

**The Analysis of Moral Value in *Captain Marvel* Movie Script  
(2019)**

TERM PAPER

Submitted in part-fulfillment of requirements for obtaining

*Sarjana Literature* (S. Li) degree



By

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## INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term paper is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research quoted or referenced have been stated correctly.

Jakarta, September 14, 2022




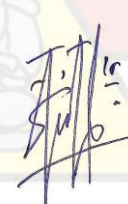
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### LETTER OF APPROVAL

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**THE ANALYSIS OF MORAL  
VALUE IN CAPTAIN MARVEL  
MOVIE SCRIPT (2019) BY  
MARVEL STUDIO**

Cici Ebiyoka Br Karo Sekali

**ABSTRACT**

Moral values related to good and bad attitudes which can be used as a basis for behavior to be practiced in life. The purpose of the research was to investigate moral values and analyze the implementation of moral values in the "Captain Marvel" movie and movie script. This research used descriptive qualitative and this study only focused on analysis of moral value with limits of character education that is cultural, social and self-potential perspective. This research employed the framework of moral values as suggested by Linda and Eyre (1993). The subject of this research is "Captain Marvel" movie script and the object is moral value. The data were analyzed by using Klaus Krippendorff theory designed in content analysis. In conducting this research, the researcher used documentary technique to collect the data from reading the movie script and watching "Captain Marvel" movie. The findings of this research firstly is the moral values are found in "Captain Marvel" there were 9 types as like respect, courage, honesty, love-affection, friendliness, self-confidence, justice/mercy, sensitivity, and help each other, the second is how are the moral value implemented in this movie by taking utterance from dialogue which show the attitude of moral values. It also explained the positions of findings of the present research based on theories, which are relevant and it will be found in Captain Marvel movie script. Based on the explanation above, the researcher concluded that "Captain Marvel" were found 9 types of moral values that can be used as learning medium and materials as a basis of behavior can be applied in our life.

**Keywords:** *Analysis, moral value, and movie script*

# ANALISIS NILAI MORAL DALAM NASKAH FILM CAPTAIN MARVEL (2019)

Cici Ebiyoka Br Karo Sekali

## ABSTRAK

Nilai nilai Moral yang berkaitan dengan sikap baik dan buruk yang dapat dijadikan landasan perilaku yang akan dipraktikkan dalam kehidupan. Tujuan penelitian ini untuk mengetahui nilai nilai moral dan menganalisis implementasi nilai nilai moral dalam film dan naskah film Captain Marvel. Penelitian ini menggunakan deskriptif kualitatif dan penelitian ini hanya berfokus pada analisis moral dengan batasan pendidikan karakter yaitu budaya. Perspektif sosial dan potensi diri penelitian ini menggunakan kerangka nilai moral seperti yang dikemukakan oleh Lynda dan Eyre (1993) subyek penelitian ini adalah naskah film Captain Marvel dan objeknya adalah nilai moral. Data dianalisis dengan menggunakan teori klaus krippendorff yang di rancang dalam analisis isi dalam melakukan penelitian ini, peneliti menggunakan teknik dokumenter untuk mengumpulkan data dari pembaca naskah dan menonton film Captain Marvel. Temuan pertama penelitian ini adalah ada 9 jenis yaitu rasa hormat, keberanian, kejujuran, kasih sayang, keramahan, kepercayaan diri, keadilan/belaskasih, kepekaan dan tolong menolong. Kedua adalah bagaimanainilai moral yang di implementasikan dalam naskah film ini dengan mengambil tuturan dari dialog yang menunjukkan segudang nilai moral serta menjelaskan posisi temuan penelitian ini berdasarkan teori teori yang relevan dan akan ditemukan dalam naskah film Captain Marvel. Berdasarkan penjelasan di atas, peneliti menyimpulkan bahwa film Captain Marvel ditemukan memiliki 9 jenis nilai moral yang dapat digunakan sebagai media pembelajaran dan bahan sebagai dasar perilaku yang dapat diterapkan dalam kehidupan kita.

*Kata Kunci : Analisis, Nilai Moral, Naskah Film*

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Problem

The movie is popular entertainment, a product produced and marketed by a large commercial studio. The movie is pretty to look at every image is well polished by an army of skilled artists and technicians. The finished product, which is about two hours long, screens initially in movie theaters; is eventually released to DVD and Blue-ray, streaming, download, or pay-per-view and ultimately winds up on television. Richard in their books chapter elements of narrative stated that movie has several aspects in elements of the movie which involved the theme, plot, character, characterization, setting, suspense, story, screenplay and the last is screenwriter.

Meanwhile, sapp in irvany had stated that movie script is a motion picture that is considered as a source of entertainment or as an art form. The movie script does not only tell a story or provide entertainment but also gives a unique and interesting artwork due to the ideas that are poured in the form of live images. In other hands, movie script has a special meaning for example, to teach a human being to see themselves, their conditions, their dreams, their problems, and their fear the world. Movie script as medium of education that is exciting to be presented to the children does not always have positive values that build character children. Many films are bad and should not be the children consumption aired on television every day be a major spectacle for children but not a few good movies for moral education of children. This is one reason for the researcher to choose that film and researcher wants to analyze main character in *Captain Marvel* movie script.

Captain Marvel is a movie series from the cinematic universe or marvel productions directed by Anna Boden and Ryan Fleck. It released 6 March 2019 and its adaption story from comic CAROL DANVERS by Roy Thomas and Gene Colan. This film is a story that tells a woman named Carol Danvers who was born as an ordinary woman. She has ambition and hard work to equalize men and women. She has a dream to be a pilot but was not

approved by her father because he felt she was not suited to the work of women. Besides, she always gets the treatment and bullying from her friends who are considered as weak women and do not deserve to be the American aviation academy. However, she managed to get her title as a pilot and became an intelligence officer and head of security for the United States space agency. Before getting her strength she became a pilot of a light-powered spacecraft owned by Dr. Wendy Lawson, a creature of kree who was the inventor of the light-powered flying machine. She gained her strength while in the skrull and kree battle because of the blast radiation from an energy core that was on the fighter plane and made her one of the herds of the kree nation. She joined the elite Star-force Space Team (Kree Nation) on a mission to end the Great War. In the middle of its mission, the kree DNA unites in itself, turning it into a hybrid, possessing great superhuman strength and making her one of the most powerful superheroes of the universe when the earth is trapped in the middle of a galaxy between two alien races. She lost her memory, and captain marvel will rediscover who she is and the human inheritance that is in her.

The genre of this film is science fiction. According to Telotte argued that science fiction commonly proposes the sort of “what if” game in which scientists are typically engaged as they set about designing experiments and conducting their research. Today science fiction movie script is one of the famous and very popular genres. There are some films in the science fiction genre to become a best seller and has a good rating. The examples of films with the science fiction genre are marvel movies like Endgame, Iron man, Captain America, Black Panther and the other movies such as Alita Battle Angels, Ad-astra, Justice League, Star Wars, and many more. A good film besides having a clear storyline and some supporting elements, it also has a moral value that can be taken as a lesson by the viewer of the film.

According to Linda and eyre in chairina nasir stated moral values are the result of process comprehension implementing of god and humanity in life. Moral values have 2 types of values that is the value of giving and value of being. Value of being is a value within a human being involved in their

character and behavior namely; honesty, courage, peace of ability, self-confidence, potential, and, fidelity. Besides, the value of giving is a value provided by a person to someone else. The value of giving is loyalty, respect, love, sensitivity, kindness, friendliness and justice.<sup>6</sup> Moral values are to deliver messages that contain the advice or education moral form. It is presented by the character who plays good or bad action. The principle of good and bad is viewed in terms of kindness for changes to be a better person in human life. Berterns stated that moral values are concerned about one's actions or behavior as a human. The moral value includes the understanding of good and bad of human actions based on the norms applied in a society. The sense of good and bad in certain things is relative. It means one thing which is considered good by a person or nation, is not necessarily the same as other people to other nations.

Based on the research 10 moral values in that Based on this research, the researcher found several moral values in the movie that are: loyalty, honesty, courage, peace of ability, self- confidence, fidelity, respect, love-affection, sensitivity, kindness, friendliness, and justice.

### **1.2 Identification of the Problem**

Captain Marvel's film contains a lot of moral values that can be taken from the role of the main character, Brie Larson as the main character to never give up in achieving her dream. The researcher hopes this study would be able to emphasize the importance of moral values to the reader.

### **1.3 Limitation of the Problem**

This focuses on analyzing moral values with limits of character education that is cultural, social and self-potential perspective. This film analysis uses the theory of linda and eyre in which moral values are matched based on characters related to the social values, culture, and also self potential that exist in the film and accordance with the character or message contained in the film implicitly or explicitly.

### **1.4 Formulation of the Problem**

This research only focused on the following problems:

1. What are the moral values found in Captain Marvel's movie script?

2. How are the moral value implemented in this movie script?

### **1.5 Objectives of the Research**

Based on those problem statements above, the objectives of the study are:

1. To investigate moral values in the *Captain Marvel* movie script.
2. To analyze the implementation of moral values in the *Captain Marvel* movie script.

### **1.6 Benefit of the Research**

This research is expected to be input for producers to be able to make film as useful medium through the messages conveyed so that films are not only be something to cheer about.

### **1.7 Systematic Organization of the Research**

**CHAPTER I : Introduction** (This Chapter describe about identification of the problem, limitation of the problem, formulation of the problem, Objectives of the research, Benefit of the Research, dan Systematic Organization of Research.)

**CHAPTER II : Framework of theories** (This Chapter is previous research findings and theoretical background. This chapter discuss about the previous research that related with this subject matter and literature of review related with keywords.)

**CHAPTER III : Research Method** (In the third chapter explains the research systematic of research method which involves research approach and design, data and data sources, data collection technique, and technique data analysis.)

**CHAPTER IV : Data analysis** (This chapter present the data findings related to the moral values had found in the movie script and the implementation of moral values in that movie script.)

**CHAPTER V : Conclusion** (The conclusion section explains about the researcher concluded material from each other chapter by using simplified sentences including excerpts from simplified literary theory. Besides, in the

suggestion section, the researcher provides suggestions and views related to the theory and research results discussed.

