AN ANALYSIS OF MORAL VALUES IN *WALL-E* MOVIE AND THEIR RELATION TO CHARACTER BUILDING

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Abstract: In this era, watching a movie is an element this is exciting for many human beings. In our daily life, many human beings watch movies as part of their daily existence. They have specific purposes in looking at movies which include educating, getting to know a few languages, spending their time, improving their language, refreshing, information other cultures, and getting information. movies can be used as educational media, train morals, cultural values, and so on. Moral values can be learned from watching movie. Movie is one of the best ways to improve our moral values. Richard and Linda (1993) stated that there are two kinds of value. They are value of being (*Honesty, Bravery, peace ability, Self-relience, Self-Dicipline, Fidelity & Chastity*) and value of giving (*Loyalty, Respect, Love & Affection, Sensitive & Unselfishness, Kind & Friendly, Justice & Mercy*) and the relation of moral values toward building character in *"Wall-E"* movie use Thomas Lickona stated that there are ten of character building such as wisdom, justice, fortitude, self-control, affection/love, positive attitude, hard work, integrity, gratitude, humility. Wall-E is one of the movies that have many moral values for the audience. Wall-E is a movie that has a big meaning about a condition on our earth. The objective of this study is to describe the moral values reflected in the *"Wall-E"* movie. This research use descriptive qualitative research and use the documentation method to find out the kind of moral values in the "Wall-E" movie, after the researcher finish the analysis of the data. The researcher makes a conclusion about a moral values expressed in the *Wall-E* movie. From this analysis, the researcher found nine moral values in this movie there are loyalty, affection, bravery, unselfishness, justice and mercy, kind, friendliness, respect, and self-discipline. And the researcher found the relation between moral values and character building such as *respect, courage, affection/love, kind, loyalty, unselfishness and sensitivity*

Keywords: Moral Values, Wall-E, Movies, Characters.

INTRODUCTION

According to Webster (2007), moral is relating to principles of right and wrong or conforming to a standard of right behavior also capable of right and wrong action. Etymologically, moral is a word which has relation with behavior, it comes from the Latin word *mores* that mean manners, customs, and folkways (Hurlock in Purwanti 2012). Value is the degree importance given to something (The English Dictionary, 2017). Meanwhile, Earle (In

Purwanti 2012) claims that value is positive quality of anything it is desirable, useful, interesting, good and important.

Moral values are linked to human emotions, characters, and studies that motivate us in together with the overriding love and situation that parents feel for their children, the experience of duty and loyalty we experience to our own family, and the anger and indignation we feel closer to people who threaten us or the ones we adore, the emotions of unfairness and injustice we enjoy while we are treated poorly, and others handled higher, for no accurate reason, the nice emotions associated with having the freedom to make our selections and decide our destiny, the guilt or disgrace we sense when we've violated a trust or otherwise also failed. We want to enhance our morals (Tangne, 2007, 37).

Moral value is value or worth that has to do with goodness and badness. Moral value can outline as a term in common sense that a person's preceptor action or man or woman is a proper or incorrect and suitable or awful view of the goodness or badness of human movement and individual (Nurjani A, 2018, 1). From the statement above, moral value is ready humans' belief in wonderful and awful things. Moral value gives the instance of a great mindset and way of life, that's inspired by way of society's conduct.

Studying moral values is important. firstly, getting to know moral values can help people to construct the right relationships in their society. moral values also can be a basis for someone's flourishes in life. Secondly, it can increase one's sensitivity to feeling values and implicit information. By understanding moral values, a person can be more emotionally wise. Moral values can also replicate a humans' individual and spirituality. To reinforce these statements, studying moral values is in a position to bring wonderful values to people, in order that they may be sensitive to problems related to social life and encourage right behavior. Moral values can be learned from diverse sources, one of them is from movie. Looking at movies is one of the best ways to improve our moral values however we additionally pick the movie that offers us the right analysis. We have to pick that have moral and academic values.

In this era, watching a movie is an element this is exciting for many human beings. In our daily life, many human beings watch movies as part of their daily existence. They have specific purposes in looking movies which include educating, getting to know a few languages, spending their time, improve their language,
refreshing, information other cultures, and getting information. Most people like watching movies no matter their lifestyles condition, their background, whoever they are, anything their gender. they could use media to infinitive a movie which includes a cellphone, pc, i-pad. Human beings can watch it anytime and anywhere. Moreover, movies can be used as education media, train morals, cultural values, and so on.

Wall-E is one of the movies that have many of moral values for the audience. *Wall-E* is a movie that has a big meaning about a condition in our earth. *Wall-E* is an animated movie by Pixar Animation studios and released by Disney Pictures on June 27, 2008, and directed by Andrew Stanson, who previously directed *Finding Nemo*.

This particular *Wall-E* movie is selected as the object of this research due to the fact that recently, there have been many natural disasters such as floods, which have occurred throughout Indonesia, especially in Lombok. Recently, most of the media have reported about natural disasters, such as the many floods in parts of Lombok, especially west Lombok and Central Lombok. The flood occurred because the water catchment area was reduced and the

rivers were turned into garbage dumps by the community. So that when there is heavy rainfall, there is an imbalance between rainfall and water infiltration resulting in flooding and obstruction of the river because it is blocked by garbage which adds to the puddle of water being hampered, therefore public awareness is urgently needed not to throw garbage anywhere especially into the river, and protecting nature, especially forests, so that they become water catchments when rainfall is high , the statements above supported by www.detik.com, as in the Wall-E movie, a disaster occurs to the earth, where the earth has become a pile of garbage and is no longer habitable and the forests no longer exist. When humans continue like that, littering, garbage is not managed properly, not protecting the forest, it is likely that the picture of the earth will be the same as the conditions in the Wall-E movie.

This study aims to analysis of moral values in the Wall-E movie. It's far hope that this study could be able to emphasize the significance of moral values to the reader. Consequently, primarily based on the explanations above, this research is going to be conducted to analyze the moral values in Wall-E movie under the title "An analysis of moral Values in Wall-E movie and their Relation to Character Building.

RESEARCH METHODS
1. Sources of the data

The data are statistics or information used in discussing or finding out the answer to the study's question. Hornby (2010: 295) explains "data is defined as any data or information which can be used in identifying and discussing something". The information source or supply of facts is the supply in which information is gathered.

The data taken from the *"Wall-E"* movie. There are data sources for the analysis, the scene, and the script of the *"Wall-E"* movie. The realization is that there are several types of moral values used in this *"Wall-E"* movie.

2. Method of collecting data

The data collection method is the way to collect data used in this study. The method of data collection is a very crucial part of any form of research. Creswell (1998: 110) explains that "data collection is a sequence of interrelated sports aimed towards amassing suitable data to answer growing studies questions". Meleong (2006: 112) states there are 3 techniques for amassing the data. They may be observation, interview, and documentation methods. But this research use documentation method. The documentation is that the collected facts are from the internet, video, transcription, and a few books or copies.

The researcher chose the documentation technique to gather the data for this examination. As a result of this truth, the researcher uses the movie's script in order to gather or obtain information. In conducting this investigation, the author uses information gathered from watching the film and analyzing the "Wall-E" script. According to Sugiyono (2015: 329), Documentation is a way used to accumulate data and information in the form of books, facts, documents, written numbers, and pictures within the form of stories and facts that would help research. The documentation is used to gather the data this is reviewed.

The processes of data collection were as follows.
1. The writer downloads the *Wall-E* movie and the script by Walt Disney pictures.
2. Reading books and theses that are relevant to the research study.
3. Watching animated *Wall-E* movies repeatedly.
4. Identify data in the form of dialogue in the script and video to check whether what became spoken is similar to what become written.
5. Analyzing data that contain moral value.
6. After analysis, conclusions are made.

3. Method of analyzing data

Content analysis is a study's technique for making inferences by systematically and objectively figuring out particular characteristics in a text (Ismawati, 2011: 65).

The method of data analysis in this study is content. In content analyze, the writer uses some steps as follow:
a. Identifying the moral values in the selected characters' behavior, words, phrases, and clauses in the script "*Wall-E*" movie.
b. Classifying the kinds of moral values presented in the "*Wall-E*" movie.
c. Analysis based on data such as loyalty, affection, bravery, unselfishness, justice and mercy, kind, friendly, respect, self-discipline, wisdom, justice, fortitude, self-control, love, positive attitude, hard work, integrity, gratitude, and humility
d. Describing the movie from the data analysis.

FINDINGS AND DISCUSSION

This chapter gives the findings and discussion of the study relating to the proposed research issues. The findings related to the moral value and the relation of character building in the *"Wall-E"* movie**.**

1. Moral Values found in Wall-E movie

There are some of moral values in the "*Wall-E*" Movie as follows;

No.	Kinds of Moral Values	The ways the Moral Values expressed
1.	Loyalty	Scene (00:02:28) **1. Loyalty to the Boss** 　Wall-E gets the task of always cleaning up trash according to his leader' orders, and it shows Wall-e's loyalty to him by always cleaning up trash **PROOF: Axiom company**: We'll clean up the mess while you're away! (In this scene there is the slogan of the axiom company, which is to clean up trash while humans are in space, Wall-E gets the task of always cleaning up trash according to his superiors' orders, and it shows Wall-e's loyalty to him by always cleaning up trash).

2.	Affection	Scene (00:07:35-00:08:02). 1. **Affection from TV show: Wall-E:** *"Wow!"* (Wall-E with teary eyes also holds both hands and bows his head, this shows that wall e feels the feeling that is formed from watching the movie, his eyes are teary-eyed seeing the scene in the film until Wall-E is amazed and says "*Wow*!"). **PROOF**: Wall-E watches his Television, he pays attention to the scene inside In the movie, a man and a woman are seen dancing and falling in love. Wall-E with teary eyes also holds both hands and bows his head, this shows that wall e feels the feeling that is formed from watching the movie, his eyes are teary-eyed seeing the scene in the film until Wall-E is amazed and says "*Wow!*".
3.	Bravery	(00:32:20 -00:3 6:21)" *1. Wall-E brave* to save Eve *: Wall-E:" EVE! EVE! EVE*!" (Wall-E yelled without feeling afraid because Eve was carried by plane so he tried to call out as loud as he could hoping that Eve could hear, but Eve didn't hear, finally, Wall-E was reckless and dared to get on the axiom plane by hanging outside the body of the plane, Wall-e's courage to follow Eve until hanging showed an extraordinary brave attitude).. **PROOF**: *"EVE! No!"* (*Wall-E* calls Eve while hold on the stair of the plane Wall-e's life-threatening situation was the only time that *Wall-E* had the chance to call "Eve! No!" Shows that Wall-E cares more about Eve than his self, therefore he dares to take all risks).
4.	Unselfishness	Scene (00:02:50) *1. Unselfishness to Cockroach* **by taking care of cockroach:** *"OH!"*(Wall-E was surprised to see a cockroach while working, Wall-E saw the cockroach itself so he took it home, then took care of it gave him a place to live and food, it showed a caring attitude, not selfish to other creatures by taking care of him wholeheartedly). **PROOF**: gave him a place to live in the form of a bread that has a cavity. That shows a caring, selfless attitude towards other beings by caring for them wholeheartedly
5.	Justice and mercy	(01:07:20-01:07:57)" **1. Justice and Mercy from captain to Humankind :** **Auto**: *Aye, aye, sir*. (But finally auto with the captain's orders agreed to his orders for the return of humans to earth, this shows

		that captain fair to humans who are in axiom to return to earth because from the beginning of the earth humans live, not in space). **PROOF***:* **Auto**: "*We cannot go home.*" **Captain**: *What are you talking about? Why not?* **Auto**: *That is classified, Captain.*" **Captain:** *Give me the plant.* *What do you mean, "classified"?* *You don't keep a secret from the captain.* *Give me the plant.* *Tell me what's classified.* *The plant.* *Tell me, Auto! That's an order.* **Captain :** *we have to go back to earth! (*captain's orders to return to earth for justice so that humanity could return to normal life on earth).*
6.	Kind	Scene (00:10:17- 00:10:30) **1. Kind to Hal (Cockroach): Wall E**: "*Aw!*" (When he just opened the gate, Wall E walked out, but when he walked, Wall E accidentally stepped on a cockroach and shouted *"aw!"* Inadvertently, Wall E immediately helped the cockroach, this showed Wall- E's good manners to help the cockroach that was stepped on) **PROOF: Wall-E:** *Whoa!* (Wall-E then pointed to the back after helping the cockroach to give instructions no longer in front, keep following me behind, this shows the kindness of wall e so that the same thing doesn't happen again in the future).
	Friendly	Scene (00:23:25-00:25:35) **1. Friendly to Eve : Wall-E:** "*EVE! EVE! EVE!* (Screams) *SEE!* "(Wall-E called eve excitedly, then wall-e showed the items he found while he was cleaning the trash, one of which was bubble wrap, tapes, films, lighters, this showed the friendly attitude of Wall-E who welcomed his guests well and shows all the special items he got from cleaning up trash. Then Wall E exploded a rap bubble which made Eve smile) **PROOF: Eve**: *Ooh!* (Eve is surprised and smiles seeing the bubble wrap that can be exploded, it shows Eve is amused by Wall-E) **Wall-E**: *Here.* (Wall-E then asked eve's turn to explode the bubble wrap "here", from this quote it shows the friendly attitude of wall-e who tries to share the fun with eve).

8.	Respect	Scene (00:29:20 – 00: 31:40)
		1. Respect to Eve
		Wall-E: *Eve?* (Wall-E called Eve who was not responding at all, as long as Eve did not respond, Wall-E took good care of her, protecting her from all dangerous things. This shows that Wall-E really respects Eve, until he takes care of her for a long time, even though Eve doesn't respond at all).
		WALL-E: *Ah!* (Wall-E screamed in surprise because he was struck by lightning in order to protect Eve to be okay, this shows a great respect for Eve).
		PROOF: Respect is seen in the scene, Wall- E treats Eve very special, he is precious to Wall-E, and Wall-E has a lot of respect for Eve. It made him take care of Eve for a long time, protect her from storms, take care of her, take her for walks, and put her in a good place.
9.	Self-Discipline	Scene (00:07:10) -(00:37:14)
		1. Discipline to himself
		Wall-E: *"Wow, here!"* that all items are placed according to their place brings things after a long day at work collecting garbage, special things according to him he takes home and puts them in their place, such as spoons placed in spoons etc.
		PROOF: Wall-E in the scene is much disciplined at work. He always wakes up in the morning and goes straight to work. He is much disciplined in managing his home. It can be seen from his neat residence, that all items are placed according to their place. 00:37:32 – 00:38:45)
		2. Discipline to his job.
		MO: *Foreign contaminant!*
		Mo always consistent do his job, wherever he saw the dirty place, he directly cleans it.
		PROOF: (When Wall-E just boarded the Axiom plane, in Wall-E scans he immediately got the **Foreign Contaminant** label! Then the cleaning robot immediately tries to clean the dirt until it is clean, this shows the disciplined attitude of the cleaning robot which always cleans any dirty objects on the axiom plane).

2. The relation between moral and character building

In this chapter, the researcher discussed the character development that was included in the moral value of the "*Wall-E*" movie using Thomas Lickona's theory.

Thomas Lickona aimed for some perfect character, the researcher said in chapter two. These include wisdom, justice, fortitude, self-control, love, positive attitude, hard work, integrity, gratitude, humility.

The researcher discovered nine different types of moral values, as was stated in chapter II. These principles can help students develop their character. Respect and honesty foster a just character. The courage quality can develop resolve in a person. Self-control character is cultivated through empathy and altruism. Character is created through loyalty, respect, kindness, and friendliness. Dependability is essential for developing moral character. Possibilities for self-reliance and modesty cultivate character. Justice, fortitude, self-control, love, honesty, and   humility are a few of the positive traits that the researcher discovered in this study. Additionally, the researcher examines these character traits using the following moral principles.

A. Respect

Respect is the act of valuing another person. It implies that respect-based moral principles play a role in helping students develop a sense of fairness. According to Thomas Lickona, moral principles like decency, courtesy, respect, responsibility, and tolerance are examples of moral principles that can help develop a person's sense of fairness.
The dialogue that appears at showed how respect for moral principles can help develop a person's sense of fairness.

Respect is seen in the scene, Wall E treats Eve very special, he is precious to Wall E, and Wall E has a lot of respect for Eve. In the scene at (00:29:20 – 00: 31:40) **Wall-E:** *"Eve?"* (Wall-E called eve who was not responding at all, as long as eve did not respond, wall-e took good care of her, protecting her from all dangerous things. This shows that Wall-E really respects Eve, until she takes care of her for a long time, even though Eve doesn't respond at all. **WALL-E:** *"Ah!"* (Wall-E screamed in surprise because she was struck by lightning in order to protect eve to be okay, this shows a great respect for Eve).

In civilization, taking and giving go hand in hand. Since these moral values demonstrate that we must treat others as we would like to be treated, as the researcher stated in the data above, that we must remain to be good people, even though people don't care about us.

B. Courage

Courage was one of the other moral principles featured in the "Wall-E" movie. Doing what is proper even when it is difficult is what is meant by having courage. Bravery is another name for courage. It implies that even when someone puts forth their best effort to succeed, success is not guaranteed. Then, the fortitude character in the "Wall-E" movie was reflected by the moral values of courage.

Our fortitude allows us to behave morally when faced with challenges. James Stenson describes fortitude in a similar way, saying that it is the inner toughness that allows people to endure pain, adversity, and hardship. This character has qualities like bravery, resiliency, patience, persistence, endurance, and confidence. The researcher demonstrates moral values of bravery that can be used to cultivate a fortitude character in the dialogue that follows.

In the scene it can be seen that Wall-E struggles to get into the plane where Eve is and will take her to the Axiom aircraft carrier, in scene at (00:32:20) **Wall-E:**" EVE*! EVE! EVE!"* (Wall-E yelling without feel afraid because Eve carried by plane so he tried to call out as loud as he could hoping that eve could hear, but eve didn't hear, finally wall-e was reckless and

dared to get on the axiom plane by hanging outside the body of the plane, wall-e's courage to follow eve until hanging showed an extraordinary brave attitude*)* and in scene at (00:36:21) **Wall-E:** *"EVE! No!"* (Wall-e calls Eve while hold on the stair of the plane. Wall-e's life-threatening situation was the only time that Wall-E had the chance to calls *"Eve! No*!" shows that wall-e cares more about eve than herself, therefore she dares to take all risk*,* even though Wall-E's life is at stake, Wall-E continues to struggle and face various dangers while he is outside the plane.

According to Thomas Lickona's definition of character, this dialog demonstrated Wall-E has fortitude character because of what he did in accordance with the moral principle of bravery. Wall-E, who was brave enough to follow Eve until hanging fearlessly, ventured to board the Axiom plane even though he was by himself by hanging outside the body of the aircraft. To save Eve, he took this action. He made a lot of effort to locate Eve in order to succeed. Wall-e eventually located Eve, fought bravely to win the conflict, and saved her.

C. Unselfishness and Sensitivity

The "Wall-E" movie also teaches moral principles of empathy and altruism. Being selfless entails giving a thought to others. Meanwhile, being sensitive means being conscious of others' feelings and sensitive to their emotional state. Additionally, moral virtues like empathy and altruism can help develop a self-controlling personality.

In this scene, we can see that Wall-E is a friendly, when he found a cockroach, he immediately took the cockroach to go with him and provide a place to live for the cockroach, even though he did not recognize who the cockroach was before. In scene at (00:02:50) **Wall-E:** *"Oh!"* Wall-E surprised to see a cockroach while working, wall-e saw the cockroach itself so he took it home, then took care of it gave him a place to live and food, it showed a caring attitude, not selfish to other creatures by taking care of him wholeheartedly*,* then he became a partner who always accompanied him wherever he went.

This dialog reveals that Wall-E was unselfishness. It shown by how Wall-E can control his emotion very well when the cockroach want to follow with Wall-E to go home. Actually, Wall-E don't know each other. But he was still accept, he puts her ego aside due to make cockroach happy. What Wall-E did is reflected of unselfishness values and this value can build self-control character to the student.

The student can manage and control their feelings by developing a character of self-control. Since early students are better able to handle themselves, this character should be developed in them from an early age. The student can thus imitate Wall-E through the "Wall-E" movie, who taught ideals of selflessness to develop self-control character.

D. Loyalty

The Wall-E movie contained moral principles of loyalty, and these principles can help students develop loving characters. Love of character is the wish to fully participate aside for the good of another. According to Thomas Lickona, this character embodies ideals like empathy, compassion, love, kindness, devotion, patriotism, and forgiveness. Thus, the moral principles in the "Wall-E" movie especially loyalty can build love character.

in the scene (00:05:08) the company said *"We'll clean up the mess while you're away!"* in this scene there is the slogan of the axiom company, which is to clean up trash while humans are in space, Wall-E gets the task of always cleaning up trash according to his superiors' orders, it shows Wall-e's loyalty to company axiom by always cleaning up trash.

Another aspect of love character is loyalty to the company. A individual who was taught loyalty values will be loving. As shown in the dialogue above, students can gain insight into loyalty by considering what Wall-E did to the company. The student's love character will then be developed.

E. Affection

In addition to loyalty, the "Wall-E" movie also teaches moral lessons about affection. This moral principle can be used to help students develop strong moral character. Love as a moral principle entails providing for others without considering compensation.

In the scene it is seen that Wall-E needs friends or other people with him because Wall-E has no friends, other Wall-E-like robots have long been damaged, it's just him now who cleans the earth, fortunately now wall-e is accompanied by the cockroach when Wall-E watched a movie at his house, Wall-E's eyes filled with tears watching the dancing and holding hands, indicating that he also wants to be like what is depicted in the scene, the scene in (00:07:40-00:08:00) *"Wow!* Wall-E with teary eyes he also holds both hands and bowed his head, this shows that wall e feels the feeling that is formed from watching the film, his eyes are like teary-eyed seeing the scene in the film until Wall-E is amazed and says Wow! He wants to have other friends and can make friends as depicted in his television.

The moral value contained in this scene is that humans apart from being individual beings, humans are also referred to as social beings. Creatures that cannot live alone, and need each other.

F. Kind

The values of friendliness and kindness are also crucial for developing a loving character. Because friendliness and kindness demonstrate a wish to give up one's own interests in favor of those of others. Being friendly, gentle, helpful, and joyful are qualities that are associated with kindness and friendliness.

Wall-E became by accident run over with the aid of Hal's frame because Hal suddenly appeared in front of *Wall-E* and unexpectedly made *Wall-E* startled, in scene at (00:10:17-00:10:30) **Wall E**: *"Aw!"* (When he just opened the gate, Wall-E walked out, but when he walked, Wall E accidentally stepped on a cockroach and shouted aw! Inadvertently, Wall E immediately helped the cockroach, this showed Wall E's good manners to help the cockroach that was stepped on. Then **Wall-e**: *"Whoa!"* (Wall-E then pointed to the back after helping the cockroach to give instructions no longer in front, keep following me behind, this shows the kindness of wall e so that the same thing doesn't happen again).

The aforementioned justification leads us to the conclusion that moral values in the "Wall-E" movie, particularly moral values of loyalty, love, kindness, and friendliness, can be used to develop students' love characters. After analyzing all the data, it became clear that Wall-E movies can be used to help students develop their moral character, particularly those of justice, fortitude, self-control, love/affection, integrity, and kindness. Through the moral principles that the actors and actresses portray, those characters can be built. As a result, every moral value discovered contributes to and influences the development of a student's character.

CONCLUSION

After the researcher finish the analysis the data. The researcher found nine moral values in this movie. There are loyalty, affection, bravery, unselfishness, justice and mercy, kind,

friendly, respect and self-discipline. And this research found the relation between moral values and character building such as respect, courage, affection/love, kind, loyalty, unselfishness and sensitivity.

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