2002:6). Like moral, ethics also described goodness and badness of human conduct.

The Dictionary of Philosophy on page 202 stated that moral is equivalent to ethics. It is used to denote the codes, conduct, and customs of individuals or of groups, as when one speaks of the morals of a person or of a people. Ethics derives from Greek ethos which has some meanings: usage, character, custom, disposition, and manners. Ethics is the study of morality in all its varied manifestations (Skutch, 2007:1). It is concerned with the study and interpretation of conduct.

According to The Dictionary of Philosophy on page 98 defined ethics as:

“Ethics (also referred to as moral philosophy) is that study or discipline which concerns itself with judgments of approval and disapproval, judgments as to the Tightness or wrongness, goodness or badness, virtue or vice, desirability or wisdom of actions, dispositions, ends, objects, or states of affairs”.

Ethics also known as moral philosophy which seeks to address questions about moral; that is about concept such as good and bad, right and wrong, justice, and virtue. However, there is a distinction with moral. The distinction between moral and ethics is moral shows our action directly while ethics is a science.

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Talking about moral is not loose from the value of moral itself. As we know moral is related to good and bad of human conduct, whereas value based on The Dictionary of Philosophy on page 330 defined as:

“Value is often used as equivalent to "worth" or "goodness", in which case evil is usually referred to as disvalue. But it is also used more broadly to cover evil or badness as well as goodness, just as "temperature" is used to cover both heat and cold. Then evil is referred to as negative value and goodness as positive value”.

That definition guide us to the simple meaning of value that is a standard which is used to define and considered something as conventional. On the other hand it says that evil or bad conduct is referring to negative value and good conduct included to positive value. If we notice to what is moral and value, we can say that moral value is standard of attitude which based on the determination of right and wrong, bad and good which regarded by those who was in act.

Trusted stated that if we were discuss about moral values it will be related to study ethics (1987:1). Based on those explanations about moral, morality, moral message, ethics, and moral value can concluded that those are correlated each other. They have close relation with another one. In other words if we were talked about moral absolutely we regarding talk morality which has close relation with ethics. Actually, moral and moral value has a little bit different. Moral is refer to learning or guidance on how to life or how to act more effectively that can be learnt from a story or event. While moral value is pointed to the standard of attitude which based on the determination of right and wrong which regarded by those who was in act.

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2.2 Anti Social Behavior

In reality, there are two behaviors that is pro social behavior (positive/good) and anti social behavior (negative/bad). According to Wispe in Juniawati (2005:24), prosocial behavior is a form of behavior that has positive social consequences. That is like not self-serving, helping, sharing, warmth, cooperation, empathy, praise, advise, remorse and decency. While anti-social behavior according to Bandura (in Juniawati 2005:25) is the behavior not only cause physical injury or destruction, but also includes psychological. Such as the behavior that caused injury or destruction roughly, kill, fight, harm, coercion, stealing, fighting, cheating, and mocking. According to Breakwell, threaten, intimidate, humiliate, and cursing are aggression in which the actions are intended to hurt others, while pushing, scratching, punching or hitting, choking, kicking, throwing, and attacked with weapons are violence behavior (Juniawati, 2005:25).

As maintained by Clarke (2003:7) that anti social behavior in general terms are those that show a discomfort to others. Such as the aggression which included in any anti social behavior, it is the one of anti social behavior which intended to hurt others.

Essentially, aggression is any behavior that intended to hurt or injure others. Every kind torturing consisted of psychological or emotional torturing are involved in aggression. Conversely, the violence is any behavior which intentionally intended to harm physically, or in other words aggression is harm psychologically and violence harm physically.

Hayden stated that anti-social behaviour as a phenomenon (2011:9). It has
been a phenomenon in our societies’ daily life and be the most problematic behavior. It is close to criminal which in sense that it breaks the law. Hayden gave an example, bad behaviour implies a clear moral judgement that the behaviour is wrong (2011:2). She also explained of characteristic of anti-social behavior and bullying:

<table>
<thead>
<tr>
<th>Anti-social behavior</th>
<th>Bullying</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harassment, alarm or distress</td>
<td>Aggressive behaviour/intentional</td>
</tr>
<tr>
<td></td>
<td>Harm</td>
</tr>
<tr>
<td>Can be interpersonal (e.g. vandalism</td>
<td>Power imbalance</td>
</tr>
<tr>
<td>directed at someone)</td>
<td></td>
</tr>
<tr>
<td>Can be environmental (e.g. litter,</td>
<td>Often without provocation</td>
</tr>
<tr>
<td>fly tipping, graffiti)</td>
<td></td>
</tr>
</tbody>
</table>

Table 2.1 Characteristic of anti-social and bullying

The table above gives us a depiction of anti social behavior. It can be harassment to someone, and also can be interpersonal and environmental damage.

Based on several views above, it can concludes that antisocial behavior consists of acts that impact physical or psychological harm on other people or their property, among others; the behavior that caused injury or destruction roughly, kill, fight, harm, coercion, stealing, fighting, cheating, mocking, threaten, intimidate, humiliate, cursing, pushing, scratching, punching or hitting, choking, kicking, throwing, harassment, vandalism, litter, and attacked with weapons are aggression and violence behavior. The acts such as being cruel to others, being

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argumentative, being sexually promiscuous, bullying or intentional harm, and also lying are basically the examples of antisocial behavior. In other words, anti social behavior is the opposite of pro social behavior.

Based on several view about anti social behavior, the writer got one point to choose Bandura’s and Breakwell’s theory of anti social on deciding the kind of act which getting involved in this research.

2.3 Semiotic

Semiotic is a study of analysis method to examine sign (Sobur, 2009:15). Concepts of semiotic derived from the concept of the sign which derives from Greek *semainon* (signifier) and *semainomen* (signified), (Halliday, 1992:3). Saussure in Sobur (2009:vii) “Semiotic is a science that examines the role of the sign as the part of social life”.

According to Fiske (2002: 40), semiotic is a study of signs. Basically, the concern of this study is the sign and has three main areas of study:

1. The sign itself. It consists of the study of different varieties of signs, of the different ways they have of conveying meaning, and of the way they relate to the people who use them. For signs are human constructs and can only be understood in terms of the uses people put them to.

2. The codes or systems into which signs are organized. This study covers the ways that a variety of codes have developed in order to meet the needs of a society or culture, or to exploit the channels of communication available for their transmission.

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3. The culture within which these codes and signs operate. This in turn is dependent upon the use of these codes and signs for its own existence and form.

The main focus in semiotic is the text. In this case, text is not only as a written text, but also includes of all the things that has communication system such as film and advertisement. As a text, film absolutely has the meaning to convey to the viewer. In study of meaning, there are three elements which involved in, that is: the sign, that to which it refers, and the users of the sign (Fiske, 2002: 41).

In perspective of semiotic, signs or the small codes which contained in the film is the major noticed because it takes part in forming system and the whole of film itself. We can say that semiotic is to put the attention to anything which can be manifested as the sign. As we know that a sign is all the things that we can take it as signifier which has important meaning to change something other.

Essentially, based on some explanation above, we can say that the most important things in semiotic is sign which has a meaning. As maintained by Littlejohn in Sobur (2009:15) that the signs are the basis of the overall communication. Sign also can be as the mark, symbol, bodily movement or body language which always conveys what the people thinks about.

“A sign is something which stands to somebody for something in some respect or capacity. It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. The sign which it creates I call the interpretant of the first sign. The sign stands for something, its object” Peirce in Fiske (2002:42).
By Peirce, those are called the three elements of signs which related each other or triangle meaning which consists of sign, interpretant, and object. Sign is always referring to something other which called object. The sign will be function if it can be interpreted by the recipient (to whom it addressed) into their mind through the interpretant that is an understanding which arise in human self.

Still according to Peirce in van Zoest (1992:7) the real of sense of sign is to propose something. Charles S. Peirce maintains that sign has three types. He made distinction between three types of sign that is icon, index, and symbol as the main kinds of sign.
Icon is the sign which indicated to the same relation between signifier and signified (Fiske, 2002:47). For example is the picture of cat as a signifier which denotes cat as signified. It means picture of cat indicate to the cat. In other words, it portrays a resemblance to what is in picture. It can be stated that there is no different between who or what is in picture with the picture itself.

Index is the sign which refer to causality relation or in other words, the relation comes because of connection of existential (Fiske, 2002:47). For instance, smoke is an index of fire, the collapse of houses is an index of quake. In semiotic approach, the sign of index is the most determine relation of causality. For instance, is in characterization of specific character in film of ninja Naruto, it needs to find that the sign which giving indexes that he is a ninja. For example Naruto who wears headband of ninja, use equipment of ninja, and also jutsu.

Symbol is the sign which indicated that there is no natural bond between signifier and signified or in other words it is arbitrary (Fiske, 2002:48). The word of ibu is a symbol, the significance of it determined by convention of Indonesian society. The Englishman called it mother. Those words of ibu and mother are arbitrary.

To make easier to understand of the different of icon, index, and symbol let see the following table:
<table>
<thead>
<tr>
<th>Sign</th>
<th>Icon</th>
<th>Index</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denoted by:</td>
<td>Resemblance (similarity)</td>
<td>Causality relation</td>
<td>Convention</td>
</tr>
<tr>
<td>Example:</td>
<td>Pictures</td>
<td>Smoke/fire</td>
<td>Words</td>
</tr>
<tr>
<td></td>
<td>Statues</td>
<td>Symptom/disease</td>
<td>Clue</td>
</tr>
<tr>
<td></td>
<td>Public figure</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reagan’s photo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Process</td>
<td>Can be seen</td>
<td>Can be estimated</td>
<td>Must be learned</td>
</tr>
</tbody>
</table>

Table 2.2 Peirce’s Trikotomi Icon/Index/Symbol


Sobur stated that symbol is derived from Greek *symbolos* which has meaning sign or attribute of something which informed to the people. It appears in various contexts for one or many aims (2009:154-155). Symbol is an object or occurrence of anything which indicated to something (Spradley in Sobur, 2009:154).

Symbol is in everywhere. Symbol can be in a film, novel, comic, or in other case such as worship ritual there is a symbol. Sobur stated that the function of the symbol could be various. For example in Haji, the *ihram* cloth which is colored white without sewing symbolize of piety and separation with daily life (2009:155). If we are talking about sign and symbol, both are definitely different. The sign is directly relevant with the object, while symbol requires a meaning process that more intensive to relate it with the object. These statements give us a definition that symbol is kind of sign, which including words, painting, etc., which contend or containing definite meaning. Another example is *kopiah* in which as identification of Indonesian people.

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Different with Peirce, Saussure more focused on the sign itself. For Saussure, the sign was a physical object with a meaning; or, to use his terms, a sign consisted of a signifier and signified. The signifier is the sign’s image as we perceive it (the marks on the paper or the sounds in the air), and the signified is mental concepts to which it refers (Fiske, 2002:44). It can say that the signifier as material concept which consisted of sound, picture, or the mark on the paper, whiles the signified is mental concept which consisted of thought and concept. In other words, signified is not the thing but mental representation of the things itself. We can say that sign is combination of signifier and signified which have relation each other.

By Saussure, the relation between signifier and signified was called signification (Fiske, 2002:44). So Saussure’s model may be visualized as in figure below;

![Saussure's Element of Meaning](image)

Figure 2.3 Saussure’s element of meaning  

Basically, based on Peirce and Saussure’s theory of sign found that there is similarity in each of those two approach of sign. Both of them look for the meaning in structural relationship. For Saussure, signifier is related to signified,
and Peirce considered the way of sign related to the object (Fiske, 2002:45). Both of these concepts help us to understand the sign in the film such as iconic which describe something. It also lead us to define that sign is combination of signifier and signified based on figure above.

To interpret the signs in a film can be used semiotic theory, because it basically is a reference semiotics learning to discover the hidden meaning in a film. Actually, in this research the writer take Fiske’s semiotic of television codes to discover anti social moral message which will be explained after. It also supporting by Peirce’s theory of sign on decide the sign which indicated to anti social behavior.

2.4 “Television Codes” John Fiske

In semiotic study especially semiotic in film, the signs which are used in television programs categorized into three levels based on television codes by John Fiske,(1987:4) that is;

1. Reality level: the social codes which includes in this level are appearance, dress, make-up, environment, behavior, speech, gesture, and expression.

2. Representation level: the code which includes in this level is relating with technique codes that is camera, lighting, editing, music, and sound which transmit the conventional representational codes, which shape the representations of, for example: narrative, conflict, character, action, dialogue, setting, casting, etc.

3. Ideology level: the codes which includes in this level is relating with individualism, patriarchy, race, class, materialism, and capitalism.

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As the object of this research is the story in film of Naruto *The Lost Tower* which including picture and sound that contained in the film which refers to lead to anti-social moral message. Based on the object of research and refers to Fiske’s codes of television, the writer took several codes which constructed in film of Naruto *The Lost Tower* which includes in codes of behavior, expression, conflict, character, and dialogue. The anti-social moral message conveyed by characters appearing which representative on their behavior, expression, dialogue, and their character. Besides that, because of the story of film tells about differentiation necessity and authority then absolutely it relates to conflict.

2.5 Children as The Object of Film of Naruto

The animated film or cartoon film is identical with children. “Children more like comic film and cartoon film, especially with the animal as the main character” (Hurlock, 1978:340). The children like this kind of film because many elements that they can be found in it. There is a theme, message, the picture with multi color, dialogue, visual motion and the scenes which entertained them.

As we know that animated film is a part of literature. In literature world, there is also children literature which made especially for children. It is known as children lit or children literature.

Oittinen said “children’s literature can be seen either as literature produced and intended for children or as literature read by children. It also can be considered as an issue of intentionality: if the original author has intended her/his book to be read by children, it is a children’s book” (Oittinen, 2002:61-62). It supported by what has been said by Wall in Oittinen “if a story is written to
children, then it is *for* children, even though it may also be for adults. If a story is not written *to* children, then it does not form part of the genre *writing for children*, even if the author, or publisher, hopes it will appeal to children” (2002:63).

As we know, in a literary work of children literature found the main character or the hero. According to Wahidin (2009), based on presence of the main character, children literature can be distinguished into three kinds, they are children literature which presents the dead things as the main character, the creature except for human as the main character and the human itself as the main character.

Children literature generally including to comic, folklore whether is the legend, myth, or fable, history fiction, realistic fiction, scientific fiction, fantasy story and biography. All of them is the literary works which talking about anything which related to life. It is able to inform and give understanding about life itself to the children. It has made especially and for child which is as a model of imaginative life. The most important element in children literature as a purely imagination is language which will be a connector of children understanding about meaning, idea, and imagination.

In this case, children literature is an education for them because it brings idea and message in it. In understanding the message, the children have to understand the language. What the book or the film says about, it is important to them to understand the language in interpreting and get a message from the story book or a film. By knowing or understand the language, they will be easy to understand the meaning which conveyed in a film.

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In this case, film of Naruto *The Lost Tower* is adapted by the comic with the same title Naruto created by Masashi Kishimoto as the part of Japan literature. So, the film itself is including in translation children literature because we adapted it from Japanese into Bahasa Indonesia. According to Sugihastuti (2002:90) the translation children literature make possible to the children to know children’s culture from another country even they can experienced it through the literature (book) or film.

To know more about children literature Wahidin (2009) defined some characterizations of children literature, that is:

1. The literary work is in children range:
   - The narrated metaphor is in children range,
   - Aspects of emotional, feeling, mind and moral development expressed in language model which can interpreted by them.

2. Children as the storytelling focus:
   - The content and the way of convey the story can reached by knowledge and their experience appropriate with psychology and psychic development,
   - To set down children’s point of view as the main story.

Commonly same as the other literary works, it functioned as a media of moral education and entertainment, to develop children personality and also develop their emotional quotient (EQ). So, we can say that the characterization of children literature are; containing moral education, good characters and characterization to be a good model for children, the story must be appropriate

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with psychology and psychic development and use simple language in order it will be easy to understand by them.

As regards to the reason why the writer puts this subject into writing is there is a relation of children and anti social value itself. In this case, children position as the main object of film is very susceptible with anti social act which is shown in film.

2.6 Relevant of Study

To do this research and do analyzed it into a literary work, the writer gets one source which related to moral and semiotic analysis that is a thesis: Studi Semiotika Pesan Moral Prososial dan Anti social dalam The Spongebob Squarepants Movie by Ervina Juniawati (2005) published in Universitas Kristen Petra. This thesis analyzes the moral message of pro social and anti social which constructed in The SpongeBob SquarePants Movie.

The result of the research point out that moral message of pro social is there are solidarity values which shown by some characters. This is emphasize that they are who always loving, caring, support and helping their friend even when they are in a such of difficult condition is a kind and the truly friend, whereas the anti social moral messages is unbalanced of authority and social status. It is shown by the scene which is described an injustice of manner of treatment from the one who have high position to the one with a low social position.