

THE MORAL VALUES IN “CHICKEN RUN” MOVIE

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Abstract: This thesis covers an analysis of movie. Moral value is one of the main aspects that emerges in the movie. The moral value in the movie makes an example in human's life in reality. The importance of moral values in our lives is how to learn the life's experience and the life will go on. Each person must have moral values respectively and should not give up if he or she gets a variety of obstacles and barriers in life. Everybody must still strive in a positive way in order to pursue their dreams and can become a reality and help each other in achieving dreams. The writer analyzed this movie in moral values by using qualitative research. This thesis describes about moral values which are found in this movie and about the effort of main characters to reach dream. Based on the analysis, the writer hopes everyone should still try to reach the dream. To elaborate the findings, the writer describes formative analysis by capturing the dialogue using detailed data. Other findings related to the study are stated.

Keywords: *moral value, qualitative, movie*

A. INTRODUCTION

1. Background

An entertaining of cartoon movie makes the writer desires to analyze the cartoon movie. There are some factors that influence the writers to choose the cartoon movie. Firstly, cartoon movie makes the writers feel entertained and curious how the storyline is. Secondly, the writers like something funny, it means that the writers prefer to watch cartoon movie because it shows 3D animation. Thirdly, cartoon movie can make the writers' mind relaxed and lose the boredom. The last one is that cartoon movie gives some positive feedback and moral message that causes cartoon movie can be watched by all ages.

Based on the writers' reason above, the writers take “*Chicken Run*” movie as the source of data for the research. It is directed by Peter Lord and Nick Park. “*Chicken Run*”

Movie belongs to a cartoon movie as a genre. The cinema movie has been released in the year of 2000. This movie tells about a hen that is named Ginger. Ginger lives on the chicken farm of Mr. and Mrs. Tweedy. She is very restless and tries to escape from the chicken of farm. Ginger does in various ways and she tries to persuade her friends to escape together. However, she always fails. Ginger never gives up, she makes a plan for exit. Ginger wants to see view outside of the cage, precisely on a hill across from the farm. When she knows that she and her friends will be made chicken pie. Immediately, she tells it to all her friends, so all her friends feel afraid of it. Finally, she and all her friends make a plan. The plan is that they make a plane from their cage.

The struggle of the main character is one of reasons why the writers will discuss about the figure of main character. The struggling of the main character is shown about how the main character survives and what the efforts she does. Audiences can take some moral messages from the struggle and effort of the main character.

After analyzing the main character, the writers can learn and find out the moral values that are contained in this movie. The moral values in this movie can be learned by the same ways of the struggle and effort of main character. It is done by main character and resulting some positive and negative effect of life that are taken from this movie.

Those are the writers' reason to take "*Chicken Run*" Movie as the data of this thesis. It covers the analysis of main character and other literature elements that are related to the analysis the movie. There are four main characters found in this movie. Then, there are two main characters that stand out. So, the writer gets the title for this thesis is "The Moral Values in "*Chicken Run*" Movie (A content analysis of "*Chicken Run*" Directed by Peter Lord and Nick Park".)

2. Objectives

Based on the limitation problems above, the writers decide some objectives of the study as follows; (1) To find out the moral values of the movie; (2) To figure out the moral values that contained in this movie; (3) To describe the effort of the main character in this movie.

3. Theoretical Frmework

3.1. Definition of Morality

According to Keraf (1990:20), morality is acts as a regulator and instructions for humans to believe in order to be categorized as a good human being and can avoid bad behavior. Human can be said to be immoral if he does not behave in accordance with the prevailing morality. Morality is the distinction between right and wrong. It is the determination of what should be done and what should not be done

.Kelley (1992:56) stated that morality is defined as conformance to a recognized code, doctrine, or system of rules of what is right or wrong and to behave accordingly. Subjects of morality vary but deal with "ought's" of person-to-person relationships as well as person to animal, and person to environment. Therefore, subjects of morality include marriage, discipline, honesty, business transactions, contracts, child rearing, etc.

From the definitions above, the writers conclude that morality is the study about how moral works and perspective of moral itself. Morality also relates to human beings and their behavior in life. So, moral and morality are always in relation in human's life.

3.2. Definition of Values

Schwartz (1994:87) stated that value is a concept that describes the belief of an individual or culture. A set of values maybe placed into the nation of a value system. Values are considered subjective across people and cultures. It is possible to classify virtually all specific values from different cultures.

According to Schwartz (1992:35), value as desirable trans situational goal verging in importance that serve as guiding principles in the life of person or other social entity. Values as important and enduring beliefs or ideals shared by the members of a culture about what is good or desirable and what is not.

Hartmann (2001:13) quoted by Kinneing explain ethics is concerned with an aspect of the question of what the ancients called the good (kalon, agathon, bonum) and the model. It is often call the valuable, namely that which we call the moral. It is concerned with the question. What is morally is good, what is moral value? And of course the converse question. What is morally not good, i.e. morally bad and evil. What is morally without value? Value is ideal beings. They are therefore part of the world's make up. We cannot invent them, we can only discover them. Values are thus not subjective but objective. It would seem that at least some values reside outside of human beings, even though perhaps many more are dependent on conscious human beings, who are able to value things.

Hartmann also stated from practical point of view, everything that exists somehow falls under the category of values. Even the remote and in different thing, act, or event either has a positive or negative value. The world of things and their relations is at the same time and no less a world of goods and evils. All these goods and evils are “disvalues”. There are several different species of values. A piece of property, for instance, is a good and has a value, but is not as such a moral value. A book, a vacation, peace of mind, anything may be a good, and anything may be an evil, but this does not make these things morally good and evil moral values.

Being Hartmann maintains, is much richer and more profound than the phenomena that constitute an object to man. Moreover of the existence of some species of value, such as the aesthetic for instance, we are aware, can we hardly be said to have much knowledge.

Two non-moral categories of value are discussed at the length in the ethnics, “subject values” and “good values”. The moral values are, in different ways, grounded on them. Example of subject: values are life, consciousness and mental strength. Good values are, for instance, the piece of property, the book and the vacation mentioned. These values are the material basis of moral values without them moral values would be unthinkable.

An example is given where and would are honest man be superior to a thief, if the things purloined were not somehow of values? What one man can steal? What another can treasure as a possession is not merely a thing but a good, honesty then, if it is a moral value, necessarily presupposes the positive worth of material (e.g. on-formal) goods.

It is inherently dependent upon the later. It those appear that, like real thing, ideal being is hierarchically ordered whole of different strata or layers. Moral values are intrinsically higher than goods values and subject-values according to Hartmann. They are in fact, as far as we can tell, the highest value there are.

Moral values are necessarily affixed to man, primarily to his fact, but also to his character, which is shaped by and expresses in these acts. In the latter case, when values are inherent in a characters, never to things and the relation between them. Only acts or characters can be morally good and evil.

Finally, since given the above moral value of an act does not depend on the value of what is intended but on the moral value of the intention, the moral value of an act does not depend on the success of the act, but merely on the moral value of its attention. If one

intends to do what is morally good, but for other reasons does not success the failure does not constitute amoral blemish.

In conclusion of the definitions and example of values that value depends on each individual in life and social entity. Value also can be meant as the belief of individual or culture in life and society.

3.3. Definition of Moral Values

Jacobs (2002:4) said that moral theories concerns about practice, about what people should do. They often make specific claims about which duties take precedence over others when there are conflicts. They make claims about what is morally required and what is prohibited. However, when people reflect on the theories themselves people encounter many issues that do not directly concern what people should do or how people should judge acts or agents. People may find that a theory presupposes that moral value is objective. It may hold that moral value is completely independent of the desires and interest people happen to have.

In addition, moral value, moral theories often make claims or include assumption about the nature and judgment. A theory may presupposes that in making moral claims people are expressing attitude or feeling rather than reporting moral facts or it may hold that correctness of moral judgment is always relative to the norms and standards ourselves or another culture of community. There are always commitments and assumptions in the background are not stated explicitly and they can be crucial to the form and content of moral theory.

There are many theories argue that moral values not expressions of people concern, interests or feelings that because values or objective, there are objective moral reasons, objective action-guiding consideration. Some of them hold that rightness, wrongness, goodness, badness, obligatoriness and other moral properties are in dependent upon feeling, decision or perspective. On this view there are moral value that we can be (or fail to be) responsive to-we do not stipulate, choice or invent them.

Based on the definition above about moral and value, the writer concludes that moral values are the standards of good and evil, which govern as individual's behavior and choices. Individual's morals may derive from society and government they of accessesity may change as the laws and morals of the society is change.

According to Schwartz and Boenke (2004:230-255), moral as relating to, dealing with or capable of making the distinction between right or wrong conduct, principles, standards habits with respect to right or wrong in conduct. Values as the social principles, goals or standards held or accepted by an individual, a class, a society, etc. In short, moral value is the relation of belief, behavior and attitude of each individual.

3.4. Types of Moral Values

Based on Bee (1975:287-289), moral values divided into two, they are:

1) Moral message

Moral in the literary work could look as the message, ordered. The element of the message was the idea that provides a basis for the writing of the work, the idea that provides a basis for created the literary work as the message supporter. Moral message delivered through the fiction story certainly different the effect equal that through the non-fiction article. The literary work, fiction offers the moral message that was connected with the noble characteristics of humanity, fought for the right and prestige humankind. The noble characteristics of this humanity in the essence were universal.

It means that the characteristics hand and believed in the truth by world humankind. On the other hand, moral message mainly focused on natural goods, while an individual person has figured him/herself. However, both moral and natural goods are equally relevant to goodness and value theory, which is more general in scope.

The characteristics of humankind will show believed and behavior also will be appeared. It will cause the moral message. Actually, everyone has the moral message from themselves. In each character of movie is able to have the basic of characteristics that can be taken the messages. The message will depend on the special characteristic of character.

For example, the characteristic of character in movie is persistent. The character will act based on his/her characteristic. He/she will struggle his/her desire to be reached. From that, the moral message is appeared. It can be taken by the audience is the character expresses about the struggling of life. It also teaches audiences to be never given up, when having the willingness.

2) Moral Development

The development of morality is a great importance. People can understand the base value of morality. People can develop good internalized rules and to be able to follow the

good things in any situation. There are four essential to be considered in developing the morality. The first is roles of laws, customs and rules. The second is role of conscience. This step is the development of a conscience to act as an internal control over the individual's behavior. The third is role of guilt and scheme. The last is the role of social interaction.

From all step above moral development will be appeared based on the basic characteristic of character that connected in any situation or conflict. The development of character in movie will be taken from the relation of the basic characteristic and conflict that happen in the movie.

For example, the basic character is arrogant, and the situation is there is an old woman who is survived her life. In desperate condition, the character will be changed in that situation. The character will be dissolved by looking the old woman. He/she feels pity when he/she looks her suffers. It means that the moral development is appeared. It is shown by changing of characteristic of character. It is developed by the situation that happens in the movie.

4. Methodology

According to Patton and Cochran (2002:2), qualitative research is used in this research to understand some aspect of social life, and its method which generate words rather than number, as data for analysis.

B. FINDINGS AND DISCUSSIONS

1) The moral values found in the movie "Chicken Run".

This movie belongs to animation cartoon movie. It also can be watched by all ages and there are some things that can be learn from the movie. The director and author designed this movie in such a way so that children and adults as audiences enjoy this film easily. They are the reasons, why the writer discusses about moral values are in this movie.

Moral values are the main discussion in this thesis, because this movie tells about the struggle of the main character to go out of her cage. Moral values are appeared from how her efforts to reach her willingness. Based on the theory in the previous chapter, moral values can be defined from the characterization of character, but in this movie the writer can be defined from each action of main character and supporting characters.

The main character and other supporting characters make seven plans and do it, but always get the failure. Although they always get failed, they are never felt tired to try anyways to go out from the cage and look the most beautiful viewing that never they see before. The writer gets the point from the activities and the thinking of each characters, it can be a moral value. Others moral values also are contained in this movie and the writer categories them into two. They are:

a. Moral Message

There are positive and negative things in this part. The positive things is the real hero, though is Ginger, a visionary hen who is determined not only to escape herself from the Tweedy farm but to take the entire flock with her. The plucky hen who leads her fellow inmates of Tweedy's Chicken Farm in an audacious mass breakout to secure their freedom. This is no ordinary chicken – dig deep and you will find some unexpected leadership lessons.

It can be seen in the dialog when Mr. Tweedy start to suspect about Ginger's plan.

SCENE 10 : IN MR. TWEEDY'S HOUSE

Time in : (00:10:15)

Mrs. Tweedy : Hmm! and nine. shillings and thru pence. Seven and sixpence times three. Two and nine. Fourpence ha'penny. Oh! Stupid, worthless creatures! I'm sick and tired of making minuscule profits. Hmm... Hmm!

Mr. Tweedy : Oh, yes. Those chickens are up to summate.

Mrs. Tweedy : Quiet. I'm onto something.

Mr. Tweedy : They're organized, I know it.

Mrs. Tweedy : I said quiet.

Mr. Tweedy : That ginger one, I reckon she's their leader.

The argument of Mr. Tweedy is the result of Ginger's activities. She is always caught by Mr. Tweedy and sent to the dustbin. Mr. Tweedy thinks and concludes that Ginger is the leader and has a leadership. She is also brave and optimistic about her plans and it is for common goals.

Indirectly, Ginger as the main character in this movie gives the audience about how to be a leader and reach the general purpose of membership. She also gives leaning about the process of getting the common goals. Ginger also gives learning about how to survive and find other ways to get the escape. This is one of the moral messages that had been found in this movie.

The negative things contained in the movie is when Rocky run away from the farm Mr. / Mrs. Tweedy, he left Ginger and his friends when Ginger and his friends had been getting ready to fly using their wings and escape together from the chicken farm Mr. / Mrs. Tweedy. At the time, Ginger was very sad and disappointed to Rocky, because Rocky could not fly, and he was just chicken circus escaped from the circus.

b. Moral Development

Rocky is as the Flying Rooster, a circus escape who re-galvanizes the hens' escape, plan movement when he agrees to teach them fly in exchange for their hiding him from his show-business pursuers. By showing the hens are swooning over Rocky and all offering to share their roosts with him. This moment of innuendo is both isolated and fleeting.

It can be seen when Ginger persuade Rocky to teach how to fly.

SCENE 25 : IN THE CAGE

Time in : (00:27:36)

Ginger	: Hroaakkk.... hroooaaakkkk....
Rocky	: What chicken crazy are you?!
	They will be heard your sound!!
	Oh my God,,No..No..No...
Ginger	: Teach us fly and we will hide you!!
Rocky	: Teach this week?
Ginger	: Yess,, Teach us fly. I just want to freedom..
Rocky	: Ughhh..Ughhh...!!!
Ginger	: Do you have a deal?!!
Rocky	: Huft...

Moral values came from Rocky's stubbornness characters in the beginning that did not help Ginger. But eventually Rocky helps Ginger to come out of the cage.

2. The effect of moral values for the main character

Based on the theory of moral values, it divided into two. They are moral message and moral development.

a. Moral Value

There are several moral developments that are contained in the movie. They are:

1) Never give up suffering the problem.

Everybody has to think big and struggle to undergo the problems which are appeared in life. It appeared from the efforts of Ginger as the main character.

The effort How her effort and never known the exhausted she is. It can be seen in some scenes in this movie.

Some scenes are in time (00:01:44): Ginger tries to go out from the hole in one of bottom of fence at night, after Mr. Tweedy checks the farm and back to the house, next in time (00:05:19): Ginger make a plan again and time in time (00:05:27) Ginger and friends do the plans, but the plan is failed again and again. In time (00:06:13) Ginger makes a plan again, and finishes the plan but she is sent back to the dustbin as usual.

In time (00:06:47) Ginger and friends disguise as Mrs. Tweedy for lying of two dogs who are keeping in front of the fence. But it is failed again and again. Until the last plan in time (01:03:05) Ginger makes a plan to make an aircraft and finally, Ginger and her friend's success to go out from the farm, however Mrs. Tweedy tries to make it fails.

All the way, plans, efforts and struggles of main character and supporting characters prove that they do not easily give up and always try to do the ways to get the successful.

2) Getting high spirit.

Everyone is able to have problem and the death. But everyone has to have high spirit to cover all problems even the death is coming. In the movie, the writer sees from the spirit of Ginger as the leader of escaping the farm. Based on the first moral message from this movie, the writer thinks that without the high spirit ginger and all friends cannot be succeed.

3) To be optimist.

Time in : (00:03:51)

Mr. Tweedy : I'll teach you to make a fool out of me.

Ginger : Ugh!

SCENE 4 : IN FRONT OF THE CAGE

Time in : (00:04:12)

Mr. Tweedy : Now let that be a lesson to the lot of you! No chicken escapes from Tweedy's farm!

2) The second effort is Ginger enters to the drinking of chicken and follows Mr. Tweedy after cleaning the farm. Meanwhile all her friend's follow Ginger, too. When Mr. Tweedy opens the gate, Ginger holds the gate to let her friends for out first. But all her friends hit the gate and Mr. Tweedy looks all her friends. So, they failed again.

3) The third effort is Ginger tries to find a way through the basement. She tries to escape through the basement by using iron wheels like the subway. When she emerges from the underground, is dug up out of the land is not farm, and finally Mr. Tweedy look it. Then, Ginger failed again

4) The four efforts is Ginger and her friends try to impersonate Mrs. Tweedy, by using wood and clothes Mrs. Tweedy. They are trying to get out of the chicken farm unnoticed by Mr. Tweedy or Mr. Tweedy's guard dog chicken coop, but they are failed again. Because Mrs. Tweedy's clothes their use is stuck in the gate and ripped. Then, Mr. Tweedy's guard dog looks it and the dog is chasing them.

C. CONCLUSIONS

Based on the moral values above, there are some effects that influence audiences. They are moral message and moral development. If they have a dream, then they should pursue that dream to become reality, hard work, always trying, never given up things in the need to pursue a dream. Audiences also must not forget the services of people who have helped us in the pursuit of our dreams. They are some effects in moral message. However in moral development can be changed in a special situation, it is appeared in Rocky's character as the helper of Ginger.

Moral values can be identified from the characterization of main characters. Some efforts are done by main characters in each scenes of this film to go out from their cage. The efforts are; Ginger digs the land in the farm by using spoon and makes the hole for passing

the gate of the farm, she enters to the drinking of chicken and follows Mr. Tweedy after cleaning the farm, tries to find a way through the basement, and the last effort is Ginger and her friends try to impersonate Mrs. Tweedy, by using wood and clothes Mrs. Tweedy.

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