

## **ABSTRACT**

The purpose of this research is to find out what characters value can be used as a tool to build students' character and how to form the moral message in the film *Ayah Mengapa Aku Berbeda*. To reveal these objectives thoroughly and in depth, this study used descriptive qualitative data analysis techniques and the researchers showed the film *Ayah Mengapa Aku Berbeda* which is done with data collection techniques by means of interviews, direct observation to schools and to several junior high school students.

The results showed that the film *Ayah Mengapa Aku Berbeda* has many characters that can build and also contains a lot of moral messages that can be used as lessons so that they can live life with confidence, be patient to hold back emotions, don't give up easily, always be optimistic in everything and always rely on God in all activities that include effort and prayer to achieve the desired goal.

***Keywords : Analysis, Interview, Character Value, Film***