

CHAPTER I

INTRODUCTION

A.1 Background of the Research

As technology advances more quickly, there are more ways for people to receive and share knowledge, one of which is through the media. People believe that the mass media may be used to obtain information fast, to encourage, and can influence beliefs, therefore they view it as having a major impact on their life. One type of media that is familiar and in demand among the public is a movie. The growth of the movie industry produces a wide range of movies in several different genres that appeal to viewers. Some movies are dedicated for entertainment only. However, apart from functioning as a form of entertainment, some movie also plays an important role as a medium for communicating or giving positive messages to the general public. The message contained in the movie can be a positive or negative impact. This makes the meaning contained in the movie can be a lesson for the people who watch it. Thus, the public can understand the purpose of the movie being made.

One of the movies that gives positive messages is *Soul* movie. *Soul* movie is a movie produced by Walt Disney Pictures and Pixar Animation Studios. This movie is an animation, comedy, family, fantasy, musical genre movie by director Pete Docter that aired on the Disney+ platform on December 25, 2020, with a duration of 1 hour and 40 minutes. This movie is interesting to be discussed in

this study because it is a quality animated movie with the theme of the meaning of life. The storyline of *Soul* movie narrates the life of Joe Gardner, a part-time band instructor at a high school, who spends his time pursuing performances over his career out of a desire to become a musician because his life isn't turning out the way he imagined, when he is given the once-in-a-lifetime opportunity to perform at the top jazz venue in town. However, after making a tiny error and collapsing into a pothole, he is transported from the streets of New York City to The Great Before, an amazing world where new *Souls* develop their personalities, habits, and hobbies before arriving on Earth. Joe links up with a precocious *Soul*, 22, who has never understood the pull of human experience, in an effort to get back to his life. As Joe in despair tries to show what's great about life, he may find answers to some of life's most important questions. Joe's character evolves from being a person who is filled with confidence to be a jazz pianist to one who starts to doubt himself and wonder what his purpose in life is (CNN).

In the *Soul* movie, some things teach about morality. A general definition of morality is accepted teaching about right and wrong in terms of deeds, attitudes, obligations, and other behaviors. According to Merriam-Webster (2022), the definition of moral is relating to principles of right and wrong behavior; expressing or teaching a conception of right behavior; sanctioned by or operative on one's conscience or ethical judgment; capable of right and wrong actions. According to Panuju and Umami (1999), morality is in accordance with the notion that human behavior is generally accepted in society. Morals play an

important role for every individual in life because with the existence of morals, each individual can do good for himself and other living things. With a good understanding of morals, humans can avoid moral behavior that deviates and harms themselves and others. The moral message can be conveyed explicitly or implicitly by filmmakers through dialogue and scenes.

The writer's interest of this research is because the movie is worth analyzing as an object of research, considering that the *Soul* movie has won many awards, one of which is Best Animated Feature Film at the Academy Awards (2021). The researcher also interested about movie that are full of the meaning of life. This inspired the researcher to enact the *Soul* movie as an object of research and find out how the moral message is represented. There have been several studies related to this topic, as follows:

Research by Moch. Bariq Chabibi Rachman (2021) entitled *Analysis of the Contents of the Moral Message in the Raya and The Last Dragon Movie*. This research points out that from a movie can be taken positive moral messages that are good for society. In relation to the positive moral messages, the *Soul* movie also contains good moral messages.

There is also a review states that the *Soul* movie is about moral messages. Review by Steven (2021) entitled *Review: Soul*, this review shows how the *Soul* movie is about a story that makes you cry and laugh with a message to value life, this is the best achievement from the *Soul*. The researcher also focusses on moral messages that related to aspects of life.

In order to be able to give some description about the representation of moral messages in *Soul* movie, the researcher applying the moral theory by Franz Magnis Suseno and Roland Barthes semiotic analysis. Hence, the researcher proposes to conduct a research entitled *Representation of Moral Messages in Disney's Movie Soul*.

A.2 Problem of the Research

Based on the description of the background stated above, the research problem that can be drawn is how is the representation of the moral message conveyed in *Soul* movie?

A.3 Objectives of the Research

Based on the research problem, the objectives to be achieved in this research is to find out and describe the representation of the moral message conveyed in the *Soul* movie.

A.4 Significances of the Research

This part contains the significances of the research and is divided into two parts, there is theoretical and practical significance.

1. Theoretical Significance

This research is expected to give understanding and add insight into the field of semiotics, particularly semiotics in the movie.

Additionally, it can be a theoretical reference for those interested in learning more about semiotics, particularly the application representation of moral messages in movies. Additionally, it is intended that this research will serve as a resource for other researchers who are interested in exploring the same topic.

2. Practical Significance

Through this research, it is hoped that it can be useful reference material for further research or similar research, particularly those that focus on moral messages in the movie through semiotic analysis. Additionally, it is anticipated to increase students' knowledge and understanding in comprehension of symbols or messages as well as information included in movies. Additionally, it can be utilized as a reference for movie lovers to better understand the moral messages in a movie and can be used as a means of conveying messages to the community.

A.5 Limitation of the Research

The focus of this research is the representation of the moral message contained in the *Soul* movie using the semiotic analysis of Roland Barthes' and moral theory by Franz Magnis Suseno. The researcher will use scenes in the *Soul* movie that show the representation of the moral message in this movie.

A.6 Definition of Key Terms

The definition of key terms is to explain the points that are considered important in this research:

a. Representation

The act of producing meaning through language is known as representation (written, spoken or picture symbols and signs). The concept of mind and language are two crucial parts of the representation system, which is how representation operates. Both are mutually correlated, the concept about something known in the mind. So that you can know the meaning of it, but without language it will not be able to communicate it (Aisyah, 2016:14). It can be concluded that representation in short means a way of producing meaning. It allows a person to express thoughts, concepts, and ideas about something. Through representation, one can find moral messages through signs, objects, and meanings that refer to the media, one of which is through movies.

b. Moral Message

Message is the whole of what is conveyed by the communicator. The message conveyed by a communicator is a statement as a guide, thoughts, and feelings can be in the form of ideas, information, complaints, beliefs, appeals, suggestions, and so on

(Effendy, 2002: 6). Moral is a term used to define the nature, temperament, will, opinion or action that can be said to be right, wrong, good or bad (Nata, 2021:92). With an understanding of morals, each individual can understand good and bad morals. Moral is very important in aspects of people's life because the existence of morals can be a reference for good and bad deeds carried out by every human being.

Based on the description above, it can be concluded that a moral message means a message, both implied and explicit, that can be a life lesson. In this research, the moral message in *Soul* movie is the message or meaning contained in the movie's story that can be a life lesson for the audience and readers.

c. Roland Barthes's Semiotics

Barthes emphasizes the interaction between the text and the personal and cultural experiences of its users, the interaction between the conventions in the text and the conventions experienced and expected by its users. Barthes' idea is known as "two orders of signification", including denotation (the actual meaning according to the dictionary) and connotation (double meaning born from cultural and personal experiences) (Sobur, 2006). In this research, the researcher will use Roland Barthes' semiotic analysis to analyze data.

A.7 Organization of the Research Report

In this research, there are five related chapters that make up the systematic discussion. Each chapter's substance is as follows:

1. CHAPTER I: INTRODUCTION

This chapter provides an explanation of the Background of the Research, Problem of the Research, Objectives of the Research, Significance of the Research, Limitation of the Research, The Definition of the Key Terms, and The Organization of the Research.

2. CHAPTER II: REVIEW OF LITERATURE

The Theoretical Framework and Review of Related Research are the two sections of this chapter. The section on the theoretical framework includes comprehension and details of the theories employed, while the section on relevant research reviews includes studies that have similarities to this research.

3. CHAPTER III: RESEARCH METHODOLOGY

This chapter contains a description of the method used in this research. This description includes types of the research, data and source of the data, method of collecting data, technique of collecting data, and method of analyzing data.

4. CHAPTER IV: DATA ANALYSIS

Contains the process of presenting data analysis, and is filled with research findings or results that are used as responses to or as the research focus of the question. Then the findings were confirmed by the theory used by the researcher.

5. CHAPTER V: CONCLUSION AND SUGGESTION

This chapter consists of conclusions and suggestions from the results of research conducted by the author. This section is the final or closing part of the discussion of this research.

