TYPES OF MORAL VALUES IN AN INDONESIAN CHILDREN’S MOVIE

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Abstract
The aim of this research is to find out types of moral values in an Indonesian children’s cartoon movie entitled Si Juki the Movie: Panitia Hari Akhir. The design of this research is descriptive qualitative. The kinds of data are transcriptions related to conversations and actions from the seven characters in this movie. Observation sheet is used as the instrument to collect the data. The observation sheets consist of two tables, the first one is of moral values from conversations and the second one is of moral values from actions. The data were categorized based on Buzan’s moral values. The findings showed that there were eight moral values found in the conversations from the seven characters; they are trustworthiness, sympathetic to others, cooperativeness, thankfulness, love and affection, honesty, humbleness and bravery. Here, the dominant moral value is trustworthiness. Meanwhile, in the action part, no dominant moral values were seen, thus humbleness, cooperativeness and thankfulness were shown equally in this part. To conclude, all of the moral values found in the movie conveyed the basic value of life for children. Some Indonesian cultural values also reflected in the movie which demonstrated to the children on the identity of being Indonesians.

Keywords: Moral values, cartoon movie, Indonesia.

INTRODUCTION

Literature is the result of human work in the form of oral and written text and. It uses imaginative word that involve the language as a media of instruction. It also related to real life. According to Wellek and Warren (1948, p. 22), “literature is not just a document of fact, it is not just the collection of real events though it may happen in the real life. Literature can create its own world as a product of the unlimited imagination”. The readers could get life lessons through reading or watching the literature (i.e. films, movies). Movie is determined as one of literary examples to express one’s feeling or ideas. It also gives positive and negative notions depending on how viewer’s point of view.

Moral is a valuable lesson implied in an event or story in movies. Some movies are created based on true stories that insert life lessons and moral values. Moral itself is defined “as standard measurement of something bad or good” (Kaur, 2015, p. 21) in human beings’ behavior. This is because the aspects contained in morals are reflections of human attitudes from customs or social rules that are believed by a community in environment.

The researchers consider to study Si Juki the Movie: Panitia Hari Akhir because of possible moral messages contained in it. Besides, to the best of the researchers’ knowledge, no one has done such study on this movie. This movie is one of the nation’s popular films among teenagers. It features a teenager named Juki who is a brave and helpful person. He is also outspoken and dares to express his opinion to the public in good ways for good intentions. Hence, the researchers are interested in doing a research on identifying the moral values found in this movie. The aim of this research is to find out the moral values that appear in the movie. Then, the findings will be categorized on the types of moral values proposed by Buzan (2003).

LITERATURE REVIEW

Movie

Movie is the moving images that tells the stories to the viewers. Rabiger (2008) states a good movie “is the one that can effectively lead us to experience new conditions and to explain in our hearts and minds”. Hence, viewers watch movie for pleasure and to get new information. Nowadays movie is part of literary work. Klarer (2004, p. 53) asserts that “at the beginning of the twenty-first century, it impossible to
neglect film as a semi textual genre both influenced by and exerting influence on literature and literary criticism”. It is owing to the use of the aspects in film such as dialogue, language, intrinsic elements (plot, point of view, etc.) which are also used in literary works.

Types of Moral Values

Moral values are reflections of human attitudes. The society usually has a standard of good attitudes that should be followed by people in the society. According to Hornby (2010, p. 959), “moral relates to the standard or principles of good behavior”. Moreover, Susana (2018, p. 289) states that “moral values are beliefs and values of people that conform to normal standards of what is right and wrong and deals with people”.

Buzan (2003, p. 23) have categorized moral values into eleven types. They are described below:

1. Bravery
   Bravery means “the principle in willing to face danger, pain, or trouble, not afraid, having courage. It implies fearlessness in meeting danger or difficulty” (Purnomo, 2013, p. 131).

2. Humbleness
   McCloskey (2006, p.185) states that humbleness or humility is “part of the cardinal virtue of temperance, which in turn is the internal balance essential for a good life”. Someone who is humble, prefer to cover his strengths and confess his weaknesses.

3. Honesty
   Wibowo and Agus (2012, p. 100) define honesty as “the behavior based on an attempt to make himself as one who can always be trusted in words, actions and work”. Someone will be trusted by the people in environment, if he is telling the truth and in accordance with the facts.

4. Steadfastness
   According to Nisak (2014, p. 19) steadfastness is “a kind of someone’s characteristic needed to reach a dream”. It can be concluded that steadfastness is defined as a resoluteness of human attitudes in making decision.

5. Love and affection
   According to Mitayani (2010), love and affection is “dear to themselves is more than just a loyal and respectful. Dear to friends, dear to the neighbor, who also love to hate us”. The relation between love and affection is very close. When loving someone, there will be a feeling of affection in that person and protects loved ones.

6. Sympathetic to others
   Sympathetic is “the feeling of being sorry for somebody. It shows that we understand and care about the problems of the other people” (Hornby, 2010, p. 1514). It can be concluded that sympathetic is a feeling that appear in person over a situation or event that occurs to others. It also feels about what others have suffered and even want to help without any reasons.

7. Cooperativeness
   Cooperativeness means everyone in group work has the same goals. Hornby (2010, p. 323) states “cooperativeness involves the fact of doing something together or working together toward a shared aim”. It can be concluded that cooperativeness gives positive impact when working together.

8. Thankfulness
   Thankfulness is “kind of a big appreciation about what have been received by someone from God or other people” (Nisak, 2014, p. 20). Usually this action refers to the correlation between God and human.

9. Trustworthiness
   Mayer, et al. (1995) describe trustworthiness as a characteristic of a trustee that is responsible for trust. In order to be trusted by others, someone must do good things such as telling the truth, being responsible, etc.

10. Sincerity
    Sincerely is the action appearing after doing something genuinely without expecting nothing in return. According to Yahya (2003, p. 2), sincerity is “acting by complying to Allah’s orders and without considering any personal benefits or any expectations in return”. On human relations, sincerity is a sense of seriousness both in giving love, attention or helping.

11. Kind-hearted
    It is conscious that of friendly and attention laudable instead of rough attitude and tough attitude (Linda & Eyre, 1997, p. 156). For instance, in daily life, a senior who helps new employee in his office by telling important things, sharing information regarding to works and lending things needed by a new employee.
METHODS
The method of this study is descriptive qualitative research. According to Crossman (2019), qualitative research refers to social science research that aims to help us interpret the social intercourse through the research by inquiring and describing a content which is compiled by non-numerical data. The source of the data is taken from Si Juki the Movie: Panitia Hari Akhir. Kinds of data are transcripts related to conversations and actions of the seven characters in the movie, they are Juki, Babe Juki (Daddy), Emak Juki (Mom), Congky, Mrs. Erin, Encang Juned or Professor, and Coro. The researchers noted the conversation and action of the characters that appeared in the movie and categorized them based on the eleven moral values explained by Buzan (2003). In order to analyze the data, the researchers followed the stages proposed by Miles and Huberman (1994) that includes data reduction, data display and conclusion or verification.

RESULTS AND DISCUSSION
Results
The researchers found all eleven types of moral values in Si Juki the Movie: Panitia Hari Akhir, namely honesty, love and affection, humbleness, thankfulness, cooperativeness, trustworthiness, sympathetic to others, bravery, sincerity, kind-hearted and steadfastness. The results are explained in the next subsections from the most to least values found in the movie.

Trustworthiness
The researchers found four scenes where the characters were with trustworthiness, as shown in Table 1.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Conversations</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Erin: This mission is the only one chance for us to be safe and the opportunity for you to become an astronaut. If we succeed, not just people in your village, but also all of the Indonesian people will tell about the astronaut, Togap. Togap: When do we leave? Professor: The estimation in my notes, it is good before the asteroid is here.</td>
<td>01:00:45 – 01:03:03</td>
</tr>
<tr>
<td>2.</td>
<td>Juki: Where are we going to go, Dad? Daddy: Juki, what if we just hide ourselves and we live at your mother’s friend house in Timor Timur. Juki: But I cannot join you. I must help Uncle, destroy the asteroids who will hit Earth. Uncle made a rocket, to destroy the asteroid. Daddy: It may be firecrackers. Juki: Daddy, do you not trust me? Daddy: Why am I helping you if I do not trust you?</td>
<td>01:09:48 - 01:12:32</td>
</tr>
<tr>
<td>3.</td>
<td>President: Sabotage, terrorism, protecting state fugitives and launching missiles without an official letter are all major crimes against the state, Prof. Professor: What I launched is not a missile, but a shuttle to destroy the asteroid, sir. Now there are five people, including Juki, who are flying in space. The asteroid will destroy us, sir. If I do not go back to the control room, not one of us in this room will survive and unfortunately the mission will be redundant, sir.</td>
<td>01:19:10 – 01:20:00</td>
</tr>
</tbody>
</table>

In scene (1), Togap (a great pilot in Indonesia at that time, but his career went down because he drove a plane not based on the flight ethics) is interested in the Professor’s demand and he wants to contribute to the rescue mission of Indonesia. In scene (2), all people who are close to Juki help him escape from the police pursuit so that the mission to destroy the asteroid goes well and they believe this mission will be successful if Juki is involved. In scene (3), the government thinks that the Professor launched the missile. In fact, on the contrary, the Professor launched a space shuttle. After some explanations, the president and investigators believe him. In scene (4), Juki offers to plant explosive tubes on the asteroid. Erin also believes Juki; she immediately gives the tube to Juki because Erin knows he is a brave and responsible person.

Honesty
The researchers found three scenes where the characters in the movie speak the truth, as shown in Table 2.
Table 2. Honesty moral values.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Conversations</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Juki: I feel like coming home every time I come here. Here, Faza and I started our career, selling comics from scratch. Congky: Now it’s my turn.</td>
<td>00:13:49 – 00:14:00</td>
</tr>
<tr>
<td>2.</td>
<td>Daddy: Juk, I want to start a business. The promotion is on your show, isn’t it? Juki: I have a little problem; I was fired yesterday. Mom: Why did you get fired? Juki: I don’t get to do any broadcast, but Mom and Dad, don’t worry, maybe being an artist is not my destiny.</td>
<td>00:37:50 – 00:38:40</td>
</tr>
<tr>
<td>3.</td>
<td>Investigator: Hey, why do you join Ketir’s group? Professor: No, I do not. But, it’s up to you, sir. I told you Garuda Jaya made a wrong guess. I may be lying, but this note cannot be wrong. As long as you know, we have changed the same data to the correct one. Investigator: I do not believe that.</td>
<td>01:18:23 – 01:18:45</td>
</tr>
</tbody>
</table>

In scene (1), Juki speaks honestly about the fact before he became a host of a talk show, that is Faza and Juki (Juki’s friend and becomes his assistant manager) sold comics. In scene (2), Juki is in his parents’ house. He told his parents that he got fired from his current job. In scene (3), the Professor was arrested by the police because he was considered as one of Ketir’s members. The Professor tells the real situation; he is afraid and he just wants to tell the truth.

**Sympathetic to Others**

The researchers found two scenes where the characters in the movie showed their sympathy to others, as shown in Table 3.

Table 3. Sympathetic to others moral values.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Conversations</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Daddy: Slow down, watch out ... watch out! Mom: Be careful, you will fall.</td>
<td>00:05:12 – 00:07:04</td>
</tr>
<tr>
<td>2.</td>
<td>Juki: Wow, it is wrong. I have to surrender myself and explain everything. Erin: Do not do it, Juk. This is my fault, so, I should surrender myself.</td>
<td>00:54:50 – 00:55:01</td>
</tr>
</tbody>
</table>

In scene (1), Juki’s father and mother were worried about Juki’s safety. In scene (2), Juki is deciding to surrender himself to the police, but Erin prevents him.

**Cooperativeness**

The researchers found two scenes where the characters in the movie are working together to attain common goals, as shown in Table 4.

Table 4. Cooperativeness moral values.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Conversations</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Professor: We have to enter the correct data into the central computer in the space agency. Juki: How do we get passed them when there are many guards in the office? Erin: There are just securities, that is not a big matter. We have to think about access to the main computer in the office, it has a password and only the program leader knows it.</td>
<td>00:44:15 – 00:45:20</td>
</tr>
<tr>
<td>2.</td>
<td>Erin: What should we do, Prof? Professor: Just land now and tell Juki to eat the whole jengkol. Erin: The tube has been filled, Prof. Professor: How much do you get? Erin: It’s almost full, Prof. Professor: Just plant it away.</td>
<td>01:20:05 – 01:23:40</td>
</tr>
</tbody>
</table>

In scene (1), Juki introduces Erin to Professor Juned. Professor wants to help Erin to recalculate the data and they find the right results. In scene (2), Professor explains in detail on what should they do after their plane collides with a large asteroid that causes their fuel tank to leak and fuel supplies also scatter out and both Juki and Erin do just exactly as instructed by Professor.
Steadfastness
The researchers found two scenes related to steadfastness moral values, as shown in Table 5.

<table>
<thead>
<tr>
<th>No.</th>
<th>Actions</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Juki proposes to divert the attention of the security and space agencies’ employees in the office.</td>
<td>00:45:21 – 00:47:38</td>
</tr>
<tr>
<td>2.</td>
<td>Juki goes to jail and his friends help him escaped.</td>
<td>01:07:41 – 01:09:27</td>
</tr>
</tbody>
</table>

In scene (1), Juki and his friends quickly take actions to attain common goals. They believe that working together shall present maximum results. Here, Juki tries to distract the securities and space agency employees’ attention. He disguises himself as a stool of suction officer, so he is not suspected when he enters the office. In scene (2), Congky and Coro help Juki to escape from prison. Congky also invites his friends, Tuyul and Wowo, to scare off the guards. After being frightened by the thought so ‘ghosts’, the guards get scared and run. In both of these scenes, Juki and his friends work together quickly to achieve their goals.

Thankfulness
The researchers found two scenes where the characters in the movie are grateful for what happened to them, as shown in Table 6.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Conversations</th>
<th>Time Duration</th>
</tr>
</thead>
</table>
| 1.    | Daddy: Assalamualaikum  
Juki: Waalaikumsalam  
Daddy: Juk, your mom told me to remind you that do not forget to go home tomorrow. There is a thanksgiving party for what you have achieved.  
Juki: Okay, Dad.                                                                                                                                                                                                                                                                 | 00:10:37 – 00:11:00 |
| 2.    | Erin: I just realized, that it’s your eyes...  
Juki: Oh! This is indeed since I was born. If anyone taunts, my father said I cannot be inferior.  
Erin: There is a point, too, but it is safer to feel if we are like other people. It takes more courage to be different.                                                                                                                                                                             | 01:28:10 – 01:29:15 |

In scene (1), they have syukuran (expression of gratitude to God) party in their house because Juki has got an award. In scene (2), Erin focuses on looking at Juki’s eyeballs whose movements are not same. Juki says that it is like that since he was born and he accepts it as he believes it is his fate.

Humbleness
The researchers found two scenes about the character’s humbleness, as shown in Table 7.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Actions</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Juki wears simple clothing and rides a bajaj.</td>
<td>00:04:04 – 00:04:14</td>
</tr>
<tr>
<td>2.</td>
<td>Juki uses traditional ringtone in his cellphone.</td>
<td>00:10:27 – 00:10:37</td>
</tr>
</tbody>
</table>

In scene (1), Juki wears simple clothes; a formal coat and shorts, flip-flops and he rides a bajaj when he attends the awarding event. He is not ashamed of his look, instead he is so proud because he appears as he is. Scene (2), when Juki’s cellphone is ringing, the ringtone is ondel-ondel which is a traditional song of Betawi. He does not forget his culture despite being a famous person.

Love and Affection
The researchers found only one scene where the characters in the movie express love and affection verbally, as shown in Table 8.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Conversations</th>
<th>Time Duration</th>
</tr>
</thead>
</table>
| 1.    | Juki: Coro...you should not be like that, okay, Uncle Congky was afraid.  
Congky: Get away from me, Coro.  
Juki: He wants to play with you, Cong.  
Congky: Just play by yourself.                                                                                                                                                                                                                                                  | 00:12:42 – 00:12:49 |
In that scene, Juki advises Coro to not disturb Congky, because Congky is afraid of Coro. Juki reconciles them by advising Coro who continues to bothers Congky, and tells Congky that Coro just wants to play with him. This shows that Juki loves and cares for both Coro and Congky because they are his friends.

**Bravery**

The researchers found one scene where the characters in the movie do a brave thing, as shown in Table 9.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Actions</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Juki comes out of hiding to protect Juleha</td>
<td>01:06:20 – 01:06:42</td>
</tr>
</tbody>
</table>

In this scene, Juki comes out of his hiding to protect Juleha, his cousin. Her safety was his priority.

**Kind-hearted**

The researchers found one scene related to kind-hearted moral values, as shown in Table 10.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Action</th>
<th>Time Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Juki reaches out, so that Coro can go up into his hands.</td>
<td>00:13:09 – 00:13:25</td>
</tr>
</tbody>
</table>

In scene (1), Juki shows the audience that he is kind to animals, and in this movie this affection is clearly shown for Coro. Coro is the name of a cockroach that lives in his bathroom and becomes his friend. In scene (1), at that time Juki enters the bathroom to wash his face. When he finishes, Pocong tells Juki to take Coro out of the bathroom because he is afraid. When Juki looks around, it turns out Coro is in the hand wash basin and Juki approaches him. Juki gives advice to Coro and reaches out carefully so that Coro can go up into his hand. This shows that Juki is kind hearted to all animals, even a cockroach that others find filthy.

**Sincerity**

The researchers found one scene related to sincerity moral values, as shown in Table 11.

<table>
<thead>
<tr>
<th>Scene</th>
<th>Action</th>
<th>Time Duration</th>
</tr>
</thead>
</table>

In scene (1), Erin helps Buyung in looking for Juki without hesitation. Juki disappears after he and Buyung planted an explosive tube on the surface of a giant asteroid that will fall to the Earth. Buyung tries to find Juki, but because of the strong wind he could not find him and he returns to the plane. When Buyung arrives on the plane, he tells Erin that Juki disappeared. Erin immediately looks for Juki and finally, she finds him. They go straight to their vehicle and return to the plane.

**Discussion**

*Si Juki the Movie* is one of Indonesian animated movie that is adopted from a comic series. This movie is suitable for kids because it contains imagination and a figure of Juki that loves animals especially the cockroach; animals that is considered disgusting and feared by many people, but instead, it becomes Juki’s friend.

The findings in this research are the moral values in the movie. There are eleven types of moral values mentioned by Buzan (2003) and were found in this movie. They are there are trustworthiness, honesty, sympathetic to others, cooperativeness, steadfastness, thankfulness, humbleness, love and affection, bravery, kind-hearted and sincerity. Hence, the researchers found other moral values that were not included in the categories by Buzan (2003), which are helping each other and sacrifice.

The moral value of helping each other was also found in the movie. This was when Juki disappears after he and Buyung planted an explosive tube on the surface of a giant asteroid that will fall to Earth. Buyung tries to find Juki, but because of the strong wind, he does not find Juki and he returns to the plane. Juki collapsed with exhaustion looking for Buyung and everyone do not know Juki’s whereabouts. Erin get out of the plane to look for Juki, she screams in calling Juki’s name continuously. Suddenly, Coro comes out of Juki’s helmet and tries to wake Juki up in his own way; pressing Juki’s nose with his hands and feet. Finally, Juki wakes up and Erin finds him.
Meanwhile, the moral value of sacrifice is seen in the scene when the asteroid is about to enter Earth’s atmosphere. Juki’s plane is still on the asteroid due to running out of fuel. However, it can be anticipated by pressing the eject button so that the rescue capsule can be thrown from the plane. But when Juki presses the eject button, it does not work. Juki and friends know if the rescue capsule is still in the plane for too long, they will explode with the asteroid. Juleha checks the machine of the rescue capsule, it turns out that there is a cable that is broken and cannot be repaired because Juleha and her other friends’ hands cannot reach far enough to hold the cable. Suddenly Coro comes and goes straight to the machine of the rescue capsule to fix the cable. Juki strictly forbids Coro to do it, but Coro remained determined. Finally, the button works and the rescue capsule is thrown from the asteroid. Unfortunately, Coro is electrocuted and dies. This scene includes in making sacrifice for others, because Coro is willing to sacrifice himself to help and save Juki and his friends.’

The story in this movie ends with the government’s appreciation for the sacrifice made by Coro. The government makes a Coro statue downtown because Coro is seen as a savior or hero for all Indonesian citizens. An award is also given to Juki by using Juki’s name as a name of a road. This movie concludes that friendship is not only due to the similarity in social status, occupation, and age, but humans can also be friends with animals, such as Juki who is friends with Coro.

CONCLUSION AND IMPLICATION

In accordance to the essential meaning of moral value, all of the moral values found in the movie convey the basic values of life. The results showed that all of the moral values mentioned by Buzan (2003) were found in Si Juki the Movie: Panitia Hari Akhir. They include trustworthiness, honesty, sympathetic to others, cooperativeness, steadfastness, thankfulness, humbleness, love and affection, bravery, kind-hearted and sincerity. Meanwhile, two more additional moral values not mentioned by Buzan were also found in the data, they are helping each other and sacrifice. All of these values have important influences to the audience or people who watch the movie, especially children. The conversations and the actions in the movie show value that can be taken and learnt. Hence, teachers may consider using movies as one of their teaching materials. Schools authorities can incorporate selected movies in their curriculum to enhance social values among students. Students can make watching selected movies at school as part of their learning.

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