

CHAPTER I

INTRODUCTION

1.1. Basic Consideration

John Wayne Stevenson & Mark Randolph Osbourne directed “Kungfu Panda” as one of American movie. It was produced by DreamWorks Animation and published in 2008. Although the concept of Kungfu Panda has been around since at least 1993, this movie just started to work on 2003. All crew of Kungfu Panda need 5 years to make this project finished. Since this movie was released, a lot of positive reviews coming. Richard Corliss, The New York Times, The Chicago Tribune are just a few of many examples that give a positive review of this film.

Kungfu Panda is the story of Po, a panda as the son of a noodle seller. However, Po has his own ideals into a Dragon Warrior. One thing that is not possible to achieve for him. He strongly wants to be the Dragon Warrior one day, but he did not want to disappoint his father. His father really wants him to continue their family noodle business.

One day, there is a palace looks for one that will be chosen as the Dragon Warrior. This palace then has announcement for all people around. Reading the announcement on the wall, Panda has a plan to see who will be the dragon warrior. But when he arrived at the palace gate, he cannot come to see the events. The door is locked.

He then tries to look for any ways to come in, but all ways done are failed. Next, his hard way has been done and luckiness makes him finally chosen as the dragon warrior. In that palace, Po met his idol, Furious five. Those are: Tigress, Monkey, Mantis, Viper, and Crane. The panda's position as a dragon warrior obviously makes them jealously, including Tai Lung who is an enemy that should be against. Tai Lung is the student of master Shifu. Shifu loves him more than he loves himself. Because of that, Shifu teaches everything to him. Tai Lung becomes greedy. It makes Shifu disappoint and never trust anyone else after him.

“Kungfu Panda is way too predictable and, truth to tell, Po himself didn't overwhelm him with his charisma. But it's elegantly drawn, the action sequences are packed with the energy, and it's short enough that older viewers will be forgiving. For the kids, of course, all this stuff is much of a muchness” (Ebert, 2009, p. 378).

From the statement of Ebert above, I can conclude that this movie is really light for watch. It can be suitable for all circles even for young children considering this is an animation movie and all the characters in the film is illustrated by the animals. That's what makes this movie is unique. In addition, this movie is really thick with the chinese culture. One of Chinese culture which is very strong here is Kungfu. Suitable to its title Kungfu Panda is really identic with China. The detail of Chinese culture from food, clothing, and music make it very convincing.

This analysis is about a story from a movie animated that has a strong Chinese culture inside. It is known that this movie is one of media that is used to show story visually. Animated movies have existed since 20 years ago, and serious competition began in the late of 1980s. Many studios began working on animated movies, and many animated movies are emerging such as *Jack & the Witch* (1967), *The Point* (1971), *Kiki's Delivery Service* (1989) and many other more.

“Narrative fiction animated features have been around since 1926, but the medium’s growth in quantity and quality came about only in the last 20 years. Competition from the 1930s through the 1980s followed Disney’s superior lead, most without that studio’s ambition, style, or heart. Many competing studios simply churned out second-rate children’s films, further eroding the development of the medium” (Beck, 2005, p. ix).

Animated movie comes from the story of either novel or drama. A drama is work literature or composition which designed for performance, purpose, and delineates life and human activity by means of presenting various actions often either monologue or dialogues of a character or a group of character. Meanwhile, a novel is a narrative kind of writing which is focused on sequence of events, time, and solution more than a thousand words and has the aspects of novel; they are plot, character, theme, and setting. To write a novel and drama, people should have directions and purpose, and have the basis for the characters, setting, and plot. Therefore, both novel and drama need characters as the main aspects into the story (Whiteley, 2002, p. 32).

One of the aspects is the character that is analyzed in this skripsi. Character in *Kungfu Panda* movie is interesting to be analyzed because there is unique character that created by author. Character in either of novel or drama not just like a real life people, has been specially created by author. A character is the representation of a person in a narrative or dramatic work of art such as a novel, play, and movie.

“A character doesn’t have to be a person. They can be robots or animals or toadstools or ghost. But whoever or whatever they are, they have to come across a real. As you’re bringing your characters to life, try to think of them as actual people (or robots or whatever) with a history, a personality, and a will of their own” (Whiteley, 2002, p. 32).

From the description above, it can be concluded that readers and audiences could evaluate the characters in the story specifically, including of moral values of the main characters. Characters revealed by how a character responds to conflict, by his or her dialogue, and through description. In this case, the movie in which I interested in is “*Kungfu Panda*”, and focus on moral values which get from the characters’ behaviors.

Although it is only the animated movie, the character performed the charismas, and described moral values. There are some moral values that will obtain from the character in *Kungfu Panda*. Moral value is chosen because it is an important part of a literary works. It is something to be conveyed by the author to the audiences. Literary works usually offer the moral value that relates to human traits and it also relates to the fact that happened in the world.

Moral is something that submitted by the author to the reader, it is a message that implied in a literary work through the story (Nurgiyantoro, 2005, p. 320)

This analysis focuses on the moral values that presented in Kungfu Panda movie. There are some moral values that will be obtained from the character that reflect moral value. Therefore, the moral values obtained will be life description for the audiences to see the life.

The following dialogue between Po and Tai Lung show their different attitude that offers in the movie:

Tai Lung : You cannot defeat me. You, you're just a big fat panda!
Po : I'm not a big fat panda. I'm the big fat panda.
Tai Lung : The Wuxi finger hold?
Po : Oh, You know this hold?
Tai Lung : You're bluffing. You're bluffing! Shifu didn't teach you that.
Po : Nope, I figured it out.

From the dialogue above we can conclude that character Tai Lung dismissed the other. He never wanted to admit if there is someone else greater than him. He always thinks that nobody can defeat him. This proves that he is an arrogant. On the other hand, we can see that Po is a confident person and he never stop learning and practicing. That is why at last he defeats Tai Lung.

From the brief story above we can see that this movie obtained many moral values. The audiences should be paid attention and they all will get the messages from the movie. Therefore, I would like to analyze the moral value in the movie, and it is formulated in the title **An Analysis of Moral Values in Kungfu Panda Movie** (A Movie Directed by John Wayne Stevenson & Mark Randolph Osborne).

1.2. Problem Statement

Based on the explanation above, I take the problem that is “What moral values are presented in Kungfu Panda Movie?”

1.3. The Objective of Research

The objective of this research is to describe the moral values which are presented in Kungfu Panda movie.

1.4. The Scope of Study

The scope and limitation of this analysis is only to find out the moral values in Kungfu Panda movie through the character behaves from what they say and do.

1.5. Significance of Research

The significance of this research consists of two, first is Theoretical significance. The theoretical significance of this research is it could develop knowledge in analyzing movie. Furthermore, this research is expected as reference for further study about moral values.

The second significance of this research is practical significance. The study is expected to serve as a discussion in adding to the diversity of understanding of moral values that represented in the film. For children, this movie could increase their self-confidence and assist to improve their self-motivation. For parents, this movie can facilitate the parents in educating their children because they use animated movie. In addition, the practical

significance for teachers is the movie can become a media in teaching learning process, so that the class becomes more interesting.

1.6 Organization of Skripsi

This skripsi is developed in the following ways:

Chapter 1 is introduction. It's consisting of basic consideration, problem statement, objective of research, scope and delimitation of research, reason for choosing the topic, significance of research, and organization of skripsi.

Chapter II is theoretical bases. In this chapter discusses about Concept of movie, characters, moral value and review of related literature.

Chapter III is methodology of research. This step will discuss about the research design, source of the data, approaches, technique of collecting the data, and technique of analyzing the data.

Chapter IV is discussion. This part consists of moral value in Kungfu Panda movie.

Chapter V is conclusion and suggestion