CHAPTER I
INTRODUCTION

A. Background of the Study

Movie has become part of everyone's daily life. Almost all ages, ranging from young, old to children, would love to watch movies. Everyone has different goals in watching movies because a person's personality cannot be equated. Some people have the purpose of watching a movie only for entertainment without fully understanding the meaning contained in the film. Some people watch the film that digests the meaning conveyed in the film, and some people watch the movie just for its sake, get information, and add new knowledge through the film. In today's technological era, movies are straightforward to watch, unlike in the past, which only continued to stream movies on television simultaneously with neighbours. The colours were not attractive because there was only black and white. However, nowadays, almost everyone has a cellphone and television and colour, editing in a film today is more exciting and not easily bored to be seen.

One of the mass communication media is a movie, and of course, it can convey messages. The researcher states, the movie has many messages that can get to the audience. The message conveyed in a film can differ from other movies because it depends on the conveyed storyline. Communication is part of human needs in living life. According to Christopher in Maulidia Humaira, conversations in a movie's dialogue depict each character played to convey the meaning contained in the film. Movies can educate a person through moral, educational, social, cultural,

human values.[1] Not only formally for studying at school, but movies can also provide educational value for everyone. In this case, the researcher states that the players must play professionally in the film in each character played in each film. To give an excellent impression to the audience and the audience can understand the meaning played by each character in the movie they watch. Having concern, a sense of humanism, and ethics can be part of the values education.

Education also teaches one to appreciate all good and valuable things in what we inherit from our culture, which can mean everyone's attitudes and behaviour.[2] The researcher states that education is an investment in the future that becomes a provision for life for everyone who wants to continue to learn and develop. There are 18 educational values which, according to the Ministry of National Education, including religion, honest, tolerance, discipline, hard work, creativity, independence, democratic, curiosity, national spirit, love homeland, rewarding achievement, friendly, love peace, like to read, environmental care, responsibility, and society.[3]

In general, movies are instrumental in education. Some of its uses, such as (1) we can see movies that were aired in the past and also see that in the past, in terms of movie editing, it was not interesting as it is today (2) we can see life outside our country. Suppose we do not have much money and want to travel abroad. In that case, movies can be an alternative to being able to see the atmosphere in other countries (3) if we

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[1] Maulidia Humaira, "A*n Analysis Moral Value in Zootopia movies*" (Banda Aceh, UIN AR-Raniry, 2018), 3.

[2] Venkataiah, *Research in Value Education* (New Delhi: A P H Publishing, 2008), 2.

[3] Mansyur Ramly, *Pengembangan Budaya dan Pendidikan Karakter Bangsa* (Jakarta: Pusat Kurikulum, 2010), 9–10.

want to learn English, movies can be a means of learning English complete with native English speakers, from that it can form new skills and insights that learning is not only done at school but can also be done at home (4) from the movie we can also see the life of living things in the past (5) various kind of conditions in the past can be seen from the movie (6) movies can see history of the lives of great peoples. Who can form new insights for everyone who sees it (7) the movie can also see events in nature.[4] The researcher concludes that movies have many advantages including, the film can give a message in it; the movie can tell what we don't know to know.

Language has an essential role in human life, with the language someone can express, express something to other people which the end that person understands what the speaker means.[5] The researcher state that language is a way for humans to communicate with each other, exchange ideas, and understand each other. Knowing the meaning of the speaker's speech through the film can be described through pragmatics, precisely the speech act, namely the illocutionary act. According to Kalisz, pragmatics aims to explain the meaning uttered by the speaker.[6] The researcher concludes that pragmatics is that the listener understands what the speaker means. The meaning communicated by the speaker or and interpreted by the listener is called a study related to pragmatics.

[4] Muslih Aris Handayani, "Studi Peran Film dalam Dunia Pendidikan," *INSANIA : Jurnal Pemikiran Alternatif Kependidikan* 11, no. 2 (January 1, 2006): 2, https://doi.org/10.24090/insania.v11i2.166.

[5] Sri Murti, Nur Nisai Muslihah, and Intan Permata Sari, "Tindak Tutur Ekspresif dalam Film Kehormatan di Balik Kerudung Sutradara Tya Subiakto Satrio," *Silampari Bisa: Jurnal Penelitian Pendidikan Bahasa Indonesia, Daerah, dan Asing* 1, no. 1 (June 23, 2018): 18, https://doi.org/10.31540/silamparibisa.v1i1.7.

[6] Roman Kalisz, "A Concept of General Meaning: Selected Theories in Comparison to Selected Semantic and Pragmatic Theories," *Research in Language* 11, no. 3 (September 30, 2013): 248, https://doi.org/10.2478/v10015-012-0024-6.

Pragmatics is more about analyzing what the speakers mean according to the words or phrases in the speech. Meanwhile, according to Searle in Misic and Radulovic, pragmatics is a field that studies the meaning of a speaker. Analyzing the meaning in illocutionary pragmatics is one of the references, examples in representative, directive, commisive, expressive, and declarative.[7]

Sing is one of the exciting movies and has many messages in film. The movie *Sing* was written and directed by Garth Jennings and co-directed with Christophe Lourdelet. The movie was produced in 2016 by Illumination Entertainment and released by Universal Pictures. *Sing* movie also has educational values that can be found and analyzed their meaning. The film with the title *Sing* tells of a group of animals with many differences and backgrounds in family life but have the same aspiration to become a singer and fight for the singing competition held by a Koala struggling to save the theatre.

Overall, this study's focus is following the title that looks for the types of educational values found in *"Sing"* movies based on the dialogue of the film players' utterances. The researcher will make a study entitled **An Analysis of Educational Values in *"Sing"* Movie (A Content Analysis).**

B. Identification of problem

1. There are still many people who watch movies without knowing the values of education.

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[7] Biljana Mišić Ilić and Milica Radulović, "Commissive and Expressive Illocutionary Acts in Political Discourse," *Lodz Papers in Pragmatics* 11, no. 1 (January 8, 2015): 27, https://doi.org/10.1515/lpp-2015-0003.

2. There are still many people who do not know the meaning of the spoken dialogue in movies.

C. Formulation of the Problem

The formulation of the problem, the formulation of the problem is formulated as follows:

1. What kind of educational values are found in the *Sing* movie?

2. What is the illocutionary meaning in pragmatic found in educational values in *Sing* movie?

3. Which educational values is the most dominant appearing in *"Sing"* movie?

D. Objectives of the Research

Based on the statement of the problem above, the objectives of the studies are as follow:

1. To find out the educational values in the *Sing* movie.

2. To know the illocutionary meaning in pragmatic found in the type of educational values in the *Sing* movie.

3. To know the most dominant educational values appearing in *Sing* movie.

E. The Benefits of the Study

The writer hopes that this research on "Analysis of Educational Values in *Sing* Movie" can contribute to everyone. The benefits are as follows:

1. The theoretical benefits

   This study will provide information about the values of education and be equipped to explain the illocutionary meaning in pragmatics found in the types of educational values in *Sing* movie.

2. Practical benefits

a. For readers

This project is expected to provide knowledge about educational values and illocutionary meanings in the *Sing* movie and more helpful information for readers.

b. For researchers

By conducting this research, researchers will gain experience and knowledge about educational values and be equipped with explanations of illocutionary meaning in pragmatics found in the types of educational values in *Sing* movies and will be helpful in the future.

c. For other researchers

This research can be a source of inspiration and secondary data for other researchers who want to research educational values in other movies with different and exciting stories. In this case, there are many movies analyzed and many values obtained and can be assigned.

d. For the principal

This study aims to provide inspiration and assist school principals in providing direction to students to pay more attention to educational values that are very good to be applied in everyday life.

e. For teachers

This research provides benefits to assist teachers in directing their students to apply educational values to students. Therefore, teachers are motivated to continue developing students' abilities and pay attention and never give up to always provide the best direction to students. In addition, this research can reference educational values that must apply in the school environment.

f. For students

This research has the benefit of educating students to respect teachers and mutual respect. This learning will tell students; the teacher will always give the best to them.

F. Limitation of the Study

This research's limitation is that the researcher wants to find the types of educational values in the movie *Sing* and its meaning. The researcher also wants to see whether there is an illocutionary meaning in pragmatics found in the types of educational values.

G. Previous Research

The first thesis researcher is from Siti Mukarromah; she is a student from the English Language Teaching Department, Tarbiyah and Teacher Training Faculty, Ponorogo State Islamic Institute. The thesis title An Analysis Of Character Educational Values in Zootopia Movie Script. This study is based on 18 values of character education put forward by the Indonesian Minister of Education (Kemendiknas), including; religion, honesty, tolerance, discipline, hardworking, creativity, independence, democracy, curiosity, national spirit, patriotism, appreciating achievement, hospitality, love peace, fondness of reading, environmental values. The result of the study found that in Zootopia, movies there were ten types of educational values. They are; respect, responsibility, justice, tolerance, wisdom, help each other, altruism, cooperation, courage, and confidence. Then, the most dominant educational helping each other. The design of this research is descriptive qualitative research. The writer chooses the script for the film Zootopia because the writer pays attention to the characters' utterances, which contain many character-building

values. The data source in this research is an animated film entitled "Zootopia."**8**

Furthermore, the thesis from Heru Saputra, Department of English Education, is titled An Analysis of Educational Values in Novel "Ranah 3 Warna". To collect data, the writer used library research. The results of the study found ten types of educational values in the novel Ranah 3 Warna; namely, life is a struggle, education is a human right, never give up, be patient but not passive, the power of a dream, respect to the parent, respect to the teacher, be optimistic in life, be confident. The research object in this research is the main characters in the novel "Ranah 3 Warna".[9]

H. Systematic Discussion

The systematic discussion is intended to facilitate problems and discussions, to get results that are structured and in accordance with the rules of writing, this systematics is structured as follows:

The first chapter is an introduction, which includes the background of the problem, identification of problem, formulation of the problem, objectives of the research, benefits of the study, limitation of the study, and previous research.

The second chapter is the theoretical foundation, which includes the theory of educational values, illocutionary meanings, pragmatics.

The third chapter of the research methodology, which includes research design, source of data collection, techniques of data collection, techniques of data analysis, and synopsis of the film *Sing*.

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[8] Siti Mukarromah, "An Analysis of Character Educational Values in 'Zootopia' Movie Script" (Ponorogo, State Institute of Islamic Studies Ponorogo, 2019), 1.
[9] Heru Saputra, "An Analysis of Educational Values in 'Ranah 3 Warna' Novel" (STAIN Salatiga, 2012), 1.

The fourth chapter is the results and discussion, which discusses the educational values found in the *Sing* film and the illocutionary meanings found in the types of educational values in the *Sing* film.

The fifth chapter is closing, which includes conclusion, and suggestions.