



## AN ANALYSIS OF MORAL VALUE IN STATING THE PRINCIPLE IN “KICKBOXER” MOVIE

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**Abstract:** The aims of this research are to analyze the moral values and principles of moral values that are delivered in the "Kick boxer" movie. To strengthen this analysis, the qualitative research methods are used by using two data sources, namely primary and secondary data. Primary data is "kick boxer" movie, where the data are carefully recorded from the movie based on the problem formulation. Secondary data is taken from other sources related to the analysis, such as journals, e-books, and websites. Based on the analysis, the findings of moral values are presented in: (1) Trustworthiness; (2) Respect; (3) Responsibility; (4) Fairness; (5) Caring and the principles of moral values present are: (1) Respect for rules; (2) Avoidance of illicit Operation. Furthermore, from these findings too, that moral values and the principles of moral values are a way of human life that reflect good behaviors that are very important and valuable things in human social life, in terms of getting peace, mutual help, happiness, and good goals

**Keywords:** *Moral Value, Principle, Qualitative Research*

### INTRODUCTION

Moral value has a very valuable position in this life because it is related to human behavior in leading their daily life. The moral is very important for humans because humans are social beings who must obey the rules, customs, norms, and laws given by the state and society, especially those ordered by God. In moral terms, it refers to actions that have good and positive values, in which moral understanding can expand our knowledge and motivate us to face problems and take decisions properly in this life. Also, morals are procedures in life, habits that are used in the growth of individuals or social groups to achieve maturity. Moral can control humans for not doing evil so it does not conflict with public views, but morals will lead

people to peaceful, orderly in all aspects of life. "The word moral comes from the Latin root (mos, moris) and means the code or habits of a society, the social glue that defines how individuals must live together ... moral habits that will help them individually live a good life and live peacefully. "(Abedin, 2019, pp. 6–7) This means that morals are good habitual behavior that is reflected by someone who has a sense of humanity in terms of peace, mutual assistance, and respect for each other to achieve good goals in human social life

In the current reality of life, many people take actions that break the rules and harm themselves and others. This is because they do not understand and the importance of moral in this life. Moral decline is one of the very serious problems in social

life because it can cause chaos, uncomfortable and carelessness towards humans and the environment so moral issues become an important concern to know it and the learning process for everyone to be able to control themselves from harmful actions and behave well for the happiness of ourselves and others, besides, we can distinguish which one is worthy and otherwise. "Moral understanding is a valuable epistemic good. It's something we look for when deciding whom to rely on for moral advice. It's a goal of moral education... a moral sage is someone who has profound moral understanding." (Sliwa, 2017, p. 521) moreover, Rest said that "morality has been conceptualized as behavior that helps another human being... and putting another's interests ahead of one's own." (Kiriakidis, 2016, p. 1) the writer defines the quotes that morals are benchmarks of a person's behavior or society that expresses kindness for oneself and others. Morality is very useful because as social beings, we cannot live alone but we must need each other among our fellow human beings. Therefore, everyone must learn and understand the importance of morals to direct the way of human life at all times. Moral actions will give peace, help one another and respect one another and achieve success in this life.

Nowadays, most people are difficult to find and to learn about moral values because they are faced with a person's faith weak, work busy, promiscuity and economic problems so they frequently lose control that makes them become human intolerance, theft, extortion, hurting others, and damaging the environment. Therefore, the author provides an overview and guidance to the wider community that moral values can be learned from the story of a movie as reflected in the "kick boxer" movie that describes the moral behavior of the early life of American's two men brothers went to Thailand, in which his older brother Erick Sloane suffered paralysis in martial arts competition. The both brothers experienced a big problem where no one helped them at first. However, they both showed good moral values in human social life that made their both relationships with others arise to become

an integrated human interaction for mutual help and respect hence gain the happiness and success in their life goals and others as well. Janoff and Carnes (2013) said "the purpose of morality is to facilitate and coordinate interpersonal relationships and group living so as to optimize our existence as social beings... Harmful behavior is central to morality because it hinders cooperation and group functioning, whereas helpful behavior is central to morality because it facilitates cooperation" (Cohen et al, 2014, p. 944) The writer defines the quote that moral is very necessary for everyone because moral is a useful tool to give us the ability to interact with anyone in terms of mutual need, sharing and helping each other in human social life as well as the existing moral will avoid the harmful actions.

From the entire explanation above, the writer is very interested to analyze the moral value which is contained in the "Kick Boxer" movie because the moral is one of the absolute things that have an important role above human wealth and intelligence in this life. The moral is the value of good deeds that reflect an individual's personality so he/she will be sympathy and care for everyone in term of mutual help and tolerance each other, and also people will have the life principle if they have moral value in this life, encompass good behavior and avert a crime Without morals, it is very unlikely that a person's life will succeed and own peace, neither themselves nor others in social life. Algor and Haidt said that "The existing literature indicates that morally elevated people feel uplifted, inspired and moved with respect for and openness toward other people in general." (Yao & Enright, 2018, p. 2) It means that people who have morals will own automatically the sympathy and passion to help and respect others in this life. Therefore, the purpose of the research is the writer wants to find out what moral value is contained in the movie and what principles of moral value. So the above things can be motivation and self-development for everyone to achieve a better life everywhere.

Related to the explanation above, two important research objectives are designed to find

the answers of the research questions which are about the kinds of moral value and the principles of moral value. The main objectives of this research are: (1) to know the moral values which are delivered in the movie and (2) to know the principles of moral values which are found in the movie.

### **Moral Value**

Moral and value cannot be separated because they both are the integrated aspects or systems of human behavior to commit good things. "Value is thus partaking of goodness in the sense of being ourselves good or worthy...moral values are obviously incompatible with moral evil." (Rosanas & Velilla, 2005, p. 92) also, Aristotelians said that "morality concerns the promotion of human flourishing via the development of self and other-regarding virtues." (Carr, 2004, p. 222) the writer concludes the above quotes that moral value is a belief system or innate value of humans regarding good behavior that is beneficial for our own selves and others in this life. Moreover, it is contrary as well with bad deeds.

According to Veugelers that "moral values are values that express ideas about the good life." (Veugelers, 2010, p. 650) As stated by Scott that "Moral values will be defined as beliefs about what is good and evil controllable behavior, bearing on relations to self, to others, to God, and the natural and animal world." (Scott, 2002, pp. 33–34) "Two views about the nature of moral values are: (1) values must be absolute if they are to be worthy of our esteem and (2) values are a strictly private and personal affair, and hold no greater validity than a purely aesthetic validation." (Churchill, 1982, p. 298)

From the above quotes, the writer concludes that moral values are good behavior or personality traits sincerely that are possessed and reflected by someone towards him/herself, others, and God Almighty, which aims to get peace, success, mutual help, and tolerance in social life. Also, moral values direct us to avoid disgraceful acts, determine ways and decisions appropriately, making us aware that humans are social beings that need each other.

Therefore, everyone must own morals because we cannot live alone without the help of others.

According to Frankena (1973) and Armon (1984, 1993) that "moral values can be divided into five categories." (Kaur, 2015, p. 22)

- (1) Deontic values are concerned with the moral right issues of justice, fairness, rights, and responsibilities.
- (2) Teleological values relate to issues of moral good, or concern over the welfare of others
- (3) Aretaic values involve judgments about the moral worth of individuals and institutions. They include motives and character qualities such as generosity, empathy, and loyalty.
- (4) Intrinsic values are those ends valued for their inherent numeral good. They include such qualities as autonomy, consciousness, intelligence, and knowledge.
- (5) Extrinsic values are those means that have the potential to produce well, such as money, art, education, and travel, though they embody no inherent good.

"Convergence from the four different sources resulted in the following proposed set of universal moral standards:" (Schwartz, 2002, pp. 29–30)

- (1) Trustworthiness (including notions of honesty, integrity, reliability, and loyalty)  
"Trustworthiness, the T in the TEARS model, refers to the honesty, integrity, and believability of a source...Advertisers capitalizes on the value of trustworthiness by selecting endorsers who are widely regarded as being honest, believable, and dependable people." (Shimp, 2007, p. 303) it means that Trustworthiness refers to a source or behavior of someone who is considered good because it can provide positive benefits and satisfaction to ourselves and others as dependable and trusted personalities in this life.
- (2) Respect (including notions of respect for human rights)  
"To respect another means to regard her or him highly to esteem, honor, value in his or her uniqueness or distinctiveness, to make space for

the person to be him or herself.”(Lysaught, 2004, p. 665) It means that respect is good behavior in which we accept others for who they are because respect can build feelings of trust, peace, safety, and wellbeing in human social life hence we must respect each other everywhere.

- (3) Responsibility (including notions of accountability)

“Responsibility is an obligation to satisfactorily perform a task... liability for ensuring a task is satisfactorily done.”(McGrath & Whitty, 2018, pp. 701–702) the writer concludes that responsibility is the ability of a person to establish an attitude towards an action or task given to him/her, and the ability to assume the risk of an taken action as well as able to act independently by showing a good outcome.

- (4) Fairness (including notions of process, impartiality, and equity)

Fredrick Bendz said that “Fairness is closely related to fair play so it seems logical to conclude that a fair system is a system where everybody is treated in a similar way and where they have the option to fulfill their desires in any way they wish.”(Dator et al., 2018, p. 20) It means that fairness is the quality of making judgments that are free from discrimination, that is morally right honorable and equitable to make a decision and action for the satisfaction of everyone based on appropriate criteria.

- (5) Caring (including the notion of avoiding unnecessary harm)

Joan and Berenice (1993:103) said that caring is ‘includes everything we do to maintain, continue, and repair our ‘world’ so that we can live in it as well as possible. That world includes our bodies, ourselves, and our environment, all of which we seek to interweave in a complex, life-sustaining.’ (Monchinski, 2008) The writer concludes that Caring is part of the moral ideals and the ability of people to act well, both in the conditions and circumstances around us and a call to help and overcome the sufferings and difficulties faced

by others, therefore, Caring is highly needed in this life.

- (6) Citizenship (including notions of obeying laws and protecting the environment)

“The most general duty of citizenship, which applies to resident citizens as well as foreign residents, is to obey the laws...The primacy of territorial jurisdiction means that external citizens have to obey the laws of their country of residence. Whatever external legal duties they may have required special justification.”(Bauböck, 2009, p. 488) the writer defines that citizenship is a status of someone who has legal ties to a certain country to adhere to the law and regulation. Specifically, a person must possess the behavior of obedience to the applicable obligations for human welfare and peace in this life

### **Principles.**

“The principle is to reward a positive with a positive and punish a negative with a negative.” (Woiceshyn, 2011, p. 317) “A principle that positively encourages respect for people’s own deliberated thoughts for themselves, including their moral thoughts for themselves...principles to function sufficiently flexibly to avoid the polar moral pitfall of moral imperialism.”(Gillon, 2003, p. 309) “Moral principles to be the guidelines people use to make moral judgments to decide what is ethical and what is unethical.”(Schumann, 2001, p. 94) “The term ‘principles’ can be used simply to refer to general rules, or also to suggest that these rules are implicitly higher in the implicit or explicit hierarchy of norms than more detailed rules.” (Black et al., 2007, p. 192)

The writer concludes that Principle is a strong truth or belief that is possessed by a person or society as guidance for making a choice in term of thinking or acting. Those who have principles are people who can determine their way of life to live this life. Therefore, humans as social beings, of course, everyone must have moral principles as good personality qualities that aim to please themselves and others. The honor is given by others

to us is derived from the value and praise of others for our good habit. For instance, human tolerance, mutual help, respect for rules, care for others and avoid detrimental things.

According to Schwartz that “Each of these moral values leads to seven other general principles.”(Schwartz, 2005, p. 34) are the following:

- (1) The responsibilities of businesses: beyond shareholders towards stakeholders

Business responsibility is related to the moral obligation of work or company, they both must have a good impact on the user and its surroundings, such as the cleanliness of the area, career development, adequate equipment, good benefits, training provided, etc. so that other people and in the vicinity can comfortable, orderly, success in this life. The person who has good morals provides good work to others. Therefore, humans and companies should reflect moral values. “One of the foundational principles of business ethics is responsibility... the emphasis within business ethics has tended to focus on corporate rather than individual responsibility because of the size and scope of large businesses.”(Murphy, 2009, p. 245) it means that that work or company must provide good benefits for success and prosperity for humans and everything that exists in this world hence it especially doesn't harm others.

- (2) The economic and social impact of business: Toward innovation, justice, and the world community.

In this life, every business run by humans can arouse positive and negative impacts. Therefore, moral values can make people aware to behave well with others without detrimental humans. Besides, moral values enable us to always be optimistic to achieve a goal.

- (3) Business behavior: Beyond the letter of the law towards a spirit of trust.

According to Jackson's chapter on ‘Role Duties’ and ‘Reconciling Business Life with Moral Virtues’ is helpful both in them and in

advancing her project of developing a ‘moral map’ to guide business decision making.’(Ragatz, 2006, p. 243) it means that from the moral side, business is not just looking for profit that can harm others. However, in running a business, we must respect the interests and right of others and shows trust them that we are good business people.

- (4) Respect for rules.

Wilson stated the following:

Anything that could seriously be called a ‘society’ or ‘social group’ . . . involves some kind of interaction between its members, and ‘interaction’ here will not mean just that they happen to bump up against each other like physical objects, but that they engage in some rule-following activity . . . There will, therefore, be rules or norms which are commonly subscribed to, whether or not they are codified, overtly agreed and stated beforehand, or contracted for. (Hand, 2020, p. 2)

From the quote above, the writer concludes that every human being in social life must respect and obey the rules that have been set by the authorized person. This is to create order and peace in all aspects of human life.

- (5) Support for multilateral trade.

Moral values are very useful in human behavior in dealing with international communities because moral values can establish mutual help, harmony and welfare in all aspects of human social life.

- (6) Respect for the environment.

According to Locke that “Positive injunction to maintain the natural environment in a condition that will allow it to continue to fulfill its function.”(Trachtenberg, 2011, p. 12) it means that the environment is related to human life. By having moral values, humans strive to maintain, preserve, and utilize the environment properly.

- (7) Avoidance of illicit operation.

If humanity is to survive and avoid new catastrophes, then the global political order has to be accompanied by sincere

and mutual respect among the various spheres of civilization, culture, nations, or continents, and by honest efforts on their part to seek and find the values or basic moral imperatives they have in common. (Kidder, 1990, p. 39)

It means that humans are social creatures who must live interacting with each other. Therefore, morals are highly needed to socialize in various aspects, because good behavior will create peace, comfort, and respect in this life. Also, bad things must be averted because it can endanger everything that exists in this world.

## **METHOD**

In terms of analyzing the formulation of the problems in "Kick Boxer" movie, qualitative method is used in this research because the research is based on direct observation towards ongoing research object that expresses behavior, feeling, and emotions, sound. Qualitative emphasizes the meaning and not generalization in which this research is natural and not experimental because it cannot be analyzed with mathematical systems or other quantitative elements so that the data can be collected directly according to the observer's interpretation and examination. Two sources of data are primary source and secondary source. Primary data are the original data that are possessed by the researcher to investigate the research. In terms of the research, the writer analyzes the reflected behavior, conversation, and interaction of the role players, as well as the transcript delivered in the story "Kick Boxer" movie. Secondary data are additional information that have been compiled accurately into the document, in which it does not come from the writer but derives other reference sources that substantially support this research process. They encompass journal, E-book, and website.

## **FINDINGS AND DISCUSSION**

### **Findings**

#### **1. Moral Value**

The writer outlines five of the moral values, contained in the "Kick Boxer" movie based on the theory source that has been stated by Mark S Schwartz as the universal moral standard are as follows:

##### **a. Trustworthiness.**

For the preceding supporting theory, as stated as well that "Trustworthiness, wherein an individual act so as to engender trust and merit the confidence of others." (Kidder, 1990) it means that Trustworthiness refers to a source or behavior of someone who is considered good because it can provide positive benefits and satisfaction to ourselves and others as dependable and trusted personalities in this life.

The first proof that Eric is the champion of American kick boxer. He was interviewed by journalists concerning why he doesn't use a trainer anymore. Eric said that he doesn't use it anymore because Eric trusts his younger brother Kurt to be with him. The writer defines that Kurt is trusted by Eric to accompany him because Kurt inspires Eric's life. **(1:59-2:26)**

For the second proof, Xian is Kurt's trainer. Xian accepts a challenge letter sent by a gangster Freddy Lee through a messenger. It states that Thailand's top fighter Tong Po challenges Kurt in the fighting. Even though Kurt must follow the rule of the ancient way, Xian shows his strong expression by trusting Kurt to against him. Then, Xian gives the letter to him. **(60:07-60:08)**

The writer states that trustworthiness is very imperative and necessary for everyone because it related to individual's socialization life. Also, trustworthiness will cultivate a good relationship with others, particularly, human right and obligation.

##### **b. Respect ((including notions of respect for human rights)**

For the preceding supporting theory, stated as well "respect is assumed to be an attitude directed at persons' 'dignity' as a universal normative status common to everybody to the same degree."(Sardoč, 2010, p. 19) It means that respect is good behavior



in which we accept others for who they are because respect can build feelings of trust, peace, safety, and wellbeing in human social life hence we must respect each other everywhere.

For the first proof tells An American named Taylor meets Kurt. Taylor agreed to show Kurt a trainer who could train him in the Muay Thai martial art. Kurt highly wants to learn martial arts and has attempted to find the trainer, but he could not find it as well. In this scene, Taylor greatly respects Kurt's to help him in fulfilling Kurt's desire because it can lighten Kurt's burden. **(23:14-24:05)**

For the second proof, Kurt meets a trainer of martial arts, named Chow Xian. Kurt appeals to Xian so that he can teach him in martial arts because his older brother is paralyzed fought Tong Po. Xian reminds Kurt that revenge is not good. Finally, Xian respects Kurt to be taught in the martial arts, reflected in Xian's expression in the movie. **(28:30-31:43)**

For the third story, Mylee tells his uncle Xian that Kurt has beaten a gang of Freddy Lee in her store. But Xian justifies Kurt's good behavior. The writer concludes that Xian respects greatly for Kurt's action because Kurt has helped Mylee from the crime of Freddy Lee's gang to take her money. **(40:19 – 41:03)**

The writer states human relations are well-established and harmonious if they are based on respect for each other as social creatures in mutual-help and so on for the success of everyone.

c. Responsibility ((including notions of respect for human rights)

For the preceding supporting theory, stated as well 'Responsibility' is a slippery term. It is commonly found to perform a range of functions in legal and moral philosophy, and in domestic and international affairs...The prospective the dimension of responsibility refers to the responsibilities, duties or obligations that an actor is bound to perform.'(Glanville, 2011, pp. 483&485) The writer concludes that responsibility is human behavior and ability to carry out their duties and obligations properly in various ways so that it is beneficial to oneself and others.

For the first proof, Kurt accompanies Erik in a room, where Erik will prepare himself to fight with Tong Po. Erick orders Kurt to get ice. Kurt fulfills his job well for Erik's needs. **(08:25 – 08:48)**

For the second proof, Kurt has responsibility to bring Erik to a hospital because Erik is badly injured when he has been defeated by Tong Po. He meets an American named Taylor. They both take Erik to a hospital. **(16:07 – 16:42).**

For the third proof tells Kurt visits his older brother in the hospital to see Eric's health condition and takes care of him because Eric is paralyzed as told by a Doctor. the writer analyzes that even though Kurt stays at his teacher's house and has been training there, Kurt sincerely responsible to take care of his older brother in the hospital and Kurt wipes Eric's sweat because Eric trusts him to accompany him in Thailand hence Kurt has undertaken his obligation properly. **(46:17)**

The writer concludes that anyone must possess a sense of responsibility in this life. A responsible person is someone who carries out his duty and role sincerely and well for the benefit of him/her own self and others, as Kurt towards Erik, who did his job properly while accompanying Erik in Thailand.

d. Fairness.

For the preceding supporting theory, stated as well "Fairness is a more general notion than is fair play and violations of fair play are not the only kind of unfairness...Fairness is a kind of impartiality between persons."(Tosi, 2018, p. 5) the writer concludes that fairness is something or judgment that is free from discrimination as well as treatment in a similar way for everyone. Anyone who against rule will be treated in accordance with the designated criteria for human equality and satisfaction.

For the first proof, Eric tells Kurt that Kurt never fights with Tong Po but invites Kurt back to America. Eric doesn't want Kurt to experience as Eric did, but Kurt is enthusiastic to fight Tong Po because Erik is paralyzed. The writer analyzes that Kurt shows fairness to defeat Tong Po because Tong Po has broken the rules when Tong Po fought Erik. Also, the writer confirms that Kurt's desire is not for

revenge as conveyed in advance by his trainer, but he wants to get fairness. **(1:06:18 – 1:07:23)**

For the second proof, while Tong Po is beating Kurt in the fighting, Tong Po tells Kurt that Tong Po raped his girlfriend Mylee. And Kurt asked her about it in the fighting, and then Mylee cries and Kurt is very sad. Kurt wakes up and demands fairness by defeating Tong Po in the fighting. The writer concludes that Tong Po's behavior is very evil and violated human rights. Therefore, Kurt tries to uphold fairness to punish the perpetrators of the crime through the fighting for the satisfaction of him and his loved ones. **(1:27:47 – 1:28:29)**

For the third proof, Kurt achieves fairness by defeating Tong Po in the fighting because Tong Po has committed crimes, particularly against Kurt and his loved ones. Fairness brings happiness for Kurt himself and his loved ones. **(1:33:13).**

For the fourth proof tells Eric, Taylor, and xian encourage and give a spirit for Kurt to defeat Tong Po in the battle between Kurt and Tong Po. The writer concludes that they all claim fairness through Kurt's victory against Tong Po because Tong Po has committed crimes against Erik, Kurt, and Mylee. **(1:28:57).**

The writer concludes that every human being must be fair in this life. Fairness creates harmony, orderly, happiness and equality for human life. Unfairness will harm others. Kurt has done it in the story of the "Kick boxer" movie, where his loved ones are treated unfairness. For instance, his older brother has been kidnapped while Kurt was going to compete with Tong Po and Erik was treated unfairly as well when Tong Po fought with Eric, also his girlfriend Mylee has been raped by Tong Po. Kurt has fought the crime perpetrators.

- e. Caring (including the notion of avoiding unnecessary harm)

For the preceding supporting theory, stated as well that "The ethics of care moral principle is the morally correct action is the one that expresses care in protecting the special relationships that individuals have with each other." (Schumann, 2001) The writer concludes that Caring action is a good behavior to make others happy, in terms of

avoiding harm for ourselves and others, respect as well as establish a good relationship with others.

For the first proof, when Erik will be competing with tong Po, Kurt is worried about his older brother's condition in the match. So Kurt attempts to advise Erik inside a room for not to compete with Tong Po because Kurt has seen his power is very tough when he was exercising by himself. However, Eric still insists on fighting with Tong Po. The writer defines that Kurt cares about Erik's life so that Erik doesn't get into big trouble and danger because Kurt loves him. So Kurt tries to cancel his desire. But Erik ignores Kurt's suggestion. **(10:02)**

For the second proof tells Kurt witnesses the fighting between Eric and Tong Po in the first round, where Eric is in heavy beating and torture by Tong Po and Eric's condition is weak. In the break time, Kurt appeals to Eric to stop the fighting. But Erik insists to continue it. Finally, Erik lost in badly injured. The writer concludes that Kurt is very concerns and cares about Erik So Kurt attempts to stop Erik in the fight so that Eric is avoided from the worse problem. **(12:35 – 14:27)**

### **Principles of moral value**

Based on the principles of moral values described above in accordance with the previous theory, so the writer will outline two of them which are contained in the "Kick boxer" movie are as follows:

- a. Respect for rules.

"Respect is assumed to be an attitude directed at persons' 'dignity' as a universal normative status common to everybody to the same degree." (Sardoč, 2010), also "Rules are an integral part of the regulation...the aim of the rule is to apply to those who are in practice exercising control. It is focused on the substantive objective." (Black et al., 2007) From the both quotes, the writer concludes that respecting rules is a person who respects others, including rule-makers, because human obedience to the rules will establish mutual help, peace, good relations with fellow humans, and it will achieve a better future in human social life.



For the First proof tells Kurt is practicing in the martial arts, then his trainer Xian talks to him about the breathing rules in martial arts, because this breathing will get good results for Kurt then he adheres to the rules as ordered by Xian. The writer defines that Kurt is a person who respects his teacher, including carrying out the rules given by his teacher for his success. (38:43 – 39:25)

For the third proof tell Kurt is practicing to kick a palm tree, witnessed by his teacher. Kurt is in great pain and unable to continue it. But his teacher ordered Kurt to fall it down. Then Kurt does it as instructed by his trainer. It means that Kurt obeys the rule of the training as mentioned by his teacher.

Also, in the next scene that before the battle starts between Kurt and Tong Po, Kurt obeys the rules of fighting in an ancient way in Thailand, which Kurt never followed it in advance. Hands wrapped in hemp and dripped in broken glass. Shortly bad guy Freddy Li approaches and threatens Kurt so that he would never hit Tong Po if Erik wanted to live because Erik has been kidnapped by Freddy Li's Network. (1:19:14)

b. Avoidance of illicit Operation.

The writer defines that avoidance of illicit operation is related to crime prevention. As stated that "crime prevention is: 'the anticipation, recognition, and appraisal of a crime risk and the initiation of some action to remove or reduce it'... Crime-prevention initiatives are structured efforts designed to inhibit a specific crime(s) in a given area." (Blevins, 2019, p. 181) The writer defines that crime prevention is the action of good behavior that is reflected by people to avoid and fight crime for the safety and comfort of everyone everywhere.

For the first proof, when Kurt is chatting with Mylee at the Mylee's Store. Suddenly two men of criminal come to steal mylee's money at Mylee's Store. Then Kurt fights and drives out the perpetrators. The writer defines that Kurt is a person who rejects evil behavior. Kurt is not afraid of facing the criminals, where the perpetrators are a network of Tong Po and Freddy Lee. Kurt has saved Mylee from the crime (33:32 – 35:47)

## Discussions

### 1. Moral Value

Based on the analysis of moral values which are found in the "Kick Boxer" movie, the writer states that the finding is appropriate and related to the statement of Mark S Schwartz in the Journal of business ethics in 2002 which explains "The six universal moral standards are Trustworthiness, Respect, responsibility, fairness, Caring, and Citizenship." (Schwartz, 2002). So the writer discusses five of them from the movie's story are as follows:

a. Trustworthiness.

"Trustworthy behavior, then, is predictable, clear, honorable, and honest." (Kidder, 1990) also stated by Gauthier that "trustworthy. Moral agents can be predicted to act in ways conducive to other person's ends only when it is in their own interests to do so." (Friend, 2002, p. 32) It means that Trustworthiness is refers to the value of respect given by others to someone who can be relied on to do something for the benefit of him/herself and others.

In the movie's stories are even though Eric doesn't have a trainer, Kurt has been trusted by Eric to accompany and inspires him to compete to Thailand. Also, Kurt has been trusted by his trainer Xian to fight with the top fighter Tong Po in the martial arts. It means that Kurt is a reliable person to do tasks which are given by others.

b. Respect.

For the other supporting statement that "respect is due to a person by virtue of his or her standing as a human being." (Finkel, 2001, p. 16) The writer concludes that respect is someone who has good behavior for others, in which we accept others for who they are in human social life. Therefore we can able to establish peace and help others in all of the life aspects

In the movie's story is Kurt wants to learn martial arts but he can't find the trainer who can train him. After he met Taylor and shared his problem to demand fairness, Taylor respects and helped Kurt to meet with Xian who could train him. Also, Xian hasn't been training martial arts for a long time.

However, because of Kurt's hardships and his great desire, Xian respects and available to train him. The above meanings are Xian and Taylor really respect for others like their own selves. So they both help Kurt in his troubles and desires.

c. Responsibility.

“Responsibility is an obligation to satisfactorily perform a task... liability for ensuring a task is satisfactorily done.”(McGrath & Whitty, 2018) the writer concludes that responsibility is the ability of a person to do something that is ordered by others as well as he or she is able to work independently without direct supervision by showing good outcomes.

In the movie's story is Kurt accompanies Erik in a room, where Erik will prepare himself to fight with Tong Po. Erick orders Kurt to get ice. Kurt fulfills his job well for Erik's needs. Also, Kurt has responsibility to bring Erik to a hospital because Erik is badly injured when he has been defeated by Tong Po. He meets an American named Taylor. They both take Erik to a hospital. The above meanings are Kurt is a responsible person to do his tasks properly for the interest of Eric.

d. Fairness.

For the other supporting statement that “Fairness as a property of human interactions...as the impartial application of rules, the appropriate doing of what ought to be done, or ‘self-centered inequity aversion. It can be attributed (at least) to both processes and outcomes.”(Colledge & Elger, 2015, p. 425) it means that fairness is something or judgment that is free from discrimination as well as treatment in a similar way for everyone. Anyone who against rule will be treated in accordance with the designated criteria for human equality and satisfaction.

In the movie's story is Kurt said Eric that he is enthusiastic to fight with Tong Po because Erik is paralyzed. Tong Po behaved bad against Eric by breaking the fighting rule while Eric was lying down weakly but Tong Po kept hitting his back. Also, Eric, Taylor, and Xian encourage and give a spirit for Kurt to defeat Tong Po in the fighting

between Kurt and Tong Po. The above meanings is they all claim fairness through Kurt's victory against Tong Po because Tong Po has committed crimes against Erik, Kurt, and Mylee.

e. Caring.

For the other supporting statement that “One could say that caring about them is at best morally neutral...Moral agents surely do care about having a good moral character, but they also care about living a life that they deem worthwhile.”(Thomason, 2015, p. 46) it means that a moral person is someone who cares about others as a valuable thing in this life. In the movie's stories are Kurt has attempted to advise Erik never to fight with Tong Po., because Kurt has seen Tong Po's power is very tough hence Kurt is worry about Eric's condition later on. Also, in the first round, Kurt witnessed Eric is in heavy beating and torture by Tong Po and Eric's condition is weak. In the break time, Kurt insists Eric cancels the next round. The above meanings are Kurt very cares about Eric's safety from the dangerous situation.

## **2. Principles of moral value**

Based on the research, The writer states that the principles which are found in the story of the movie are match and related to the statement of Mark S Schwartz in the Journal of business ethics in 2005 which explains “The seven moral values general principles.”(Schwartz, 2005) So the writer discusses two of them are as follows:

a. Respect for rules.

The writer defines that Respect for rules is related to the obedience for rules. As stated “Obedience is a form of conformity by which a person simply follows orders given by others. Obedience to authority is defined as following orders given by an authority figure.”(Shiraev & Levy, 2013, p. 1), also stated “Rules are an integral part of the regulation...the aim of the rule is to apply to those who are in practice exercising control. It is focused on the substantive objective.”(Black et al., 2007) It means that A moral person is someone who respects others in terms of obeying sincerely rules or directions that are given by an authorized person for him or her for the good purpose

In the movie's story is Kurt has obeyed the entire rules that have been given by his trainer Xian in his training as well as the rule of the fighting between him and Tong Po by the ancient way that hasn't been followed by Kurt previously. The above meanings are Kurt is an obedient person to the designated rules for the kindnesses of himself and others, in terms of human social relationships.

b. Avoidance of illicit operation

The writer describes that avoidance of illicit operation is related to crime prevention. So stated that "Crime prevention may be described as any activity designed to reduce people's and places' vulnerability to victimization or to prevent criminal activities from occurring." (Hunter, 2016, p. 1) the writer defines that crime prevention is the action of good behavior that is reflected by people to avoid and fight crime for the safety and comfort of everyone everywhere.

In the movie's story are Kurt fought a crime, committed by Freddy li's men who will take mylee's money from mylee's store .also, Kurt fought crime when he is harassed dancing at a stall. The meaning above states that Kurt is a person who does not like crime. Therefore, he has avoided and fought the evil behaviors for the safety of himself and others.

## CONCLUSIONS

Trustworthiness is part of moral values that has an important role in human life because it refers to the individual's personality who can be trusted by others to do something for the benefit of his or her and others. Without one's trustworthiness, others will be difficult to cooperate with us in all aspects of life. Kurt has proved it when he has been trusted to accompany Eric wherever. Also, Kurt has been trusted by his trainer to compete with top fighters in the championship of the martial arts.

Humans as social beings must have respect for others, because respect is an attitude that reflects good behavior where we accept others for who they are. Respect can establish peace atmosphere, mutual help, and good relationships with others. In the story, Taylor and Xian respect Kurt in his problem.

Xian helps Kurt find a martial arts trainer who cans trains him, and Xian is available to train Kurt.

Every human being must have a responsibility in this life because it relates to human interaction in doing something that is given for him or her. A responsible person is someone who has the ability to perform his or her duty and role by showing good results to others and him or herself. Kurt is a person who is responsible for carrying out the tasks assigned to him. Kurt responsible takes Eric to the hospital and carries out his duties to provide Eric's needs for his fighting preparation

In human social interaction, we must have fairness and show it in this life. Because fairness is an attitude of action that is free from discrimination and treats all humans equally, because fairness will create orderly, peace and equalization rights and obligations for everyone. In the story, Kurt has shown fairness to keep against with person who has committed crimes and Kurt succeed to get it for the happiness of himself and his loved ones.

Caring is a value and attitude of good behavior to pay attention and act proactively to the conditions or circumstances around us to help them avoid danger and overcome suffering and difficulties faced by others. Therefore, anyone must be care for others in human social life. Caring can create happiness for others in terms of mutual help and build human good interaction. In the story, in the story, Kurt really cares about Eric's condition to be avoided from the danger that can threaten Eric.

From the above statements, the writer concludes that the moral values and the principles are the values and ways of human life to do good behaviors in establishing happiness for everyone and their surroundings.

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An analysis of moral value in stating the principle in “kickboxer” movie