CHAPTER I

A. Background of Study

The movie has evolved into one of the most efficient mediums for conveying meaning in today's world of mass communication. The movie is a modern technique of disseminating entertainment that has become a favorite activity among the general public.

In addition, the movie provides the general audience with stories, events, music, drama, humor, and other presentations. The movie is a type of mass communication that can operate as a conduit for numerous ideas and thoughts and have an impact when screened. When one watches a movie, the meaning transmitted by the movie will indirectly influence one's perception of the meaning of meaning in the movie. Movies convey various messages, including moral, Dakwah, motivational, and inspirational statements. Because it elevates the story of a person's life via novels or movie scripts, those messages play a critical function in influencing audience behavior changes.

Many ways can be done to apply and teach moral values in society. One of them is through literary works. Work Literature is expected to be a medium of teaching for the community. The movie is not only about providing enjoyment in "witnessing". But various

stories that built by the author.[1] Likewise, In a movie, the moral is the same as the message. In general, a movie will always convey a moral message about cultural conventions and a message about the importance of fighting for genuine human ideals.

Moral value is extremely important in our lives, and it has evolved into a basic requirement for every human being on the planet. The purpose of moral worth is to increase human life quality. People can build their strengths by having high moral values. Morality determines whether or not a particular action is good or bad. Morality is a sacrifice of small virtue for greater goodness.[2]

As we know, the era of globalization impacts several changes that occur in life. There are both positive and negative impacts. Moreover, the positive changes that occur due to globalization are marked by the development of science and technology in andincreasinglyy advanced technology. But on the other hand, the negative impact that occurs because globalization is now being felt the is moradeclineinine children, even teenagers. The decline in moral values can occur because of a lack of moral education or even failure.

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[1] Vino Carlos "Analisis Nilai-Nilai Moral Dalam Film 'Lost and Love' Karya Peng San Yuan" (2019).

[2] Henry Hazlitt, "The Foundations of Morality." (1972): 398.

Education can take place anywhere and anytime, not just in schools or formal institutions.[3] In this era, there are many ways to get knowledge, one of them is by watching media. As we can see, with the development of the times, young people spend more time browsing the internet, band ecause of that, using media such as films can add insight into the audience's moral values.

According to Bedareva, Litovchenko & Astapenko (2020), subtitled movies are increasingly used in foreign language classes. Movies help students understand and recognize the context by observing the characterbehaviorour and the conversation. Using movie subtitles can attract students to learn English differently.[4] Canning-Wilson & Wallace (2000) stated that subtitles highly motivate language learners to consciously use vocabulary and new idioms. Many people like to watch movies. This is a fun activity; the audience just sits on the chairs and prepares the eyes and ears to observe and listen. Watching subtitled videos in English is probably one of the wealthiest ways to improve English skills. Because watching movies combines three

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[3] João Almeida, Ana Dias Daniel, and Cláudia Figueiredo, "The Future of Management Education: The Role of Entrepreneurship Education and Junior Enterprises," *International Journal of Management Education* 19, no. 1 (March 2021).

[4] A.V. Bedareva, V.I. Litovchenko, and E.V. Astapenko, "Foreign-Language Media Texts as a Means of Forming the Media Competence of University Students" (May 2020): 17–21.

media, namely: aural, viual ,and textual.

The researcher has taken The Social Network as the research object because this movie is interesting to analyze. Moreover, with the very rapid development of Facebook, Mark is the owner of Google, YouTube, WhatsApp, and Instagram. This extraordinary achievement should become a high motivation to continue developing and never give up on students.

The genre of this movie is a documentary movie biography/portrait. Documentary movie biography/portrait represents the life experience of a character famous or ordinary member of society whose life history is considered great, interesting, unique, or sad. This type of movie is generally related to human interest, while the content of the speech is criticism, respect, or sympathy. This movie was directed by David Fincher and produced by Scott Rudin, Dana Brunetti Michael De Luca. The movie's script was written by Aaron Sorkin pandremiered on November 3, 2010. The social network focuses on children. His name is Mark Zuckerberg. Played by Jesse Eisenberg(Jesse Eisenberg), Harvard sophomore Mark Zuckerberg pursues an idea that propels him to internet success, bringing in legal trouble and costing him friendships. Begins to Create a Facebook page in your room's dormitory at Harvard

University.

The Social Network movie tells about Mark Zuckerberg's journey in creating the largest social media in the world today, Facebook. While studying at Harvard, Mark Zuckerberg (Jesse Eisenberg) is annoyed by his ex, Erica Albright (Rooney Mara). And then, he created a blog called Facemash to berate Erica on the blog. He also displays his photos and photos of other women obtained from the campus database. Over time, Facemash was visited by many other students, causing the internet network at Harvard to be disrupted. Mark was suspended for six months. During that time, Mark met people interested in his website, one of them was Eduardo Saverin (Andrew Garfield). Eduardo was even willing to disburse large funds to develop a site with a new name, namely Thefacebook, a social networking site exclusively for Ivy League students.[5]

This study focuses on analyzing moral values in the film "The Social Network." Researcher wants to see how Mark Zuckerberg motivates us in this movie. Mark Zuckerberg is the man who came up with the idea for the website. This movie tells about friendship, conflict,

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[5] CNN Indonesia, "5 Film Dengan Latar Silicon Valley, The Social Network," accessed January 21, 2022, https://www.cnnindonesia.com/hiburan/20210414200646-220-630059/5-film-dengan-latar-silicon-valley-the-social-network.

lijourneysney, money, and romance for a large audience.

This research aims to analyze the moral value of The Social Network Movie. The method of this research is qualitative content analysis. Conte contentlysis applies to many areas of inquiry, with examples ranging from the analysis of naturally occurring language. The researcher hopes this research will be able to understand and moral values of the reader.

B. Research Questions

In this research, the writer would like to focus on the following problems:

1. What are the Moral Values Found in the "The Social Network" Movie?

2. What the Implication of "The Social Network" Movie in Education?

C. Objectives of Study

Based on those problem statements, the objectives of the study are:

1. To analyze the Moral Values in "The Social Network" Movie.

2. To identify the Implications of " The Social Network " Movie in Education.

D. Limitation of the Study

Based on the identification above, the researher only focused

on moral values examined from the utterances found in the Social Network Movie by David Fincher.

E. Significance of the Study

The significance of this research is to provide the reader with information about moral values found in the film "The Social Network". And then, the audience of the social network movie can understand the moral values in this movie to make this movie a motivation to keep growing. This movie also discussed the impact of The Social Network film on learning English.

The results of this study are expected to be a reference and contribution to English teaching. This research is also useful for other researchers, and they can use these studies as references is related to their research.

F. Previous Study

This study is not the first to analyze moral values of a movie, but it does not mean the researcher plagiarizes the previous study. To prove the origin, the study shows the related study.

The first research conducted by Yuyun Wahyuni *(An Analysis Of Moral Values Of Edensor Novel (English Version))* was published in 2019. The moral values in Andrea Hirata's novel Edensor were

explored in this research. Moreover, this research was Descriptive Qualitative research. The moral values in Andrea Hirata's novel Edensor were explored in this study. The Hartmann theory was used to determine moral values. According to Hartmann's theory, this study discovered some moral values in three groups.

Furthermore, moral values in Andrea Hirata's Novel found in this research based on The Hartmann theory are wisdom, courage, and self-control make up the first category. Brotherly love, truthfulness, trust, trust, and faith comprise the second category. Radiant virtue, personality, and personal love make up the third group. The primary protagonists of Edensor's tale, Arai and Ikal, use moral principles such as courage, self-control, brotherly love, truthfulness, radiant virtue, trust and faith, fidelity, personality, and personal love. This research has the same discussith this research is analyze moral value.

Moreover, this research has differences; This research uses qualitative research, while the writer specifically uses content analysis. In addition, this research focuses on analyzing the novel, while the writer focuses on the movie.

Anisa Alawiyyah and Sri Hastin Oktavi conducted the second

research *(The Analysis Of Moral Values In Dangerous Minds Movie By John N. Smith)* was published in 2019. The Dangerous Minds Movie by John N. Smith was the focus of the research. The intrinsic elements in John N. Smith's Dangerous Minds movie are theme, plot, characterization, and bround, finds of this study. In addition, this study discovered some moral values, such as honesty, genuine worth, self-assurance, moral independence, humility, responsibility, tenacity, reality and crisis, moral faith, and courage. This research is similar to this research, and it's about moral valuvalueskewise, both of these research is used Content Analysis Research. Otherwise, the distinction The results of the analysis in this study are limited to themes, plot, figure, and background. In comparison, the writer limited analysis of moral values on character's utterances.

Third, research conducted by Desfika Beti Utami and Restu Arini *(An Analysis Of Moral Values In Burnett's Little Lord Fauntleroy Novel)* was published in 2017. Burnett's Little Lord Fauntleroy was the focus of research. The researchers used a library study and a descriptive qualitative analysis method in this research. Based on the analysis, the writer discovered two things: first, Cedric is shown as a boy with positive traits such as honesty, kindness, friendliness, humility, wisdom, sympathy, and responsibility.

Second, the novel's moral principles include honesty, kindness, hospitality, modesty, wisdom, empathy, and responsibility.

Furthermore, the similarities focus on moral value and using the content analysis method. Likewise, the differences between them are; this research focuses on analyzing a novel, while the writer focuses on analyzing a movie. In addition, this research only focuses on describing Cedric's personality in the novel and Cedric's personality, while the writer focuses on the character's utterances.

The fourth research conducted by Moni Lolita Tamar *(An Analysis of Language Style on Disney Movie Script)* was published in 2019. This thesis is used a qualitative method to analyze the problem in this research. This thesis examined language style using Martin Joos' (1967) theory, which identified five distinct styles: frozen style, formal style, consultative style, casual style, and intimate style. Formal style 5 data (12,19 percent), Consultative style 5 data (12,19 percent), Casual style 23 data (56,09 percent), Intimate style 8 data (19,51 percent), and Frozen style 0 data are the percentages of these data. The writer discovered that the aspects that determine language style in Disney movie scripts include participant, setting, theme, and function in this study. Because of the participants (hearers), setting, function, and theme, the writer discovered that Casual style was the most

frequent language style in Disney movie screenplays. Likewise, both of this research is used Qualitative Research and used a movie as the object of the research. Otherwise, the differences between them are; this research focuses on analyzing the language style of the movie script, while the researcher focuses on the moral value of the movie.

The last research conducted by Nadya Aristi (A Description of Moral Values in Charlie Puth's Selected Song) was published in 2018. This research aims to describe moral values and the importance of moral values in the life depicted in the lyrics of the chosen song Charlie Puth. Method The research used in this research is the descriptive analysis method. Techniques research to describe this data is by doing several steps, among others, by reading the six lyrics from the Charlie Puth album, understanding the contents of Charlie Puth song lyrics, and describing the kind of moral values in the song lyrics chosen by Charlie Puth. After describing moral values, you can conclude that the lyrics of the song Charlie Puth chose were interesting. This song concerns the personal experience of human life that is reflected through love loyalty, which refers to trust, sincerity, and respect for others. In addition, the depiction of moral values found in song lyrics, usually close to the singer's life, can describe the behaviour of society, good or bad. This research has the same discussion with this research

is analyze moral value and use qualitative research. Moreover, this research has differences; This research focuses on analyzing the song, while the writer focuses on the movie.