

INTRODUCTION

Literary work is a form of thought in the form of imagination, ideas, and opinions expressed in oral / written. Literary work has a certain beauty and meaning. One type of literary work is film. Films are an effective communication medium that can be accepted by all levels of society. Films are also one of the learning media that attracts the attention of many people so that the character values contained in the film can be understood and implemented.

Educational film is a program whose purpose is to change a person's behavior, whether it is cognitive, emotional or psychological. Films also have moral values and can shape characters so that they can be understood through the scenes to be shown. Character must be built and developed, through the process of forming, growing, developing, and maturing a person's personality. Moral values are values related to good and bad deeds that guide human life in general. The importance of moral values as values that can encourage people to act and as a source of motivation.

Character and Moral Values are very important and fundamental in children's development. Character building has the same orientation as moral education, while moral values are very important in directing young people to become good people through a good values approach. The film *Denias, Senandung di Atas Awan* was an effective and interesting medium in transferring moral values and character building to children, directed by John de Rantau. Albert Thom Joshua Fakdawer is the main character in the film which tells the story of the true story of an 11-year-old Papuan boy named Denias who wants to pursue his dream, which is to become a successful person by going to a proper school like a school in urban areas. Denias lives in Honai (traditional Papuan house) in Bonea village in the mountainous area of Wamena, Papua with his nuclear family and extended family. In Bonea village where Denias lives there is a simple small school where the school is just like a hut. Denias studied there taught by a teacher who come from Java who voluntarily want to help Papuan children to

develop. Denias has many friends, ranging from good friends who often help Denias, some friends who often cheat him and do bad to him, named Noel.

A similar study was conducted by Gede Adi Sudi Anggara et al (2019). They are students of the Indonesian Art Institute (ISI) Denpasar. The topic of their thesis is "Character Education and Moral Values in a 2D Animated Film entitled "Pastor Stork". Gege et al's research have similarities and differences with researchers. The similarities that will be studied are moral values and character education and the difference lies in the title of the film. Gege et al's research analyzed the animated film entitled "Pendeta Stork". Meanwhile, our researchers will analyze the film "Denias, Senandung di Atas Awan". The research method we use is descriptive qualitative and the analytical technique uses descriptive qualitative techniques by describing, providing, analyzing, and aiming. Meanwhile, Ge, et al's research uses qualitative research methods by analyzing media content. The Miles and Huberman model analysis technique aims to collect, analyze, process and analyze the entire scene in the animated film Pastor Stork.

Second, Anggraeni's research (2015), with a thesis entitled "Analysis of the Moral Values of the Film "Dangerous Minds". This study uses a descriptive approach to content analysis in the film Dangerous Minds by John N. Smith. The data sources for this research are dialogues taken from the film: Dangerous Minds. To analyze the data using content analysis. From the analysis, it can be said that there is love, respect, compassion, honesty and selflessness, hard work, patriotism, and responsibility. Meanwhile, in the research of Denias film, Senandung di Atas Awan, it is found that there are moral values believe in God's power, dutiful to parents, teach a child to be excited, polite to older people, have a high obsession, and unwavering.

As a prospective teacher, a writer must know a lot to build students' attitudes and build their characteristics. For example, by explaining moral values in films. Based on these conditions, the author analyzes moral values and character formation in the film. Therefore, the author is interested in conducting

an in-depth study entitled " MORAL VALUE AND CHARACTER BUILDING EDUCATION IN FILM: DENIAS, SENANDUNG DI ATAS AWAN".

Moral Value

Value is the motivation or basis of a person's behavior or behavior in his social environment. Meanwhile, moral is as a reference or teaching about the good and bad behavior of a person which is formed from socialization/public interaction or conveyed indirectly through literary works.

So moral value is a value related to a person's character/behavior which is the basis of life when interacting with his social environment. According to their characteristics, moral values can be divided into two types, namely, good moral values and bad moral values. Good moral values are by social habits, for example, respecting the opinions of others. Bad moral values are things that deviate from the social order, and the impact can cause social losses/many social problems. Littering litter is an example of bad moral values.

Character Building

Character is the psychological nature, morality, or character that distinguishes a person from other people's personalities. The process of character shaping is the stage of shaping a better character.

According to Munif (2018), character building is an effort to return people to their herbal dispositions as human beings who have experienced the humanitarian technique via providing numerous pillars: heart, thoughts, sporting events, taste, and bodies. Character building in the education system is the relationship between the character components that contain the behavioral value, which can be completed in stages or actions taken. According to Simon Philips, the character is a collection of values that lead to a system, which is the basis of the displayed thoughts, attitudes, and behaviors (Fathul Muin, 2011: 160).

Our character is formed from our habits. Our habits as children usually persist into adolescence. There are three very important factors in the process of forming a child's character, namely educational factors (schools), community environment, and family environment.

Film

One type of learning media used in the formation of community characters is audio-visual media. One example of audio-visual media used in shaping the character of society is film. The film is part of the type of motion audio-visual media. Rayya Makarim (2009) explained that film is a means of mass communication, in addition to television, radio, and telecommunications.

So the film can be defined as a communication medium that includes stories or messages, be it educational, entertainment, and information messages that are told to the audience through a series of moving images and sound. Films can be enjoyed by various circles of society so that they can influence and shape the character of the audience based on the messages contained therein, both positive and negative impacts.