CHAPTER I

INTRODUCTION

1.1 Research Background

According to scholars, literature, particularly cinema literature, represents the legacy of language that human use to interact. Despite various attempts, the concept is difficult to define adequately; it is clear that the accepted the academic meaning of literature is not static. The objective of art is not only to be appreciated but also to convey important information in education.

"Literature is a fundamentally nature by human born of man's unending longing to grasp, explain, and finally rejoices the experience," Pickering, James H., and Hoeper, Jeffrey D. (1981. 01:307).

Literary arts may be used as teaching instruments for the target objective. This topic used to be based on the premise that literary works include a humanist component. While predominant ideas may exist within the scheme work of literary pieces, the ideas permitted.

A basic variable value relates to a predetermined probability of being unaffected by unfavorable values throughout a reference period. It is crucial to underline that the representational value is the fundamental characteristic value. In some design contexts, a variable may have two unique values, an upper and a lower value. [Paragraph 2.7 of ISO 19900:2002].

This research may teach students about culture and representation in mainstream media, which is seldom seen throughout history, adding the assessing the moral values, needed to be learnt through the movie Encanto. Characteristics, moral values, and the entire narrative about bringing family together were all researched in a library.

Encanto explores family, variety, choice, and acceptance. As the title suggests, the research will focus on the character students should develop and use in their daily lives; **Characteristics and Moral Value From "Encanto" Disney as an Enhancing**

Strategy in Character Building. Discourses about the worth of personalities are crucial. Which character is it, and how much weight does each character have?

Film, as it is widely known, always been imprinted in the mainstream medias which consumed by large amount of masses. It is common knowledge, film or moving art has been imprinted on the public mind as an expressive real platmform for art and pleasure. However, as education progresses, educators make significant contributions via educational approaches, such as the use of video as a teaching medium.

The moral is derived from the Latin word mos, which signifies morals and values. This moral is focused on deciding what is good and wrong. The standard used to describe anything is referred to as its value, and it is considered a habit. In other words, moral values are attitudinal norms based on people who set moral standards determining what is good and bad. According to Adisusilo (1990, p57) in the journal of Desfika Beti U, & Restu Arini (2017), An examination of moral values in Burnett's tiny lord Fauntleroy book to Esteban, "Moral values are universal truths."

Character refers to the psychological, moral, and character aspects that distinguish a person from other people. Possessing individuality is the same as maintaining consistency. In other words, every human being has a distinct personality. According to Handayani and Indartono (2016), the goal of character education is to encourage the development of moral young people.

Children who are nurtured with moral solid principles acquire the ability and determination to do their best in school and in other activities. Character development is a process or action that is carried out in order to nurture, improve, or build a person's personality, whether psychological, social, or cultural in nature. It is necessary to understand morality, a person's character, or the conduct of a community in order for it to display suitable temperament and behavior. This superstructure of character is a work of art.

It is essential to build the core ability for kindness, virtue, and appropriate behavior. The goal of character education is to help people become better people. Cultivating specific values for them to be reflected in children's behavior both within and

outside of the school day along with disciplining students whose behavior does not conform to the values once they have graduated from high school to repair harmonic errors made by schools in partnership with families and communities to perform the musical instrument

We are all responsible for character education if we work together. Favorable character development will almost always lead to positive consequences. In addition, there is individual behavior to consider. Balanced individuals capable of taking responsibility for their actions are sought. It was taken down. After then, it is expected that this activity will be capable of steering people in a more positive direction and forward motion than they had previously. Personalities are being formed in the minds of today's children.

1.2 Research Question

The researcher has decided the topics that will be evaluated and conducted in the form of stated questions for the research based on the parameters given above, such as below;

1. What are characters' legacy that can be analyzed and used as the good characteristic for student?

2. What moral value of the film Encanto that this research can underlined to be used as cognitive data?

1.3 Objectives of Research

1. to distinguish each characters' legacy and background from Encanto

2. to determine the moral value of the film Encanto that might have been utilized to facilitate teaching and learning

1.4 The Scope of Research

Researchers confined the study to the film and notions of student character development using a qualitative technique with the film Encanto as the topic of our research. As the topic, the research investigates influence of the Encanto movie on academic advancement, specifically in terms of student characteristics. In order to achieve this goal, the study will also explore Encanto's particular relevance as well as its timestamp. The study is restricted to Encanto. As a result, the scope of this investigation is limited to the film, opinions about student social skills.

1.5 The Significance of the Study

1. Theoretically

This study's resources can be used in research and education, as well as in teaching and developing students' traits through the film Encanto. Because this research covers a wide variety of issues, the potential for future advancement will be confined to behavioral studies and movies.

2. Practically

This research will identify which features are appropriate for developing students' character, and the majority of the moral lines will be shown in Encanto itself. In addition, as our contribution to the future study on the use of films in the school curriculum and the direct relationship between mainstream movies and children’s nature, this study might be utilized by teachers in developing their students' character in the future.