

CHAPTER I INTRODUCTION

A. Background of the Study

Literary work is one way to share one's thoughts with others. Literary works have a function as intermediaries to convey certain values to the public and can entertain and be a lesson for many people. Literature has become a part of human life. In addition, literary works such as novels, movies, plays, poetry and others are not only entertainment, but also a means of teaching a philosophy of life to educate us.

Film is a form of literary work that is popular with audiences, both from children, youth, adults to the elderly. Currently, watching movies has become part of the activities of many people around the world as one of their psychological needs. Watching movies can help to increase their knowledge and imagination. Many people watch a movie to spend their time and entertain themselves. Movies had been produced by recording images of camera, or by creating images using animation techniques (Devita, 2013). Usually, movies are watched in cinema buildings but, along with evolution, movies can be watched at homes, places of meeting, etc. Movies are a powerful medium of entertainment that has high enough attractiveness.

Movies are made with an interesting story and have the aim of entertaining the audience, bringing them into the atmosphere of the story. Good movie quality can make a person feel the feelings presented by the author, be it fear, joy, sadness, tears, or even feelings of anger or disappointment. This feeling can arise when someone watches a movie to be carried into the story of the movie. The characters played by someone in the movie and the use of audio visual technology make the movie more powerful in conveying the story to the audience. Aside from being entertainment, sometimes movies also have a message that the author wants to convey to the audience, be it personal experience or just a fictitious story.

Apart from being entertainment, movies are also used to convey messages that have important meanings to the audience. According to its function, movies are not only produced as entertainment, but there is a movie that is produced specifically to convey a certain value to the audience. Movies also have a role to spread information that describes the side of social life that exists in

some communities. Dissemination of messages or information through movies is quite effective because it is given widely and all people have access to watch movies. In movie, the director has a strategy to convey messages through conversations and scenes played by the characters. Through conversations or stories, the director hopes that the audience can take the essence of the movie. Messages can be conveyed directly or figuratively. Without a message, the director cannot convey the purpose of the movie to the reader, because the message makes the reader understand the meaning to be conveyed in the movie.

The types of messages used by directors in their movies many kinds and contain several improvised messages in order to attract the audience's attention. Moral messages are messages that contain good meaning and can be an example for a person's moral development or lessons to be learned from a story or event. Thus, moral messages are lessons or principles contained in fictional stories or real events that are directly experienced by someone and we can learn from that person's experience. In reality, in one's life and socialization process, we as part of society must have morals. Because without morals, humans cannot carry out the socialization process between fellow human beings in the environment where they live. Moral message is an important component in movie production. The moral message is also one of the differences between one movie and another. This can affect audience participation in choosing the films they will watch. Because the moral message in the movie can affect people's attitudes. So, a movie must have a good moral message, because a good movie is a movie that has a good moral message.

Moral messages can provide changes to a person's attitude and behavior. If people watch movies, they will be carried away by the story of the movie they are watching. This can affect their attitude in everyday life. If they watch movies just for entertainment, then the moral message contained cannot be understood properly. However, if someone watches the movie carefully and with focus, the moral message contained can be well understood. This is important because every message contained in the movie will have an impact on someone's life. Thus, one needs to understand correctly what the moral message is meant in a movie so that there are no misunderstandings in interpreting the message which will then affect a person's attitude and behavior in everyday life.

In addition to moral messages, movies have other components in the form of genres in their production. Genre is the type of film or style that will be presented in the movie. Genres in movies can be fictional, real, animated and others. In its application, writers usually use two or more genres, such as the action genre combined with adventure, the animation and comedy genre, the drama and romance genre and others. Public consumption of movies of a certain genre is usually categorized based on age. Adults usually watch action, adventure, comedy and horror movies more often. At the age of children, they usually watch animated movies, cartoons and the like more often. Making and showing movies must pay attention to the needs and goals of the audience who will enjoy the movie.

The existence of movies as part of human life makes people more expressive, especially for a role play as a character in a movie. Not only for the general public, but for story writers this phenomenon has caused talented writers to compete in making and utilizing film as a new means of presenting works of cultural art, as well as entertainment. A good movie has characteristics, one of which is having a meaning and moral message conveyed in a good way. And a movie that is successful, one of which is the message and values contained can be conveyed properly and accepted by society in general. By doing so, it is hoped that the audience can make the films they watch and take moral messages to serve as examples and motivations for their lives.

In 2018, an inspiring movie was released entitled A New Breed of Hero Bilal. There are several reasons why the writer chooses literature especially movies with the title "A New Breed of Hero Bilal" in this research. One of them is because the film has a lot of life values that we can emulate in our daily lives. In addition, the film is also presented in a language that is simple and easy to understand so that the message the author wants to convey can be conveyed properly to the audience without reducing its philosophical meaning. This movie comes with the nuances of an interesting story. The main focus of this movie is to tell the story of a child's struggle to become a fighter in spreading the message of Islam, even though he has gone through many difficulties that risked his life but he has never backed down in his steps to uphold the truth.

Animated movies originating from the Middle East are produced by a movie production house with the Barajoun Entertainment label. This movie was directed by Khurram H. Alvi and Ayman Jamal. The screenplay was written by

Alavi, Alex Kronemer, Michael Wolfe, and Yassin Kamel. The voice actors in the animated movie *Bilal: A New Breed of Hero* are experienced actors such as Adewale Akinnuoye-Agbaje as the voice actor for Bilal, Jacob Latimore as the voice actor for young Bilal, Ian McShane as the voice actor for Ummaya, Dave B. Mitchell as Hamza, Fred Tatasciore as Al Shiddiq, China Anne McClain as Ghufaira and others. In its production, the movie *Bilal: A New Breed of Hero* became the most expensive movie in the United Arab Emirates with a total production cost of around USD 30 million or Rp.433 billion.

The value of education in this movie is shown by Bilal's struggle to uphold truth and justice, which is not an easy process. The condition of injustice that occurred before Bilal's eyes made him even more determined to find a way of freedom and fight against enemy power. As the title suggests, this movie is based on a true story in Islamic history that we know as Muadzin, Bilal bin Rabah, but in this movie many Islamic nuances are disguised, the aim being to reach a wider audience. This movie tells the story of a boy who dreams of becoming a knight. However, his struggle to become a knight is not easy and there are so many difficulties and obstacles, moreover he only lives with a younger sister because his parents have died. From childhood to adulthood, Bilal and his younger siblings have repeatedly received unfair treatment from unbelievers who enslaved many people. Despite experiencing various difficulties, Bilal still mustered up the strength and courage within himself to fight these people and free himself from slavery.

In the movie, it is told that Bilal is a responsible and brave person. Since his mother died, Bilal has been responsible for looking after his younger sister. Even though at that time he was also still a child, Bilal was able to protect his younger sister from the disturbance of bad people. The value of another responsibility in this movie is shown when Bilal has been freed from slavery by the infidels, but his younger sister is still a prisoner of these people. In that case, Bilal kept looking for ways to free his younger sister. With all his efforts and abilities, he was finally able to save and free his sister. In addition, Bilal is also a brave figure. In several cut scenes, it is shown that Bilal is brave enough to fight the enemy in battle. Every scene shown in the movie contains interesting messages and values to be studied more deeply.

Based on the description above, the researcher is interested in analyzing an Islamic cartoon movie entitled *A New Breed of Hero Bilal*.

The researcher conducted an analysis to examine the meaning contained in the movie. By knowing the meaning contained in a movie, The researcher can learn and instil positive values and messages as lessons in life and it can be applied in everyday life. The magnitude of the influence of movies in people's lives can bring positive changes if studied and interpreted from a good perspective. Aside from being a form of experience for the audience, movies can also become new knowledge, insights and values that can generally be consumed as a whole. With this research, it is hoped that later it can help moviegoers to more easily understand the messages and values conveyed through a movie and can be applied in their daily activities. Based on this, researchers will conduct research related to moral messages and educational values in a movie entitled " The Analysis Of Moral Message And Education value From A New Breed Of Hero Bilal Movie ".

B. Identification of problem

Based on the background has been described above, the researcher can identify the problem as follow, the purpose of making films is not only to entertain the audience but also is a medium that has an important influence in providing information and as a tool to convey good messages to the audience. In this study, the researcher will identify and find positive input both in terms of moral messages and other values contained in the Bilal A New Breed of Hero movie.

C. Limitation of Problem

Research limitations aim to limit the scope of research, so that research is focused on a particular subject. Research limitations can make the contents and research objects analyzed not widened and in accordance with the theory used. To limit the discussion in this study, the researcher limit it to sentences and utterances that contain moral messages and educational values according to the theory used in this study. The writer will focus on the moral messages and educational values that are found by reading the script and watching the movie.

D. Research Question

Based on the background and identification of the study above, the research question can be formulated as follows:

1. What are the moral message and educational values that can be found in A New Breed of Hero Bilal movie?
2. How are the moral message and educational values presented in A New Breed of Hero Bilal movie?

E. Objective of the Study

Based on the research questions above, the objectives of the study are:

1. To find out the moral message and educational value that can be found in A New Breed of Hero Bilal movie.
2. To analyze moral message and educational value that are presented in A New Breed of Hero Bilal movie.

F. Significances of the Study

From this research, the researcher hopes that the readers can understand what the writer want to represent through this film. The following are the benefits obtained in this study, including:

1. Theoretically

- a. For researcher, this research is expected to be useful to add insight in analyzing other literary works and can motivate future researchers to conduct similar research on other literary works.
- b. For readers, the results of this study are expected to provide new understanding, especially in terms of moral messages and educational values that have been described in this study.
- c. For students, the results of the research are expected to provide new insights regarding good attitudes and behavior in social life.
- d. For teachers, the results of the research are expected to open up the mindset of teachers in educating students at school so they do not forget to teach good attitudes and behavior to students.

2. Practically

- a. For researchers, this research is expected to get some information and knowledge in analyzing a movie which may be useful especially in analyzing moral messages and educational values in literary works.

- b. For readers, the results of this study is expected to be a lesson in life about the importance of one's educational and moral values and can be a good role model for society.
- c. For students, this research is expected to provide a good example in attitude and behavior towards fellow human beings and their environment.
- d. For teachers, this research is expected to provide good direction in guiding students to always maintain their attitudes and behavior, especially in the school environment.