

Analysis of Moral Values In Walt Disney Pictures and Pixar Animation Studios' "Luca" Animated Film

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ABSTRACT

This research discusses the analysis of moral values in the animated show "Luca". The purpose of this study was to find out the moral value contained in the animated show "Luca" Produced by Walt Disney Pictures and Pixar Animation Studios. This research was carried out based on a qualitative approach that resulted in descriptive using the semiotic approach of Roland Barthes's theory. The data sources used in this study are primary data sources and secondary data sources. Data collection techniques through documentation to find research data through scenes (film scripts, images, or films) from the animated film Luca. So the conclusion that the author can conclude is that there is a moral value in the animated film "Luca". The results of this research about the moral value contained in this animated film "Luca" are Wise, Patience, Never Give Up, Honesty, Discipline, Helpfulness, Democratic, Cooperation, Courage and Kindness. This animated film "Luca" can be used as a means of moral cultivation with the guidance of parents and teachers so that the positive values in the film can be accepted by children well. The animated film "Luca" can still be analyzed for moral values by elementary school age children but students are only able to analyze the value of cooperation, courage, and helpfulness because of the need for guidance from teachers in analyzing.

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1. INTRODUCTION

Children are a national asset that is useful for the development of the nation and state, it should be for children to get useful information for themselves in terms of education. As a prelude to the success of a person being able to become an independent and useful person for his environment, it is necessary to have knowledge from childhood to improve his cognitive development and good moral values for his own development (Mahayoni, 2008). Based on the results of a research survey by (Kuswandi, 2014) shows that teaching using image and sound media can maximize learning by 20%-50%. With the medium of image and sound, it can increase a person's knowledge by 75% which is produced through the five senses of sight and sense of hearing by 25%. There are several impacts of shows and news on television, namely: the impact of knowledge, the impact of imitation, and the impact of ethics. The impact of knowledge is the impact that gives new science or knowledge. The impact of imitation is the impact that can make the audience imitate the movements of the film. Ethical impact is the impact that provides social, cultural and religious value in life. In the process of forming moral values in children is strongly influenced by what they see. Impressions are one of the factors that affect moral values in children. Currently, many films lack educational value, which have a negative impact

on children, such as violence, sexuality, and horror. Therefore, it is necessary to have parental supervision to choose movie shows. As parents, they should be wise in choosing films that are of positive value and useful for children who watch, especially for education.

According to Nurgiantoro in (Albarikah 2017: 4) This film, which is a reflection of the social life of society, also contains the application of morals in the attitudes and behaviors of the characters in accordance with their views on morals. Through the story shown in the film and the attitudes and behaviors of the characters in the film, the film audience is expected to be able to take the moral values conveyed in the film.

The film produced by Disney Pixar Luca tells the story of the adventures of two sea monsters into the human world during his summer vacation. This Disney and Pixar animated film is set in a Portorosso town on the beautiful coast of the Italian Riviera. This film also tells the adventures of a child who is still 13 years old but has an enthusiasm for trying new things like an adult. This is not much different from the lives of children today, most of whom have excessive curiosity. However, the curiosity of trying new things, of course, has positive and negative sides considering that there are many things that adults do that teenagers should not do. However, we can anticipate this depending on how parents always supervise their children in socializing so as not to damage good morals by the development of this era. Therefore, the author was interested in analyzing moral values in the animated film "Luca", so the author chose the title "Analysis of Moral Values in the Animated Film "The Luca" produced by Disney Pixar".

Moral values are universal truths that humans regard as good and important; they are the ethical principles that they strive for and apply in their daily lives (Desfika : 2017). Moral is defined as: (1) (teachings about) good and bad received by society regarding deeds, attitudes, obligations, and so on; (2) mental states that keep people brave, passionate, passionate, disciplined, and so on; (3) moral teachings that can be drawn from a story (Kesuma 2012:22). According to Winarno (2011:129) the term moral can be equated with the terms ethics, ethics, morals, decency, and ethics. In relation to values, morals are part of values, that is, moral values. So moral value is the good and bad of something that has a measure.

According to (Lickona,2013) an attitude of respect and responsibility are two basic moral values that must be taught in schools. Other examples of moral values are (1) honesty, (2) justice, (3) tolerance, (4) wisdom, (5) self-discipline, (6) helpfulness, (7) compassion, (8) cooperation, (9) courage, and (10) democratic. These values are formed from an attitude of respect and responsibility or complement to actions carried out with an attitude of respect and responsibility.

Huck et al, in (Nurgiantoro 2010:6) argue that there is a need for attention to the differences in books intended as children's and adult readings. However, the content of children's literature is limited by experience and is reached and understood by children, children's experiences and knowledge that are in accordance with the child's world are in accordance with their emotional and psychological development. According to Huck, the limited content of the content according to the emotional range and psychology of the child is what among other things is a characteristic of children's literature. Children's literature can tell the story of anything, even one that by adult measure makes no sense. For example, the story of an animal that can talk, behave, think and feel like a human being.

The theory of structuralism aims to explain as carefully as possible the function and interrelationships between the various elements that together produce a wholeness. In a literary work there are two elements, namely intrinsic elements and extrinsic elements (Fadli and Rahma 2016: 6).

According to Nurgiantoro in (Fadli and Rahma 2016:6) intrinsic elements are the elements that build the literary work itself, which causes the literary work to be present as a literary work, which factually will be encountered if the person who reads it. The intrinsic element consists of characters, traits or characters, plots, settings, themes, mandates. While extrinsic elements are elements that are outside the literary work, which connects literary works with the social of the community, for example cultural factors, socioeconomic factors, socio-political, religious, and value systems adopted by society. According to Yohannes (2018), Literature is a type of writing that uses word choice to express real-life experiences and create dramatic effect with each word. Connotative language is used; the goal is for all audiences to accept the literary work.

Literature is linked to something relevant to human life. It is even life itself, dealing with all aspects of human activities as well as any symptoms that exist outside of human lives (Lindy, 2018). All of this happens as a result of thought sharpness, knowledge accumulation, and imaginative waves. It means that literature is the human form because they both deal with the same subject, human life, literary work and psychology are inextricably linked. One of the literary works that depicts the reality of human life in society is film (Nuriadi, 2016).

The word animation comes from the Latin language, *anima* which means "life" or *animare* which means "to blow life into". Then the term was translated into English *animate* which means to give life (to give life to., or animation which means illusion in movement. (Sugihartono 2010:9) the word animation is interpreted more

technically, namely a television show in the form of a series of paintings or images that are moved mechanically electronically so that they appear on the screen to move.

According to (Dr. Totawad : 2016) all forms of written communication, whether poetic, dramatic, or fictional, are considered literature. It always employs narrative devices to convey human experiences. Films, on the other hand, rely heavily on elements of spoken communication such as sound. The term literature refers to both written and spoken material. It is a term derived from the Latin *Litteratura*, which means "writing formed with letters." It most commonly refers to works of the creative imagination, such as poetry, drama, fiction, and nonfiction. Because literature encompasses more than just history (Fani, 2018). It can serve as a gateway to new experiences. Animation is a visualization technique that is widely used in the world of cinema, both as a whole, part of live action, and united in live action (Sugihartono 2010:51). The film, as a medium, has significant influences in conveying information and messages to those who watch it. The film, as an audiovisual medium, can be used to foster emotions, attitudes, and even problem-solving skills (Mukarromah, 2019). The film "Luca" is a complete animation. It can be said that the animation is intact because everything in the film from the characters, scenes, places, ornaments that make up everything is an animation visualization technique.

"Luca" is an American teen fantasy computer-animated film to be released and produced by Walt Disney Pictures and Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures. The film was directed by Enrico Casarosa in his directorial debut, written by Mike Jones and Jesse Andrews, and produced by Andrea Warren. The film features the voices of Jacob Tremblay as Luca Paguro, Jack Dylan Grazer as Alberto Scorfano, Emma Berman as Giulia, Maya Rudolph as Daniela the mother of Luca, Marco Barricelli as Massimo as Giulia's father, Jim Gaffigan as Lorenzo, Luca's father and Saverio Raimondo as a villain.

2. METHOD

In this study, the author used qualitative research methods. This research emphasizes more on interpretations based on existing theories. According to Siyoto and Sodik (2015: 28), qualitative research generates descriptive data in the form of words spoken or written by the people or behaviors observed. Researchers conduct this type of research because the information and data obtained will be in the form of words or text. Qualitative research that aims to gain a general understanding of social reality. Understanding cannot be determined first, but will be obtained after analyzing the social reality that is the focus of the research, and then a conclusion is drawn in the form of a general understanding of the fact. As a qualitative descriptive research, the researcher will only describe the situation or event. Not looking for relationships, not testing hypotheses or making predictions. In general, research methods are defined as a scientific way to obtain data with a specific purpose and use.

Sugiyono stated that the scientific method means that the research activity is based on scientific characteristics, namely rational, empirical, and systematic. Rational means that research activities are carried out in ways that are reasonable, so that they are affordable to human reasoning. Empirical means that the ways in which it is carried out can be observed by the human senses, so that others can observe and know the ways used. Systematic means, the process used in the research uses certain steps that are logical in nature (Sugiyono, Quantitative and Qualitative Approach Educational Research Methods, 2013).

3. RESULT AND DISCUSSION

The moral value is captured through the interpretation of the film's story. Scenes that contain a material or thought about the subject of good and bad deeds and behavior in a film that is a moral value that a producer or filmmaker needs to convey to his audience. It is identified with life such as attitudes, behaviors, principles, stances, etc. The delivery on this is passed on through the appearance of the actors in the story. Moral is a term used to limit human activity with good and bad values (provisions), right and. If in everyday life it can be said that human beings are moral, what is implied is that the human being behaves in an acceptable manner (Nata, 2015). Moral values identified with relationships between people include things like friendship, kinship and loyalty: parent and child relationships, friendship, affection, care, help, obligations, responsibilities and others that include human interaction (social interaction). (Nugiyanto, 1998) The data analysis technique uses qualitative descriptive used by researchers to examine signs in scenes and dialogues in the animated film "Luca" by using semiotic analysis from Roland Barthes, who studies humanity that interprets things. Roland Barthes's semiotic theory interprets that an object does not only carry information in communication, an object constructs a structured system of signs. In this theory, signification is a total process with a structured arrangement. Significance is not limited to a language but anything outside of language. Social life is considered as a significance or sign system itself. According to Barthes, a signifier is text, while a signified is the context of a

sign. The steps that researchers will use in this study are to watch the animated film "Luca", and analyze using the Roland Barthes approach, and then analyze the moral value on the animation "Luca".

The animated film that became the research data was the animated film "Luca". Luca is an educational entertainment show for children. The show was produced by Walt Disney Pictures and Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures. This show targets children aged 4 to 15 years. In addition to entertaining each episode, it also carries scientific content. This film is dedicated to educating Indonesian children and contributing to children as future leaders of this nation. From the results that have been done, luca's animated film has several moral value as seen in the following table:

Table 1. The Moral Value of the Film "Luca

Moral Values	Description
Wise	Luca as the main character admits his mistake and dares to apologize. Luca advises you not to give up quickly.
Patience	Giulia remains patient in the face of Luca and Alberto's trials and behavior
Never Give Up	Luca despite falling many times he still tried and did not stop trying
Honesty	Giulia tries to be honest with her parents that Luca is a sea monster who is curious about the world above the sea Luca is honest with Giulia as to who his true identity is.
Discipline	Luca and Alberto don't like to waste unnecessary time, they stay focused on the original goal of stopping Saverio's crimes.
Helpful	Luca helps the parents of Giulia Alberto helps Luca when he falls Alberto will help/help Luca to get through the obstacles of the journey
Democratic	The cooperation of Luca and his friends for a common cause Accepting and sidelining differences for a common goal
Teamwork	Luca and Alberto help each other to fight criminals
Brave	Luca feels spooky but continues his goal of adventure Luca and Alberto are not afraid of villains, darkness and also ghosts
Goodness	Alberto as a best friend who always reminds Luca of bad deeds done.

From the results of the research description and discussion above, it can be concluded that Luca's animated film has many good moral values and is suitable for children to watch. Here are the moral values in the movie Luca, namely: a) Wise, Luca as the main character admits his mistakes and dares to apologize, Luca advises his friend not to give up quickly. It can be concluded that Luca has a wise nature and this can set a good example for the students who watch it. b) Patience, Giulia remains patient in the face of Luca and Alberto's trials and behavior. It can be concluded that Giulia in this Luca film has a spreader character, this can be used as a good example for students to have a patient attitude in doing things. c) Never give up, Luca even though he fell many times he still tried and did not stop trying. It can be concluded that Luca has an unyielding nature, this has a positive impact if the students watch this film because it gives us the motivation to continue to fight in achieving what we want. d) Honesty, Luca is honest with Giulia about who her true identity is and Giulia tries to be honest with her parents that Luca is a sea monster who is curious about the world above the sea. We can conclude that Luca and Giulia have an honest nature, this teaches the students to always be honest in any situation. e) Disciplined, Luca and Alberto don't like to waste unnecessary time, they stay focused on the original goal of stopping Saverio's crimes. It can be concluded that Luca and Giulia are someone who is disciplined, this can teach discipline against time for the students. f) Helpful, Luca helps Giulia's parents and Alberto helps Luca to get through the obstacles of the journey. It can be concluded that Luca and Giulia are helpers, this can teach students who watch Luca movies to be kind and helpful if there are friends who are experiencing difficulties. g) Democratic, Cooperation of Luca and his friends for a common cause accepting and putting aside differences for a common goal. It can be concluded that Luca and his friends have a democratic nature, this can have a positive impact on students to achieve common goals must have a democratic nature. h) Teamwork, Luca and Alberto help each other to fight criminals. It can be concluded that Luca and Alberto have a good working nature. This can teach students to have a reliable attitude to work together in a group or friend environment. i) Brave, Luca feels spooky but continues his adventurous goal. It can be concluded that Luca has a brave nature, this can set a good example for the audience to be brave in the face of any situation. j) Goodness, Alberto as a friend who always reminds Luca of the bad deeds done. It can be

concluded that Alberto has a good nature, this can set a good example for the audience to always remind the person closest to us in any situation.

From the results of the research description and discussion above, it can be concluded that Luca's animated film has a lot of good moral values and is suitable for children to watch. This animated film can also be used as a learning medium because in the story there is a delivery of information related to educational matters for children. For children, this cartoon animated film show is the most preferred show, one of the positive values given by cartoon animated films is that it can be used as a means in the learning process that provides value and knowledge that is easy for children to understand and not boring and this cartoon animation film can be used as a fairly varied tool, creative (Jumaidi, 2009). In the process of forming moral values in children is strongly influenced by what they see. Impressions are one of the factors that affect moral values in children. Currently, many films lack educational value, which have a negative impact on children, such as violence, sexuality, and horror. Therefore, it is necessary to have parental supervision to choose movie shows. As parents, they should be wise in choosing films that are of positive value and useful for children who watch, especially for education.

Television shows for children are inseparable from animated films or cartoons. However, in the current technological developments, animation and the film industry have expanded the space for cartoon films, both from the story and the images. The unique side of animated films is that they raise other sides that escape our eyes, and the animation can perform movements that humans can't. Animations are also created by various signs. This is to aim to convey a deep value to the audience. With the use of the sign system In animated films can bring out the meanings contained in the value. The meaning of the sign can be seen from the visualization of the use of colour that can explore the meaning of a film and then gestures, namely movements from the hands, face or other parts of the body, and character, which is the form of a clear picture of a person shown in the animated film (Mahayoni, 2008).

One of the films that are loved by children is animated films, because in this type of film it is packed with an interesting humorous and funny atmosphere. One example of an animated film is "Luca" which was produced by Walt Disney Pictures and Pixar Animation Studios. This film is an animated comedy genre. The character from the movie "Luca" is about a child's world that covers the entire life of children. The film tells the story of a child's life in friendship about one boy having an unforgettable summer filled with gelato, pasta, and endless scooter rides. Luca shares this adventure with his newfound best friend. This is in accordance with the lives of children who certainly have a friend in order to become a means of harmony between relatives in friendship.

4. CONCLUSION

The moral value contained in this animated film "Luca" are Wise, Patience, Never Give Up, Honesty, Discipline, Helpfulness, Democratic, Cooperation, Courage and Kindness. This animated film "Luca" can be used as a means of moral cultivation with the guidance of parents and teachers so that the positive values in the film can be accepted by children well. The animated film "Luca" can still be analyzed for moral values by elementary school age children but students are only able to analyze the value of cooperation, courage, and helpfulness because of the need for guidance from teachers in analyzing.

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