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).