

**PORTRAYAL OF MORAL IN “BEAUTY AND THE  
BEAST” NOVELIZATION BY ELIZABETH  
RUDNICK: MORAL PHILOSOPHICAL APPROACH**

**THESIS**



**By:  
DESICA  
181210001**

**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2022**

**PORTRAYAL OF MORAL IN “BEAUTY AND THE  
BEAST” NOVELIZATION BY ELIZABETH  
RUDNICK: MORAL PHILOSOPHICAL APPROACH**

**THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
English Sarjana Sastra**



**By:  
DESICA  
181210001**

**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF SOCIAL SCIENCES AND HUMANITIES  
PUTERA BATAM UNIVERSITY  
2022**

## SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa:

1. Skripsi ini adalah asli dan belum pernah diajukan untuk mendapatkan gelar akademik (sarjana dan/atau sarjana), baik di Universitas Putera Batam maupun di perguruan tinggi lain;
2. Skripsi ini adalah murni gagasan, rumusan, dan penelitian saya sendiri, tanpa bantuan pihak lain, kecuali arahan pembimbing;
3. Dalam Skripsi ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain, kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dalam naskah dengan disebutkan nama pengarang dan dicantumkan dalam daftar pustaka;
4. Pernyataan ini saya buat dengan sesungguhnya dan apabila di kemudian hari terdapat penyimpangan dan ketidakbenaran dalam pernyataan ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh, serta sanksi lainnya sesuai dengan norma yang berlaku di perguruan tinggi

Batam, 11<sup>th</sup> January 2022

Yang membuat pernyataan,



**Desica**

181210001

## DECLARATION OF THE THESIS ORIGINALITY

I, Desica with NPM 18121001, undersigned below

Hereby declare that the paper entitled:

### **PORTRAYAL OF MORAL IN “BEAUTY AND THE BEAST” NOVELIZATION BY ELIZABETH RUDNICK: MORAL PHILOSOPHICAL APPROACH**

Is the real work of myself and I realize that this thesis has never been published in other media before, partially, or entirely, in the name of mine or others.

Batam, 11<sup>th</sup> January 2022



Desica  
181210001

**PORTRAYAL OF MORAL IN “BEAUTY AND THE  
BEAST” NOVELIZATION BY ELIZABETH  
RUDNICK: MORAL PHILOSOPHICAL APPROACH**

**THESIS**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Sarjana Sastra (S1)**

**By:**

**DESICA  
181210001**

**The thesis has been approved to be examined on the date as indicated below**

**Batam, 11<sup>th</sup> January 2022**



**Tomi Arianto, S.S., M.A.  
Supervisor**

## ABSTRAK

*Tindakan moral dapat ditemukan dalam karya sastra, mau itu fiksi atau non-fiksi. Tujuan dari penelitian ini adalah untuk mengungkap jenis nilai moral yang ditunjukkan oleh karakter dan faktor berpengaruh yang membangun nilai moral karakter dalam novel “Beauty and the Beast” oleh Elizabeth Rudnick sebagai sumber data. Novelisasi adalah istilah untuk transformasi dari film ke novel. Penelitian ini menggunakan teori Linda and Richard (1993) tentang bentuk nilai moral, dan teori Cady (2005) tentang faktor berpengaruh dalam pembentukan moral. Metode penelitian yang digunakan dalam penelitian ini yaitu deskriptif kualitatif. Kemudian, peneliti menerapkan metode penelitian perpustakaan untuk mengumpulkan data dan metode analisis deskriptif untuk menganalisa data dengan menggunakan teori dari Ratna (2004). Hasil dari penelitian ini ditemukan bahwa nilai moral karakter utama yaitu kejujuran, keberanian, perdamaian, kemandirian dan potensi, kedisiplinan dan moderasi, rasa hormat, cinta, ketidakegoisan dan kepekaan, kebaikan dan keramahan, dan keadilan dan belas kasihan. Sedangkan, faktor-faktor yang menyebabkan terbentuknya nilai moral tersebut berupa didapatkan secara kebetulan, niat dari lingkungan sekitar, dan kemauan sendiri. Karakter utama dari novel, Belle telah menunjukkan semua nilai moral seperti yang diteorikan kecuali nilai dari kesetiaan dan kesucian. Analisis yang dilakukan juga telah mengidentifikasi bahwa Belle dipengaruhi secara dominan oleh kemauannya sendiri dalam menunjukkan nilai-nilai moralnya dan disebabkan oleh beberapa alasan yang mempengaruhinya melakukan nilai-nilai itu.*

**Kata Kunci:** nilai moral, filosofis moral, novelisasi

## **ABSTRACT**

The acts of moral can be found in literary work, whether it is fiction or non-fiction. The aim of this research is to find out moral value types shown by the character and the influential factors that built character's moral values in the novel of "Beauty and The Beast" by Elizabeth Rudnick as the data source. Novelization is the term for the transformation from film to novel. This research used theory by Linda and Richard (1993) about the types of moral values and influential factors of moral forming theory by Cady (2005). The research method used in this research was descriptive qualitative. Afterwards, the researcher applied the method of library research to collect the data and the method of descriptive analysis to analyse the data by using the theory from Ratna (2004). The results of this research found that the moral values of the main character are honesty, courage, peaceability, self-reliance and potential, self-discipline and moderation, loyalty and dependability, respect, love, unselfishness and sensitivity, kindness and friendliness, and justice and mercy. Meanwhile, the factors that led to the forming of moral values are imposed by chance, intentions of surroundings, and own willingness. The main character of the novel, Belle had portrayed all of the moral values as theorized except the value of fidelity and chastity. The analysis done also had identified that Belle was influenced dominantly by her own willingness in portraying her moral values and was caused by some reasons that affected her to do the values.

**Keywords:** moral value, moral philosophical, novelization

## ACKNOWLEDGMENTS

All praise to Buddha the lord is merciful and compassionate researcher who has been in completing this thesis entitled "Portrayal of Moral in "Beauty and The Beast" Novelization by Elizabeth Rudnick: Moral Philosophical Approach". The researcher would like to say thanks to beloved father and mother for the love inspiring and blessing given endlessly in taking this undergraduate program. The researcher wishes to express her gratitude and appreciation to Mr. Tomi Arianto, S.S., M.A. as supervisor who has contributed his suggestions, ideas, and time in arranging this thesis.

Furthermore, the researcher would like to express sincere gratitude to all people who involve both directly and indirectly especially to:

- a. Dr. Nur Elfi Husda, S.Kom., M.Si. as Rector of Putera Batam University
- b. Dr. Michael Jibrael Rorong, S.T., M.I.Kom. as Dean of Faculty of Social Sciences and Humanities of Putera Batam University
- c. Nurma Dhona Handayani, S.Pd., M.Pd. as Head of Department of English Literature of Putera Batam University
- d. Ambalegin, S.Pd., M.Pd. as the academic advisor of researcher, who has given his continually guidance, advices, and contribution in the studies of researcher throughout all the semesters in Putera Batam University.
- e. All lecturers of Department of English Literature, for their knowledge, motivation, and suggestion during my research at Putera Batam University
- f. My brother, Marson and my sister, Janerica, and my cousins for their endless support.
- g. All of my friends at Putera Batam University, and my friends outside of Putera Batam University.

Batam, 11<sup>th</sup> January 2022



Desica  
181210001



## TABLE OF CONTENTS

	Page
<b>TITLE PAGE</b> .....	<b>i</b>
<b>SURAT PERNYATAAN</b> .....	<b>ii</b>
<b>DECLARATION OF THE THESIS ORIGINALITY</b> .....	<b>iii</b>
<b>APPROVAL PAGE</b> .....	<b>iv</b>
<b>ABSTRAK</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vi</b>
<b>ACKNOWLEDGMENTS</b> .....	<b>vii</b>
<b>TABLE OF CONTENTS</b> .....	<b>viii</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background of the Research .....	1
1.2 Identification of the Problem .....	9
1.3 Limitation of the Problem .....	9
1.4 Formulation of the Problem .....	9
1.5 Objective of the Research .....	10
1.6 Significance of the Research.....	10
1.7 Definition of Key Terms .....	11
<b>CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK</b>	
2.1 Moral Philosophical Approach .....	12
2.1.1 Moral Value .....	13
2.1.1.1 Values of being.....	14
2.1.1.2 Values of giving .....	17
2.1.2 Influential Factors of Moral Forming .....	19
2.1.2.1 Imposed by chance .....	19
2.1.2.2 Intentions of surroundings.....	20
2.1.2.3 Own willingness .....	20
2.2 Previous Research .....	20
2.3 Theoretical Framework .....	24
<b>CHAPTER III RESEARCH METHODOLOGY</b>	
3.1 Research Design.....	26
3.2 Object of the Research .....	26
3.3 Method of Collecting Data.....	26
3.4 Method of Analysing Data.....	27
3.5 Method of Presenting Research Result .....	28
<b>CHAPTER IV RESEARCH ANALYSIS AND FINDINGS</b>	
4.1 Preliminary Analysis.....	29
4.1.1 Plot .....	29
4.1.2 Characters .....	32
4.1.3 Setting .....	35
4.1.4 Theme .....	36
4.1.5 Point of View.....	37

4.2 Portrayal of Moral in “Beauty and the Beast” Novelization.....	38
4.2.1 Moral Values portrayed by Belle.....	38
4.2.2 Influential factors received by Belle to build moral values.....	57
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATIONS</b>	
5.1 Conclusions.....	78
5.2 Recommendations.....	79
<b>REFERENCES</b>	
<b>APPENDICES</b>	
Appendix 1. Curriculum Vitae	
Appendix 2. Data Source of the Research	
Appendix 3. Data of the Research	
Appendix 4. Surat Keterangan Izin Penelitian	

## LIST OF FIGURES

	<b>Page</b>
<b>Figure 2.1</b> Theoretical Framework.....	25

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

In a society, human needs of moral are important, because knowledge of moral helps someone to become a better human. As stated by Barrow (2007), moral can be interpreted as a batch of life's principles of human generally, which has to meet the human's aims of moral. It means moral is based on humans' purposes of living and the moral nature to be achieved in society. Moral then basically means pedagogy of right or wrong behaviour which occurs in society. Ultimately, it depends on humans' understanding regard to the moral principles applied around them.

In this millennial era, people especially teenagers started to feel distant of moral education. It happened because moral education is not distributed well, from family where they came and even from educational institutions. They sure do not know which is right and which is wrong, leading to spreading a bad influence towards their surroundings. Those acts can be seen through their actions in daily life, one of which is their attitudes towards other people. It was shown in an Indonesian news *Republika* written by Alamsyah (2019) with the title "*Kasus AY, Cerminan Bobroknya Moral Generasi*". The news talked about the reflection of unprincipled moral of the younger generation in Indonesia. It indicated to the incident of a middle schooler girl who became a victim of assaulting done by high schooler girls, who made the victim hurt and ended up in hospital. Following the

incident, there are still many cases of teenager's brutal acts which became the daily headlines of news. It also mentioned that teenagers now are getting liberated and deified more of freedom in which they improved a lawless lifestyle in their life. This phenomenon amplified the importance of moral education that should be learnt in supposed age. It had been stated that one way to learn morality and moral behaviour is through trial, error, and failure in school experiences as a child. However, one's length of life is not long enough to figure out and learn the moral, therefore, moral principles and behaviours have to be learnt from a young age, either from family, school, friends, or surroundings (Eyre & Eyre, 1993).

Although moral education is not taught in most of school's lesson, people are able to learn moral values from the society where they lived, the surroundings, and from friends whom they befriend. Eventually, moral lessons can also be learnt individually by applying reading habits in daily activities, either non-fiction or fiction. In defining fiction, Kennedy and Gioia (1995) mentioned it as a name for stories not entirely factual, but at least partially made up and imagined. He also declared that fiction is to be expected a sense of how people act, not a chronicle of how some people act in particular time. Thus, a work of fiction does not only give pleasure on readers, but also help to open up readers' mind and sense of living a life, by improving their imaginary skills.

The simple instance can be taken from a well-known fable in society, which consists of simple moral lesson that can also be interpreted differently. The fable with the title "*The Boy Who Cried Wolf*" is one of the most well-known fables, which has been re-narrated in many ways from one to another. In short, the fable

goes on a young shepherd boy who tricked and lied to the townspeople twice that there is a wolf trying to hunt on his sheep. When he shouted “Wolf” for the third time, the townspeople ignored him which they thought he tried to play trick on them again, but this third time is the real situation where the wolf really comes and hunt on the shepherd’s sheep. From the fable, most of the people will interpret the moral lesson that related to honesty, which is liars will not be believed, even though the truth is being said, and lying gives damage on someone’s credibility. Loehrke (2016) also mentioned in the web journal, other than the lesson is given to children, adult can view this fable through another perspective, which is the stance of working. The lessons that can be taken as a working adult is to not disrupt other workers when wanting to get rid of boredom, at the same time, be discipline and responsible on the works given. Thus, this gives an overview of how a work of fiction gives enough moral lessons.

A fiction then has the ability to help the readers unconsciously in learning or utilizing the moral in the story as one of essential influences that the author intended to convey. According to Pojman (2000), moral ideas often were found in literature, which enable readers to understand moral life in such creative ways. It is shown in a form of lesson or message either from a story, a poem, or any other literary works. Thus, moral ideas are not always being stated clearly. It is based on how the readers to conclude the moral itself found in the works. One of the forms of Modern literary fiction in English is novel, broadly defined as a story with book-length in prose, whose author tries to give a sense of an actual life experience through what is written (Kennedy & Gioia, 1995). Regarded as

narrative fictitious prose work, novel is written in considerable length, and has complexity which cannot be read in a go. One of novel's element is plot, that helps the story to go through a structural sequence of events arising out of a conflict (Kennedy & Gioia, 1995). As it is understood from several explanations before, moral is conveyed through the process, which means each of the events that happened in chronological order from the story consists the moral conveyed by the author from the character's portrayal of values throughout the story.

Moral philosophical approach has been chosen by researcher to analyse selected work which can be explored its moral value and philosophical issues on the characters. Samuel Johnson has introduced the approach to have the function of teaching moral and exploring issues on philosophy (Guerin et al., 2005). The moral value analysis is supported by using the theory of moral value types by Linda and Richard (1993), classified into the value of being and the value of giving. Value of being consists of honesty, courage, peaceability, self-reliance and potential, self-discipline and moderation, and fidelity and chastity. While value of giving consists of loyalty and dependability, respect, love, unselfishness and sensitivity, kindness and friendliness, and justice and mercy. Then, the theory of influential aspects by Cady (2005) is used to identify how moral values are built by a character, which consists of three influences, they are imposed by chance, intention of surroundings, and own willingness.

Researcher found a fantasy fiction novel based on fairy tale entitled "*Beauty and The Beast*" adapted and written by Rudnick. Elizabeth Rudnick is an author, and was a senior editor at Disney Press in New York City. As mentioned in her

own blog, Rudnick (2021) attended the College of Middlebury in Vermont, took the major of American Civilization with the focus in Literature. She then took a publishing course at Columbia, fell in love with children's books. During the decade at Disney, she worked with some bestselling authors, and bring box-office hits films such as "*Tron*", "*Pirates of the Caribbean*", "*Enchanted*", and "*Prince of Persia*" from big screen to book. She wrote children's books, included her original published book with the title "*Tweet Heart*", as well with novelization of Disney films, one of them is "*Beauty and The Beast*".

"*Beauty and The Beast*" novelization written by Rudnick was published on the year of 2017, with 288 pages in total as stated in the cover of the novel (Rudnick, 2017). It talks about a girl named Belle, dreaming of adventures as depicted in the books she has been read, which is travelling the world outside her small town. However, her life changed once her father was taken as prisoner by the beast, which she sacrificed herself to help her father escaped, and she was prisoned instead. The story goes on as Belle and the Beast started to build up their relationship and Belle, who was trying to lift up the curse that the Beast afflicted for about a decade. They also were faced by several conflicts caused by other characters in the fiction.

From the novel, the main character portrayed particular moral value through statements. A statement as written in the novel,

"Belle's heart felt like it would burst with joy. She knew, deep in her soul, that this was the Beast she had grown to love, once again in his human form. And she knew, without hesitation, that she didn't want to waste another moment not being close to the one she loved" (Rudnick, 2017, p. 266).



From the quotation above, Belle's action declared to her consciousness on her feelings of love towards the Beast. The story is well known for the main female character, Belle to fall in love with the Beast, despite of how he looks overall. Belle's feelings towards Beast considered as an expression of love, which shows that she is relieved and happy after the Beast is awake from his death. It indicated to moral value of giving, which is love. According to Linda and Richard (1993), love is a deep feeling of affection felt by individual towards other individuals. The value of love is given by Belle to Beast once she had the incident, naturally through the feelings of love and afraid of losing by determining to love and treasure the man in front of her.

The factors that influenced the character to build moral values also are identified in the novel. One quotation from the novel as mentioned below.

““At least I got to see you one last time,” he said. As he spoke, his paw dropped from Belle's hair. His eyes closed. His breathing grew slower, and then it stopped altogether. With another sob, Belle threw herself over the Beast's still body. He was gone. And she had never told him she loved him” (Rudnick, 2017, p. 261).

The statement quoted above showed the factor that has received by Belle to have the value of love is imposed by chance, as theorized by Cady (2005). This type of factor occurred naturally and personally on someone when they had experienced reflective actions and incidents around. It is shown at the moment Belle experienced losing Beast for the rest of her life. She felt nothing other than desperation of hoping Beast would awake from his death, which she considered to be impossible. Once the Beast woke up and was alive in front of her own eyes, she could not believe it and determined herself not to lose the Beast anymore.

The researcher found some previous researches that had been done about moral values. An article conducted by Pitri, Asridayani, and Sufiyandi (2018) is an analysis of moral value types on the film entitled “*My Sister’s Keeper*”. This research is published in *Krinok: Jurnal Linguistik Budaya* and indexed by Google Scholar. It used descriptive qualitative method to analyse the data and supported by the theory of moral value from Linda and Richard (1993). The result revealed that the value of Bravery is the most dominant value found in the data source, aside from other types of moral values found such as Honesty, Love and Affection, Fair and Justice, and Loyalty.

Next, there is an article research by Arianto and Ambalegin (2019) as published in *Ide Bahasa* with Google Scholar indexed, had two variables of the research as the character’s inability to achieve the needs of love and the causes of the lack fulfilment found in “*Hell-Heaven*” short story by Jhumpa Lahiri. The analysis used the theory of Hierarchy of Needs by Abraham Maslow to analyse the psychological condition of the character. The result showed that the character, Aparna unable to fulfil the third stage of needs, needs of love even though the second stage of needs is fulfilled which is security. The lack of love that Aparna received had made her experience a disease, pathology in form of depression, society alienation, and the desire of committing suicide.

Based on previous researches shown above, the first research implemented the theory of moral value’s types by Linda and Richard (1993) to analyse the data source. It can be said that the present research that will be done has different result of analysis with the research before. The researcher of present research is going to

use “Beauty and The Beast” novelization as the data source, focusing on analysing moral values and how the character is influenced, using the theory of moral vision’s influences by Cady (2005). The theory used to identify the moral values in present research is from the same expert from the first previous research, Linda and Richard (1993).

Meanwhile, the second research implemented the theory of Hierarchy of Needs by Abraham Maslow to analyse the data, which has implemented different theories on different data source as the present research. The relation between this research and present research is situated on the subject love. Love as human’s needs is sited on how someone’s needs of love have to be fulfilled so shortages and diseases will not emerge. In present research, love as moral value is a value found in individual where they give affection and warm feelings towards other people. In moral value, instead of waiting someone to give the love, the individual should be the one to take the first step and give the affection of love so the individual also able to receive love from the other party. From the phenomenon explained and shown before, the researcher is interested to conduct and do the research entitled “*Portrayal of Moral in Beauty and the Beast Novelization by Elizabeth Rudnick: Moral Philosophical Approach*”.

## **1.2 Identification of the Problem**

The researcher has constructed four problems as shown in the background of the research into:

1. Importance of moral education in young age.
2. Moral lessons that can be learnt through well-known fable.
3. Moral values portrayed by the main character in Beauty and the Beast Novelization by Elizabeth Rudnick.
4. Influential factors that build moral values of the main character in Beauty and the Beast Novelization by Elizabeth Rudnick.

## **1.3 Limitation of the Problem**

From the problems identified, the researcher has limited this research into two:

1. The moral values portrayed by the main character in Beauty and the Beast Novelization by Elizabeth Rudnick.
2. The influential factors that build moral values of the main character in Beauty and the Beast Novelization by Elizabeth Rudnick.

## **1.4 Formulation of the Problem**

The problem limited then has formulated into research questions that needed to be answered:

1. What are the moral values portrayed by the main character in Beauty and the Beast Novelization by Elizabeth Rudnick?
2. What are the influential factors that build moral values of the main character in Beauty and the Beast Novelization by Elizabeth Rudnick?

## **1.5 Objective of the Research**

The researcher has found the objectives of why this research is done:

1. To identify the moral values found in Beauty and the Beast Novelization by Elizabeth Rudnick.
2. To describe the influential factors that build moral values of the main character in Beauty and the Beast Novelization by Elizabeth Rudnick.

## **1.6 Significance of the Research**

### **1. Theoretical Significance**

This research is expected to provide basic knowledges and information about moral values found in Elizabeth Rudnick's novelization of "Beauty and The Beast". The researcher also hopes the research is able to become a reference for the development of literary studies in the study of moral philosophical approach, especially among students in Putera Batam University who are interested in the research.

### **2. Practical Significance**

The research is expected to be able giving moral education to readers explained in this research. It is expected for readers who will read this research are able to apply the values through it by knowing which actions are right or wrong, and also able to deepen their morality awareness of human nature conveyed in the novel.

## 1.7 Definition of Key Terms

**Moral Philosophy** : A practical subject which helps to develop moral outlook in life which required the thought of what matters and what does not (Wolff, 2018).

**Moral Value** : A true and universally acceptable value which shows behaviour that is beneficial to both doer and whom it is done (Eyre & Eyre, 1993).

**Novelization** : A derivative novel which adapted story and characters created from media work such as film, TV series, comic book, or video game (*Novelization*, 2022).

**CHAPTER II**  
**REVIEW OF RELATED LITERATURE AND THEORETICAL**  
**FRAMEWORK**

**2.1 Moral Philosophical Approach**

Philosophy generally defined as the branch of human studies where it aimed for knowledge and understanding (Payne, 2015), which influenced to how people think. The activity of philosophy appeared as questions in people's mind and the desire in trying to solve the philosophical questions by investigating. Payne (2015) also had explained that the issue of ethics known as morality, concerned with what people ought to do, how people ought to do, and how people be organized in communities or societies. It can be concluded that the philosophy in moral perspective is needed to discover the things around morality beyond what is considered as right and wrong.

Moral philosophy as explained by Barrow (2007), indicated to the act of thinking and reflecting about moral, which extended on what makes people and their actions to be considered as good or bad. The philosophical study about moral could not provide the classification of good and bad behaviours universally, however it might be, depending on the culture and the region around. This approach of study however not only occurred and used to investigate the life of reality. Moral philosophical approach has appeared and applied by classical Greek and Roman critics to analysis on literary works, particularly Samuel Johnson, which this approach is known as the oldest approach in literature.

Samuel Johnson stated that moral philosophy in literature has the function to teach moral and to explore issues of philosophy (Guerin et al., 2005). The approach of moral philosophical insist on analysing and identifying how the work ascertains and states what is taught, which concerned with moral value. As the work extended the degree on significant or intelligible, it will be getting the total of a literary work's meaning and why it was written. The way of this approach to interpret literature is within philosophical context, especially the philosophical teaching or known as life philosophy. This research focused in finding out the moral values portrayed by the character in the novel, and the influential factors that the character received to build those values.

### **2.1.1 Moral Value**

Values are the standards of actions, behaviours, and attitudes of someone which shaped who they are, how they live, and how they treat the other people (Eyre & Eyre, 1993). It could appear as either good values, or bad values, depended on the mind and thought of a person. Thus, as discussed by Linda and Richard (1993), moral value is the value which involved personal principles of someone in accomplishing well-being and preventing harm or hurt. In accordance to their statement, a value could be accepted universally if it is beneficial to individuals and to whom they behaved, which differed to the individual's values such as skills, talents, or pleasing traits. Therefore, the moral values as provided by the experts are classified upon consideration of universally acceptable values.

Linda and Richard (1993) had divided moral values into two categories, which are values of being, and values of giving. The values of being indicated to



one's personality principles, while values of giving indicated to one's actions and behaviour given to other people. The distinction of both categories is not too far. They may meet, overlap and blend. The purpose of the division is only to fix on the starting point, where the values of being is the practices start on selves and within selves, while values of giving is the practices start by giving or contributing on others, then learnt and built within selves. The classification provided by Linda and Richard (1993) has the purpose in pointing out the important values should be applied in life, thus it is used as a theory by the researcher on the character as the testimony. The research resulted on whether the character had portrayed the moral values as theorized, and to prove if the novel is able to convey morality through the character.

#### **2.1.1.1 Values of Being**

Values of being are the values which a quality or an attitude is developed within oneself that determines someone's behaviour and treatment towards other people. It means this category of value is developed in someone's inner first and thus practiced on the outer, as it requires self-awareness and wisdom.

##### **A. Honesty**

Honesty is an act which should be encountered within individuals, groups, society and self. As stated by Linda and Richard (1993), the inner strength of honesty is confidence on showing integrity, trustworthiness, and truthfulness on someone. An act of honesty means as a quality and sense of being honest to the facts exist, always telling the truth without manipulating (HarperCollins, 2015).

**B. Courage**

Courage means an attitude of being brave in confronting problems existed without feeling afraid (HarperCollins, 2015). According to Linda and Richard (1993), courage is a daring action of attempting to do difficult things for the sake of kindness. This act shows the strength to not follow what mostly people desired, brave enough to say no and influence it to others. Other than that, being courageous also means following good urges even it is inconvenient or less-known, and being bold to be outgoing and friendly to other individuals.

**C. Peaceability**

Peace as its own meaning is a state of being calm and quiet (HarperCollins, 2015), so peaceability can be defined as a capability of human to understand how other people feels calmly rather than reacting to them by showing temper. As explained by Linda and Richard (1993), the tendency of peaceability is to try to accustom or accommodate a problem rather than to argue, shown as peacefulness, calmness, and serenity.

**D. Self-Reliance and Potential**

Reliance came from the word 'rely', means to trust and to believe (HarperCollins, 2015), fully defined as an act or state of feeling the faith, confidence, trust and being reliant to someone. Self-reliance focused on own self, along with individuality relation that of accepting the consequences of one's own actions. Linda and Richard (1993) stated that self-reliance is about

taking responsibility on self's actions and overcoming the propensity to blame others when being faced by problems or difficulties. In other hand, potential is a principle of taking pride on what one able to become and to accomplish, to extend the awareness of uniqueness and talent (Eyre & Eyre, 1993). One way to think both self-reliance and potential are closely related, is when one had the potential and pride to do something positive on their own, the growth of individuality and self-esteem are felt.

#### **E. Self-Discipline and Moderation**

In term of discipline, it indicates to a quality of being able to obey particular standard or rules (HarperCollins, 2015). According to Linda and Richard (1993), self-discipline means being able to motivate, manage own time, learn self-control on temper and appetites, which correspond to physical, mental, and financial. Moreover, moderation is about controlling actions done by one, expand the understanding on limits of one's body and mind into unbalanced viewpoints. Self-discipline has the role to pull up and away from one's idleness to do something deficiently, while moderation is to pull in and away from one's excesses on doing too much. Both of the values correspond as companion and balance on each's advantages.

#### **F. Fidelity and Chastity**

The attitude of faithfulness, honesty, and lasting support towards one other individual means fidelity. Linda and Richard (1993) stated that fidelity as one's character trait is obligated to be possessed within marriage, to secure the widespread consequences possibly resulted from amorality and infidelity.

Chastity in the other side emphasizes on the condition of virtue or purity of one refraining from sexual intercourse or relation.

### **2.1.1.2 Values of Giving**

Values of giving are the values which are originated in form of gifts for other people and then it influenced on who we are. Thus, this type of value is gained when the action of giving is done, and it developed on oneself as they are practiced.

#### **A. Loyalty and Dependability**

Loyalty of one is proven by supporting another even when is faced by difficult problem (HarperCollins, 2015). According to Linda and Richard (1993), loyalty means supports, commitments, and contributions which are made selfless to family, friends, institutions, and organizations. Meanwhile, dependability is the act of consistency and reliability of one's behaviour in doing things as said will be done, which gives sense of assurance.

#### **B. Respect**

Respect appears to be an act of admiring and being polite to someone or things which are considered morally with achievement, qualities, and abilities (HarperCollins, 2015). Linda and Richard (1993) expected the value of manners, courtesy, and politeness from respecting act is applied for life, parents, elders, nature, and for the rights and beliefs of others. It is the basic foundation and necessity for basic values found in life, basically caring about how people feel.

**C. Love**

Love is a strong warm feeling that one has towards someone or something with much care about, referring more to actions and affections (HarperCollins, 2015). According to Linda and Richard (1993), love is personal and individual expression of longing, caring, and feeling that goes beyond and beneath of loyalty and respect. It is defined as deep dear feelings in which affections occurred and prioritized the commitment of it.

**D. Unselfishness and Sensitivity**

Unselfishness is a word made from adjective word selfish, which means an act of caring only about self (HarperCollins, 2015). By adding prefix un, it gives opposite and negative meaning, thus unselfishness can be defined as an action of caring and being thoughtful towards other people. Unselfishness should be learned of becoming more extra-centred and less self-centred, and to feel with and for others (Eyre & Eyre, 1993). While, sensitivity in the same way means the act of trying to learn and know how people feel, offering assist to problem existed. As stated by Linda and Richard (1993), sensitivity is based on the sense of tolerance, empathy, and brotherhood towards another, to needs in people and situations for appropriate comfort.

**E. Kindness and Friendliness**

Being kind and friendly are basically the same way, which refers to awareness act of caring and considerate, giving the tendency to comprehend rather than confronting (Eyre & Eyre, 1993). They are considered as human's strength of becoming a well-being and ability to make and keep friends,

characterized with cheerfulness, helpfulness, and gentleness, especially towards someone who is feeble and younger.

#### **F. Justice and Mercy**

Justice indicates to an act of fair treatment to people (HarperCollins, 2015), which also refers to being obedience on law and fairness in both work and play (Eyre & Eyre, 1993). Other than justice, a grasp of mercy or forgiveness is also required in becoming a well-being, which fully needs understanding on vanity of holding a grudge (Eyre & Eyre, 1993).

#### **2.1.2 Influential Factors of Moral Forming**

Ethical or moral thought is complicated through some aspects of life reflections that had contributed in the search of the life people want to live. Which is why, owning the outlook of own value in morality is as important. The existence of moral values within someone is not formed by itself and instantly, they ought to do something and have the impacted factors received in order to form their values of moral (Cady, 2005). There are some types of influential factor received when people started to form their moral values.

##### **2.1.2.1 Imposed by Chance**

Moral value may be influenced through chances, which happened naturally and personally. It occurred through the vision of one beyond forms with meaning such as visual, literary, gesture, glance, or other efforts of reflective actions and incidents around (Cady, 2005). The values that are influenced through this factor is not done by intention however it just received and applied by someone in their framework of moral thought.

### **2.1.2.2 Intentions of Surroundings**

The way of someone to have moral values in their lives is also from the contributions and intentions of their surroundings such as parents, friends, and communities (Cady, 2005). It may through cultural perspectives that happened around the environments of living, and religious values that had passed down from generation to generation, or from a person to another. This factor is more likely the factor that caused someone's value to be learnt directly or indirectly.

### **2.1.2.3 Own Willingness**

The result of the progress in constructing self can be seen from the attempts to understand and justify self and own actions (Cady, 2005). This factor related to one's willingness and desire towards something that is wanted to be pursued, in which the realization of one occurred. It is based on their imaginations, aspirations and inspirations that led them to build up their values of morality throughout their lives.

## **2.2 Previous Research**

There are several previous researches found to compare with current research. It has its purpose to be the references and as comparison with present research. The first previous research found was written by Mahendra and Amelia (2020), which is published in Linguistics and Literature Journal with Google Scholar indexed. They identified the categories of moral values found in the novel, "*The Fault in Our Stars*" as data source of the research. All of the data found in the analysis are determined by the narrations in the novel and analysed

by using the theory of universal moral values by Kinnier et. al with the focus on four majors of moral values. The result of the analysis revealed that the novel had shown three of four major moral values as theorized, they are commitment to something greater than oneself, self-respect but with humility, self-discipline, and acceptance of personal responsibility, and respect and caring for others. The last moral value that cannot be found in the novel is caring for other living things and environments, because the novel focused more on the characters' personal lives.

Next, there are Seli and Afero (2018), who investigated the types of moral values which are divided into two classification, value of being and value of giving, based on the theory by Linda and Richard (1993). This article is published in *Jurnal Perspektif Pendidikan* with Sinta 5 indexed. The research used the method of qualitative descriptive to find the values from "*Totto-chan: The Little Girl at the Window*" novel, written by Tetsuko Kuroyanagi as the data source. It was found that there are 11 out of 12 total values in the novel. There are five of six from the value of being, which are honesty, courage, peaceability, confidence and capability, and self-discipline and moderation. meanwhile, the result showed all values from value of giving that are found in the data source, they are loyalty, respect, love, unselfishness and sensitivity, kindness and friendliness, and fair and forgiveness.

Next previous research is by Siahaan (2019), who analysed types of being values theory as proposed by Linda and Richard (1993). The article is published in *Anglo-Saxon: Journal of the English Language Education Study Program*, which is Sinta 5 indexed. The research used the novel written by R.J. Palacio



entitled “*Wonder*” as the primary data source, and implemented qualitative descriptive method to analyse the data source. The data collected in this research are based on the dialogues, action, appearances, thoughts, and reactions described in the novel. The result of the research are 5 data from 4 types of being values, they are 2 data from the honesty, each from courage, peace, and self-reliance and potential.

The fourth previous research is by Susilawati and Purnamasari (2019), who conducted an analysis of moral value on a movie script entitled “*The Martian*” as the primary data source, which was published in *Concept: Community Concern for English Pedagogy and Teaching* with Sinta 5 indexed. This research used the theory from Thomas Lickona, who define what moral value is, and implied the method of qualitative content analysis. The researcher found that the character in the movie had portrayed morality by bringing some moral values that had to be paid attention throughout the movie. The significance of moral value types found in the source are sense of humor, self-control, self-confidence, humility, intellectual curiosity, hard working, problem solving, courage, and integrity.

Next, Ralia, Kasmairi, and Indah (2019) had written an article by analysing moral values through the storyline and intrinsic elements found in novel with the title “*Harry Potter and Prisoner of Azkaban*” written by J.K. Rowling. This journal article which is Sinta 6 indexed, is published in *Jurnal Bahasa of Institut Agama Islam Negeri Bengkulu*. The research implemented the theory of moral value by Linda and Richard (1993) and used qualitative as the method of the research. The analysis’ results showed that there are 89 data found among 9 types

of moral value, which are honesty, bravery, confidence, loyalty, trustworthy, altruism, kindness, sensitiveness, and friendship. The types of moral value then were concluded in five kinds of morals applied to Indonesia morality education, *Religius, Integritas, Mandiri, Gotong Royong, and Nasionalis*.

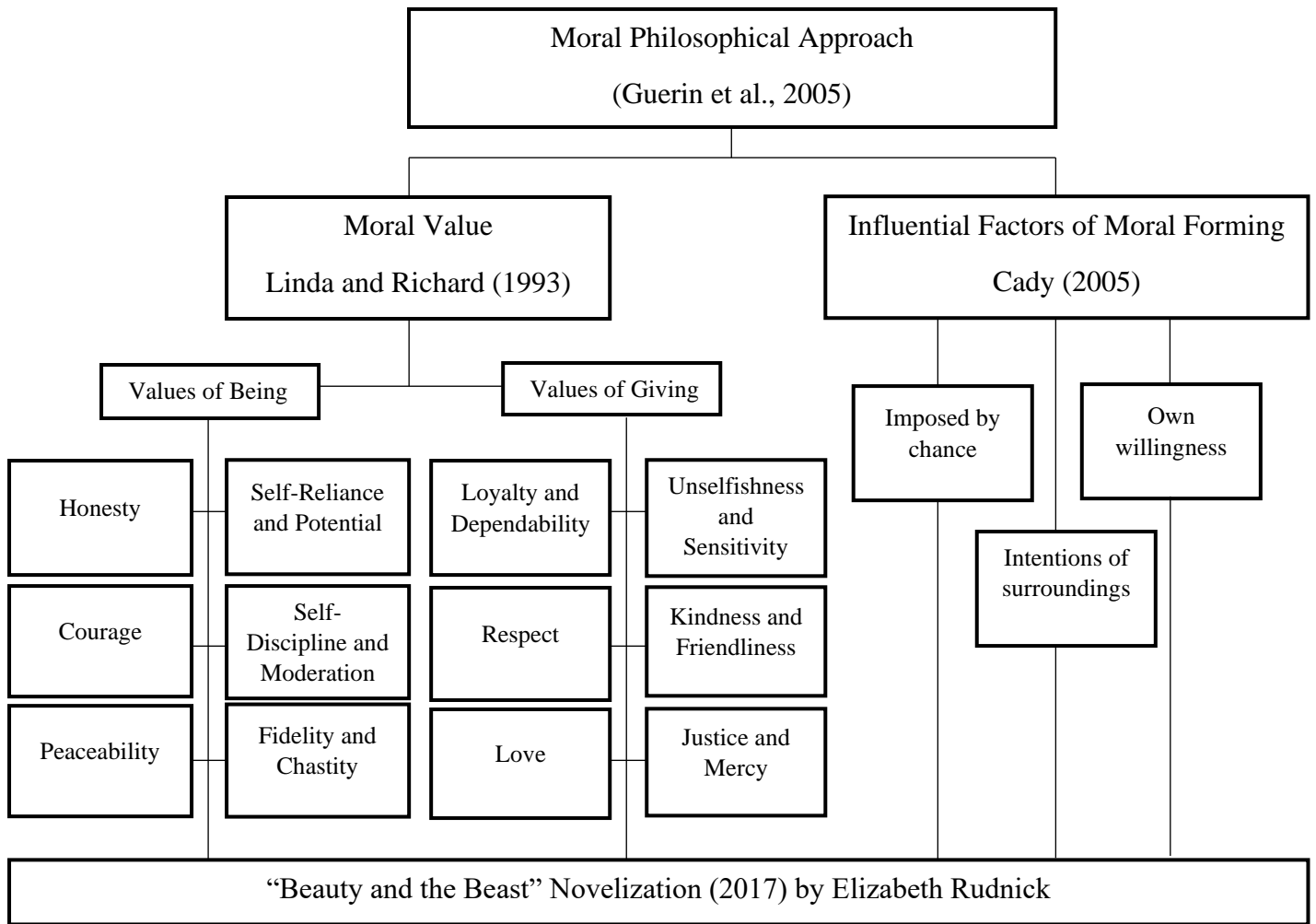
The sixth previous research is an article by Johardianto, Herawati, and Ningsih (2019), which contained the analysis of moral values on a film entitled “47 Ronin” in *Jurnal Ilmiah Bahasa dan Sastra* indexed DOAJ. The purpose of this published article is to find out the moral value and messages can be delivered to audiences. The result of the analysis was concluded that there are nine of moral values as conveyed through the film to the audiences, which are love and affection, tolerance and acceptance, determination, positive attitude and self-control, honesty, patience, initiative and courage, motivation, and self-respect.

Lastly, there is an article written by Fitria (2020), which is published in *Acuity: Journal of English Language Pedagogy, Literature and Culture* or JELPEDLIC and with DOAJ indexed. The purpose of doing the research is to find out the moral values as found in the data source used, which is one of popular Korean TV series entitled “*The World of Married*”. The findings revealed that ten moral values were found utterances and behaviours in the TV series, they are there is no perfect family life, honesty is the key to family life, have principles in choosing or deciding something, loyal to a partner and have no affair with another person, be careful in choosing a best friend, love the wrong person, all decisions have risks, revenge is not a good solution, avoid violence in the family, and children become the victims of divorced parents’ problems.

The previous researches above showed the comparison with current research. The sameness between previous researches with current research is the objective of moral value that is purposed to be found through the analysis on the data source. There are three previous researches that applied the same moral value theory as current research, which is by Linda and Richard (1993), while the other four previous researches had used different theory. The difference between previous researches and current research laid on the choice of the data source, which present researcher analysed on "*Beauty and the Beast*" novelization adapted by Elizabeth Rudnick.

### **2.3 Theoretical Framework**

This research used the approach of moral philosophical in analysing the data from novel of "*Beauty and The Beast*" by Elizabeth Rudnick as the data source. It focused on finding out the types of moral value theorized by Linda and Richard (1993), which are classified into values of being and values of giving, following are six types of value on each classification. Values of being consist of honesty, courage, peaceability, self-reliance and potential, self-discipline and moderation, and fidelity and chastity. Next, values of giving consist of loyalty and dependability, respect, love, unselfishness and sensitivity, kindness and friendliness, and justice and mercy. It also focused in finding out the factors that build the main character's moral values using influential factors of moral forming theorized by Cady (2005). They are imposed by chance, intentions of surroundings, and own willingness.



**Figure 2.1 Theoretical Framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research is qualitative research. Creswell (2013) stated that qualitative research is research that focused on emerging the collected data for the researcher to make interpretation on meaning of the data and framed in terms by using words. Descriptive qualitative design was used to conduct this research, as the data was in form of words, sentences, and discourses. This research design is practical and useful for the researcher to analyse moral values of characters and the influential factors received by character to build moral values found in “*Beauty and the Beast*” novel.

#### **3.2 Object of the Research**

The object of the research has the most important role in conducting the research. This research’s objects are the types of moral value and influential factors received to build moral values by main character in “*Beauty and the Beast*” novelization. The character in the novel implied and showed the good values and manners as human beings, which are appropriate to be learnt. Therefore, the novelization of “*Beauty and the Beast*” is suitable as the research’s data source.

#### **3.3 Method of Collecting Data**

The data of the research was collected by using the method of library research. Specifically, library research examined on either old or modern text, by

utilizing the use of primary data source and secondary data source (Ratna, 2004). The primary data source of this research was the novelization of “*Beauty and The Beast*” and the secondary data source were books, journal articles, and webpages used to support the analysis of this research. There were several steps of collecting data that were followed.

1. Read the novel of “*Beauty and the Beast*”.
2. The data was collected by highlighting the sentences which were actions and dialogues related to objectives of the research.
3. Lastly the data was categorized accordingly into a table.

### **3.4 Method of Analysing Data**

The data of this research was analysed by applying the method of descriptive analysis. As explained by Ratna (2004), descriptive analysis method is done by describing the facts found in the data source and then continued with analysis, which is not just interpreting but also giving enough explanation and understanding. Several steps of analysing data were followed as below.

1. Started by analysing the intrinsic elements of the novelization.
2. Classified collected data as related to two objects of the research, which are moral values and the influential factors received to build moral values by main character.
3. Interpreted classified data by analysis using the theory of moral values by Linda and Richard (1993) and influential factors of moral forming theorized by Cady (2005).
4. The interpretation of data was reported in form of words and paragraphs.

5. The report of data was structured into completed report specifically a thesis.
6. The last step was to reread and cohered the reporting result of the analysis.

### **3.5 Method of Presenting Research Result**

The next step after analysing was to present the results of the research analysis. This research used the method of qualitative strategy by Creswell (2014), refers to a way of reporting the results of an analysis by developing descriptions and themes from the data of the research. The results of this research were presented narratively using words and sentences as there were not diagrams, tables, graphics, and symbols shown. It was done so to let the readers understand the results easily.