

Determining Moral Value in Movies: An Analysis of the Movie "Onward"

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Abstract

Recent trends indicate a discernible decrease in the perceived significance of education, particularly among the adolescent and student demographic. The observed phenomenon can be attributed to a potential lack of parental emphasis on cultivating educational values in their offspring during early developmental stages, particularly in the contemporary era. The acquisition of knowledge through the guidance of teachers primarily centers on the assimilation of academic content, with limited attention given to examining potential moral decline among educators. The mitigation of this issue necessitates the active involvement of educators. Educators necessitate a medium that possesses the capacity to facilitate the instruction of various subjects, all the while ensuring that it imparts educational worth to the students. One of the forms of media that has gained significant popularity and cultural influence is the medium of film, commonly referred to as movies. The present study aims to explore and analyze the moral value embedded within the animated film titled "Onward." The data collection methods employed by the researcher encompassed both descriptive and qualitative approaches. The present study encompasses a three-step data analysis process: data condensation, data display, and conclusions verification. The researcher ultimately employed investigator triangulation to corroborate and substantiate the findings derived from the comprehensive analysis of the collected data. The research subject under investigation pertains to a cinematic production titled "Onward," which Dan Scanlan and C.S. Anderson co-directed. The researcher has identified various moral values depicted in the movie, including honesty, bravery, self-confidence, unselfishness, respect, love, and kindness. Through the examination and analysis of moral values, it is anticipated that cultivating virtuous qualities will contribute to developing a commendable character in a child. This process entails consistent endeavor, perseverance towards attaining personal goals, and unwavering affection and devotion towards one's familial unit.

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INTRODUCTION

The ability to convey ideas, expressions, and messages is a fundamental characteristic of human beings, serving as a ubiquitous tool for daily communication. The concept being discussed here pertains to the semantic interpretation of linguistic expressions. In addition to its primary function as a means of communication, language is crucial in facilitating social interaction, establishing norms and rules within a society, and facilitating individuals' ability to adapt and integrate into their social environment. Language allows us, as human beings, to articulate our thoughts, emotions, and ideas by engaging in communication and social interaction with fellow individuals. Individuals possess the capacity to effectively communicate concepts, thoughts, and even aspirations.

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In the contemporary epoch characterized by extensive interconnectedness and interdependence among nations, the significance of moral principles becomes increasingly salient. As posited by Banerjee, moral values pertain to the realm of etiquette, conduct, and societal norms (Susana, 2018). The contemporary epoch has witnessed a phenomenon commonly referred to as moral degradation or moral decline, as elucidated by Daryanto. Degradation, in this context, denotes a reduction in quality or a descent in societal standing. Consequently, it can be inferred that there has been a discernible diminishment in the level of consciousness about human conduct. Various indicators can be observed that suggest a decline in moral standards (Marufah et al., 2020). These include engaging in disrespectful speech, a notable rise in alcohol consumption, engaging in casual sexual encounters, an upward trend in drug abuse, a diminishing commitment to work, a diminished sense of responsibility, a lack of honesty, the presence of hatred among individuals, and a decline in respect towards individuals such as parents, teachers, and friends. In the context of integrity, mentioning a notable instance of impropriety that transpired in Papua is noteworthy. Specifically, the incident mentioned above pertains to a corruption scandal involving the former regent of Yalimo. In the present scenario, the law enforcement authorities have designated the individual who previously held the position of regent in the region of Yalimo as a person of interest in an alleged corruption incident involving social assistance funds during 2020. In the present scenario, it has been observed that the previous regent has been involved in misappropriating social assistance funds, specifically utilizing them for remunerating community representatives.

Due to this illicit activity, the state has incurred substantial financial losses of approximately 1 billion Rupiah. Based on the findings of this inquiry, it was determined by law enforcement authorities that an arrest warrant was duly issued to apprehend the individual specified by the regent of Papua. The findings derived from the news above quote suggest a discernible decline in moral values among individuals, with a particular emphasis on the erosion of the virtue of honesty (*Eks Bupati Yalimo Papua Jadi Tersangka Korupsi Bansos 1 Miliar Rupiah*, 2021).

The analysis of the news excerpt suggests a discernible decline in contemporary moral values. Consequently, a pressing need arises to teach moral values to the millennial generation. The significance of moral values lies in their ability to shape an individual's character, distinguishing between virtuous and vicious traits. Moreover, moral values are important as they are fundamental to leading a purposeful life (Ariyanti, 2016). In addition, it is important to note that moral values, specifically manners, ethics, and character, are intricately linked to the conduct exhibited by individuals (Subur, 2015).

One potential avenue for teaching moral values to students is using the media they consume. The medium of film, particularly animated films, has been widely recognized as a highly engaging and suitable form of entertainment for individuals, particularly students, across various age groups. In animated movies, one can discern deliberate endeavors to impart moral lessons. Therefore, the researchers are interested in directing their research toward this medium.

Numerous methodologies exist for discerning moral values within literary compositions. The cinematic medium has emerged as a significant facet of literary expression, serving as a vehicle for escapism. Families engage in the consumption of movies through the medium of television. The film offers an authentic and culturally immersive experience by presenting the original language of the exposition within its setting (Immanuel & Winduwati, 2023). When engaging with a film, our primary focus lies in observing the narrative's cohesive structure and the dynamics between characters, which contribute to a more immersive and engaging experience.

The film "Onward" was recently added to the American computer-animated genre, released in 2020. Produced by the renowned Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures, it falls under urban fantasy and adventure subgenres. The film in question was helmed by the esteemed director Dan Scanlon, while the production was overseen by the talented producer Kori Rae. The screenplay, a crucial element of the film's narrative, was a collaborative effort between Scanlon and the accomplished writers Jason Headley and Keith Bunin. Set within a contemporary suburban fantasy realm, the cinematic narrative revolves around a pair of elf siblings, Ian and Barley Lightfoot. Motivated by their desire to reunite with their departed father, Wilden, the brothers embark on a dangerous expedition to locate a specific relic capable of resurrecting him for a limited twenty-four hours. Throughout their expedition, the adventurers encounter a series of

enigmatic cartographic representations, formidable barriers that appear impossible, and extraordinary revelations that surpass the limits of human imagination.

Numerous investigations have been undertaken about the subject matter. Hastuti identified several key moral value dimensions, including but not limited to the commitment to a cause greater than oneself, self-respect, humility, self-discipline, and responsibility (Hastuti et al., 2023). Moreover, a separate investigation conducted by Kaka and Nova posits that the *Mulan* film encompasses various dimensions of moral values (Kaka & Nova, 2023). Abdullah's research discovered that animated movies have the potential to facilitate children's ability to distinguish between concepts of good and evil (Abdullah, 2023).

The primary focus of this investigation revolved around cinematography, as the researcher sought to explore the multifaceted nature of movies. The researcher's curiosity was piqued by the abundance of messages conveyed through this medium, recognizing their pivotal role in expanding our understanding of moral values. In addition to moral values, it is worth noting that other factors play a significant role in shaping human behavior and decision-making processes. These factors include cultural norms, social influences, personal beliefs, and cognitive processes. While moral values provide a framework for Henceforth, the researcher shall comprehensively analyze and explore the moral values portrayed within the cinematic masterpiece "Onward."

METHODOLOGY

The present study utilized a qualitative methodology to investigate the research questions. Descriptive data is commonly employed in qualitative research (Creswell & Creswell, 2018). In the realm of qualitative research, the descriptive qualitative approach is employed to elucidate and delineate a particular phenomenon to be subjected to scholarly investigation. Moreover, descriptive qualitative research has emerged as a preferred methodology in cases where the intended phenomenon is effectively demonstrated. In conclusion, it is worth noting that a qualitative descriptive study offers several notable advantages. One such advantage lies in the researcher's ability to comprehensively describe the experience under investigation. This descriptive approach is akin to the researcher's perceptual lens, which plays a crucial role during the interpretation phase of the inferential process, wherein the researcher assimilates and analyzes the collected analytical data.

The focus of this investigation pertains to a cinematic creation titled "Onward," directed by Dan Scanlon and C.S. Anderson. The film in question possesses a runtime of precisely 1 hour and 40 minutes. In the present study, data collection is facilitated through the documentation method, which enables the researcher to comprehensively comprehend the phenomenon under investigation, specifically pertaining to moral values. Documentation refers to a series of systematic activities or work processes aimed at generating tangible evidence of the underlying work process. In the present investigation, the utilization of dialogue extracted from films belonging to the "Onward" series was employed as written artifacts. Simultaneously, audio-visual materials were procured from video recordings. The researcher examines the dialogue between the characters in the film.

RESULTS AND DISCUSSION

In the current study, the data were subjected to rigorous analysis by the researchers, who employed the theoretical framework proposed by Liinda and Richard to effectively categorize the data according to moral values. Upon conducting a thorough analysis and data reduction, it has been determined that seven distinct categories encompassing moral values exist.

Table 1. Moral Values Found in Onward Movie

No	Type	Number
1	Honesty	6
2	Bravery	4
3	Self-confidence	4
4	Kindness	3
5	Unselfishness	3
6	Respect	2
7	Love	1

The subsequent instances presented herein encompass a variety of moral values that are discernible within the cinematic production:

One of the primary themes explored in the film is the concept of honesty. Within the cinematic production, a particular dialogue transpires, wherein a character utters, "You possess knowledge of the fact that your paternal figure was an individual of remarkable qualities. His demeanor exuded an air of self-assurance, such that upon his entrance into a given space, he commanded attention from those present." The individual consistently adorned himself with a pair of remarkably unattractive purple socks daily. In this utterance, articulated by an acquaintance of his paternal figure, the narrative unfolds regarding the genesis of the adolescence of Wilden Lightfoot. The depicted scene illustrates the transmission of information from the father's acquaintance to the individuals in question, pertaining to the inherent self-assured disposition commonly exhibited by Wilden Lightfoot. This dissemination of knowledge is achieved through integrity as the primary mode of communication. Based on the theoretical framework proposed by Linda and Richard, it is posited that when a speaker effectively communicates honesty, they do so without altering the factual content of the information being conveyed. The concept under consideration can be characterized as a form of educational worth about the virtue of honesty. The sentence can be classified as an instance of honesty, as it exemplifies a situation where the father's friend effectively communicates the intended message without altering the information.

The subsequent attribute under consideration is bravery. Within the cinematic narrative, a particular character vociferously exclaimed, "Time to crush a curse." The statement above is uttered by the mythical creature known as the Manticore, displaying unwavering courage and audacity as it engages in combat with a formidable and imposing adversary, with the noble intention of aiding and safeguarding the individuals named Iain and Barley. According to the theoretical framework proposed by Linda and Richard, conveying a message that is perceived as positive, despite the presence of danger or adversity, can be classified as a manifestation of courage. The sentence can be categorized as an expression of bravery, as Manticore demonstrates courage by navigating difficult situations and overcoming challenges to convey his message.

Self-confidence is identified as the third value in this context. Within the context of the film, a notable utterance can be observed from the character Lauriel, wherein she confidently declares, "I am a formidable warrior." The sentence was articulated with a notable display of confidence. The individual's response indicates a level of belief in the statements made by the other party. When individuals possess a conviction in the veracity of their statements, it can be posited that this phenomenon exhibits a form of educational merit, specifically in the realm of self-assurance. The term "confidence" is employed in this context to describe Lauriel's assertive and self-assured manner of speaking, intended to uplift her morale.

The fourth value, as identified in the context, is Kindness. In the cinematic production, Barley delivers a particular utterance, namely, "Stick your arm straight out the window to signal left," to his companion Ian. In the depicted scene, Barley assumes the role of an instructor, providing Ian with guidance on the operation of a vehicle. This assistance is rendered due to the urgent circumstances that the characters find themselves in. The depicted scene exhibits a notable manifestation of reciprocal assistance between the individuals involved. According to theoretical perspectives, when a speaker intends to assist another individual, their speech is regarded as embodying an educational value of kindness. The sentence can be classified as possessing a kindness value.

The concept of unselfishness is regarded as the fifth value in this context. According to one of the characters, the statement was made that the van in question was merely a dilapidated and worn-out vehicle. The user's text expresses a sense of urgency or impatience, which may indicate a desire for prompt action or response. We must proceed with haste. The depicted scene portrays the character Barley willingly relinquishing possession of his cherished automobile to deliberately collide with a rock formation. This strategic maneuver utilizes the car as a barrier to impede the pursuit of law enforcement personnel. The action above indicates a manifestation of care, wherein one demonstrates concern for the well-being of others.

Additionally, it exemplifies sacrifice, as the individual willingly forgoes personal benefits or desires to prioritize the needs of others. Moreover, this action reflects unselfishness, as the person acts without seeking personal gain or recognition. Suppose the orator's discourse incorporates a component of altruism rooted in a genuine regard for the well-being of others. In that case, the statement mentioned above falls within the realm of selflessness, as Barley willingly relinquishes his cherished automobile as a means of dissuasion, enabling their successful evasion.

Respect is considered the sixth value in this context. During a particular sequence in the film, a character expresses remorse by uttering, "Barley, I extend my apologies for the absence of your paternal figure. However, this occurrence is a testament to the profound desire he harbored to witness the presence of both you and your sibling, to such an extent that he was willing to explore unconventional avenues." The bestowed item continues to possess a remarkable quality." Lauriel endeavored to provide emotional support to Ian and Barley, who were experiencing feelings of sadness and disillusionment during that particular period. According to Lauriel's statement, it can be inferred that she is considering the emotional distress experienced by the individuals in question. According to the theoretical framework, it is posited that when individuals take into account the emotions and sentiments of others, the act of embracing and acknowledging one's dissimilarities can be regarded as a form of educational virtue in the realm of respect. The sentence in question can be categorized under respect as it pertains to Lauriel's conscientious efforts to acknowledge and consider her children's emotions and sentiments.

The seventh value, as identified within the context, is love. During a particular scene in the film, one of the characters, Lauriel, addresses another character named Ian by uttering the following phrase: "Happy birthday, Mr. Adult Man. Hey buddy, please refrain from removing the affectionate imprints of my kisses." Lauriel Lightfoot cordially extends her congratulations to Ian on the occasion of his birthday, accompanied by a gentle peck on his cheek. The depicted scene effectively portrays the profound emotional bond between a maternal figure and her male offspring, exemplifying the fundamental human experience of love and affection within the context of the mother-son relationship. According to the theoretical framework, when a speaker articulates a discourse accompanied by corresponding actions that convey affection and devotion towards another individual, it can be posited that this particular manifestation can be categorized as an instance of the educational value of love.

The empirical analysis conducted on the film "Onward" reveals the presence of a comprehensive array of seven distinct moral values within its narrative framework. Through the act of viewing the film, individuals are subjected to the various values that are portrayed within its narrative. The film incorporates many scenes and dialogues that prominently feature actions and utterances that indicate various positive attributes such as honesty, bravery, self-confidence, kindness, unselfishness, respect, and love.

Movies have been recognized as a potent medium for expressing educational and moral values. The present research is underpinned by a multitude of studies, which have collectively demonstrated that moral values can be discerned within the realm of Korean dramas (Rosalina et al., 2023) as well as animated films (Purba et al., 2022)(Azi et al., 2022).

CONCLUSION

Onward, an animated film, encompasses numerous elements of moral value, rendering it a prominent research subject. Animated films of this nature have garnered significant attention as valuable research material, particularly concerning exploring moral values. The present study yielded a comprehensive analysis of the moral values depicted in the movie under investigation. The researcher's meticulous examination revealed the presence of several prominent moral values, including but not limited to honesty, bravery, self-confidence, unselfishness, respect, love, and kindness.

The findings of this study can serve as a valuable point of reference for fellow researchers with a keen interest in the realm of moral values. Moreover, it is anticipated that this particular resource will serve as a valuable reference in ethical principles and values discourse.

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