Analysis Of Character Building Values In Turning Red

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Abstract
In the field of education, in Indonesia there are many moral crises occurring. Considering the existence of a moral degradation, in this case, the government implements the education of the character which will serve as a solution to the form and reconstitutes the behavior of the pupils to have a noble character in according to the character of the nation.The purpose of this research is to find out character building values in The Turning Red movie. The researcher used theory of Zaim El Mubarok that Character Building Values divided into two groups. There are (1) to recognize the types of character building values Turning Red movie. (2) to recognize the percentages of character building values in The Turning Red movie, (3) to describe the implication of character building values in The Turning Red movie. This research, the researcher used the library research which applies descriptive qualitative approach. The primary data sources were "Turning Red movie" and it's script.The secondary sources were taken from other books and related references which supported and concerned the primary data. The researcher used content analysis to analyze the data. The result of this study shows that were are two groups to analysis the character building values. There are values of being and values of giving. The values of being, namely: (1) Honesty, (2) brave, (3) peace, (4) confidence and potential, (5) self-dicipline and moderation self, (6) purity. Then values of giving, namely (1) loyalty and trust worthiness, (2) respect, (3) love and affection, (4) sensibility and not selfishness, (5) kind and friendly, (6) fair and humanist.

Key Word : Character Building values and Turning Red.

BACKGROUND OF STUDY

Movies have been very successful as a means of calming people's minds because plot that are attractive and easy to watch. Consumption of films is a basic necessity, even a lifestyle, because of its attractive existence. Movies can easily affect individuals because they are so similar to our lives. From the movie, the viewer will be easily persuaded by the actual content presentation that engages audio visual sense so that messages in the movie will be easy to arrive in viewers mind.

The Turning Red is one of movies that has a lot of character Character Building Values for the audience that release in 2019. From Walt Disney Pictures and director Lindsey Collins, the researcher find something which interest. The Turning Red tells the story of a lion cub named Mei Lee who were driven from their homeland after his father killed his uncle for the throne. Beginning of the story comes from Mei Lee dream to become a king of the jungle to continue the throne of his father, Wu Lee. But Mei Lee's uncle, Scar, wanted the throne. He wants to get rid of Mei Lee. With all his tricks, Scar tried to play Mei Lee's innocent ego. He took advantage of the naivety of Mei Lee as a child king with the aim of getting rid of Mei Lee from the line to the throne.

From the synopsis, Mei Lee's efforts to maintain the dignity of the family and the kingdom show more than one moral value, especially tolerance, patriotism, independence, peace maker, and responsibility. So, the Turning Red movie has many good character education values that can be used as motivation for student to build good character. In addition, the film Turning Red was chosen because it contains positive role models played by actors, as shown by how the actors love their families and kingdoms.

Therefore, based on explanations above, the writer is going to conduct a research to investigate the character Character Building Values in The Turning Red movie under the title "An Analysis of Character Building Values in The Main Character Of Turning Red Movie".

A. Statement of Research Problem

On the basis of the background of the study, the research problem of this study was what types of Character Building Values are found in the Turning Red's movie?

RESEARCH METHOD AND DESIGN

In this study, the researcher used descriptive qualitative method to describe Character Building Value inside the Turning Red movie and presented it as students' character building. Descriptive qualitative method was serving to describe or analogy something and it deals the meaning of thing and view of meaning is associate.

DATA DESCRIPTION

Character Building Values of Being

The value of being is a value that is within human beings evolved in behavior and in the way we treat others (Mubaraok, 2008). The theory about character building values of giving is devided into six namely: Hnesty, Brave, Peace, Confidence and Potential, Self-Diciptine and Moderation Self, and Purity. However, in this study there are no educational values in the honesty category because the learning in this film focuses on identity and struggle. So that the educational values honesty category does not appear in this movie. More detailed data can be seen as follows:

a. Brave

The first value contained in this movie is brave. Brave leads to the cultivation of values between characters that in still the courage that every human being must possess. So it is very important to in still courage in children. This is in accordance with the theory from Mubarok (2008) regarding the character building values of the brave category. According to Mubarok (2008) Brave is an attitude which appears from the human being and which can be the courage to try thing show ever difficult. Brave can also be defined as an action to fight and maintain something he believed to be right and right with the passage of danger, difficulty, and weakness. The planting of this value is carried out by several characters, namely the characters of Mei Lee, Miriam, Abby and Priyaa. In this movie, it was found that there were 5 data containing character educational values in the brave category.

b. Peace

In this section, we will present data regarding the inculcation of the value of education in the peace category in this movie. In stilling this value appears when the character chooses to avoid conflict. This is in accordance with the theory of Mubarok (2008) which states that peace is harmony in natural human life where there is no enmity or conflict. Peace can be interpreted as a calm and patient attitude. These attitudes tend to accept the opinions of others rather than deny and oppose them. Understand that differences are rarely resolved by conflict and that a person's strictness indicates they have a problem or feel insecure, and therefore expect your understanding. In this movie, only 1 data was found in the context when at the ending part Mei Lee met with Town to solve the problem. Mei Lee chooses not to take revenge on Town for his father's murder.

c. Confidence and Potential

Confidence and potential may be a human perspective, which seems to be the boundary consciousness of ability (Mubarok, 2008). Potential will be outlined as anorder to be ready and ready to do one thing. The characteristic of trust is to believe in one self, which means that a confident person believes in himself and firmly believes that his life is achieving a special and important purpose in the world. Of course, they knew their strengths and accepted their weaknesses. They are very social. Confident people know how to be loved by others, and they also know how to gracefully accept praise and criticism. In this film, it is found that the instillation of these values is dominant by the characters of Mei Lee and Wu Lee. Wu Lee as a father really wants his son to be the next king who is confident and has good potential, therefore, he often in stills this value in Mei Lee.

d. Self-Discipline and Moderation Self

Discipline can define as a human consistency and consequences level to a commitment or agreement which have relation with the purpose that will be

reach. Self-discipline can be divided into physical, mental, financial (Mubarok, 2008). Self-discipline can be applied to anything. Self-discipline can be observed when we know the limits in terms of strength of body and mind. In this film, it is found that the instillation of these values is dominant by the characters of Mei Lee and Wu Lee. Wu Lee as a father really wants his son to be the next king who has good self-discipline and moderation self, therefore, he often instills this value in Mei Lee.

e. Purity

The researcher finds character building values in Turning Red's movie in the Purity category. Purity is the cultivation of values related to the purity of thinking about the basics of life. This is in line with the theory of Mubarok (2008) which states that Purity is the condition or quality of being pure; freedom from everything that databases, contaminate, pollute, etc. In this movie, the cultivation of purity values is done by Town, Priyaa, Town, Devon, and Miriam.

Character building Values of Giving

Mubarok (2008) stated that the values of giving are that values must be practiced or given which would then be accepted as given. He provided six parts educational values of giving. The values of the giving include Loyalty and Trustworthiness, Respect, Love and Affection, Sensibility and Not selfishness, Kind and Friendly, and Fair and Humanist. This study found that in Turning Red movie, there are all aspects of character building values of giving. The detailed presentation of the data can be seen below:

f. Loyalty and Trustworthiness

Loyalty is the state or quality of being loyal, loyalty to commitments or obligations. Loyalty can be shown to family, work, school, and organizations and other institutions for which we are responsible Faithful people generally ready to support, ready to serve, ready to help, and trustworthy in holding consistent promises.

g. Respect

Respect is a way of treating or thinking about something or someone. It can also be defined as acting in a way that shows that you are aware of your rights, desires, etc. some. Respect can be applied for property rights, respect for father and mother, respect for elders, respect for nature and respect for the beliefs and rights of others civil and polite behavior. Characteristics of respect are treating others with respect, being tolerant and accepting of differences, showing good manners, not speaking badly, being respectful of the feelings of others, not threatening, hitting or hurting anyone be it, deal peacefully with anger, insults and disagreements.

h. Love and Affection

Love and affection is a positive feeling that you can have or express for other people or things. Affection is defined as a feeling of sympathy and caring for someone or something. Love is more than just loyal and respectful. Love can be shown to dear friends, dear to the neighbor, who also loves to hate us. And it emphasizes the lifelong responsibility of telling the family.

i. Sensibility and Not selfishness

Selfishness is a feeling in which one cares and considers others. Non-selfish is an attitude that cares more about others, learns to feel unity and compassion towards others. Selfish generally manifested by empathy, tolerance and brotherhood. Sensitive is having a sharp mind or emotional sensitivity, aware of responding to the feelings of others.

j. Kind and Friendly

Kindness is a good attitude to have people towards other people or things. It is aware that the friendly and caring attitude is more commendable than the rude and harsh attitude. It can be manifested by tenderness, especially towards the youngest or the weakest able to make new friends and maintain friendships.

k. Fair and Humanist

Fairness is about treating someone fairly or reasonably, or treating a group of

people equally and not letting personal opinion influence judgment. On the other hand, it is fair to define how to agree with what you think is right or acceptable.

CONCLUSION

The Turning Red movie is animation adventure drama family musical motion picture rating (MPAA) directed by Lindsey Collins. As a literature work, Turning Red Movie contains character building values. After conducting, the researcher found the character building values according to Zaim El Mubarok that divided into two groups from the values of being, namely Honesty, brave, peace, confidence and potential, self-discipline and moderation self, purity. Then values of giving, namely loyalty and trust worthiness, respect, love and affection, sensibility and not selfishness, kind and friendly, fair and humanist.

Furthermore, many students character that can built through the character building values in "Turning Red" movie are such justice, fortitude, self-control, love, integrity, and humanity.

SUGGESTION

According to the result of this research, the researcher suggests to readers that in addition to entertaining, the movie can also be a way of building the character of the students because the film contains certain educational values within it. The movie also deals with any human activity that is inspired by the behavior of society.

In addition, the movie, especially the English movie, can also be used as teaching material for the student. They can learn foreign language through the movie "Turning Red "because this movie uses simple words which are easy for students to understand.

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