

The moral values in *Aladdin* (2019)

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Abstract

Moral values are values that relate to good and bad deeds which guide people's life in a positive way. In practice, moral values function to motivate society members to act well. This present study aimed at exploring the moral values in Aladdin movie; a musical fantasy movie released in 2019. The movie is directed by Guy Ritchie, an English film director, producer and also businessman. The researchers employed descriptive qualitative method and designed it as the research design. The source of the data in this study was the dialogue among the characters in Aladdin movie. Documentation was used as the technique to collect the data. Besides the researchers as the instrument, another instrument used was documentation sheet. To analyse the data, the researchers used descriptive analysis. The results of the study showed that there were a number of moral values found in Aladdin film, including courage, honesty, self-confidence and capability, being helpful, love and affection, respect, loyalty, fairness and humanity, and kindness. These findings also indicate that honesty is the most dominant moral value displayed throughout the film scene. Particularly, it appears three fourteen times in different dialogue and actions.

Keywords: *Moral Values; Aladdin Movie; Literary Study*

INTRODUCTION

Literature is often defined as writer's expression and creation in the form of written or oral works. In fact, literary works mostly are influenced by authors' thoughts, opinions, and even their life experiences (see Devi and Ro'is, 2021; Susilawati, 2019; Lestari *et al*, 2021; Rohmah *et al*, 2021). In its realization, the literary works present a unique world packaged in the beauty of language. The unique world displayed in the literary works can be imaginative, futuristic, classical, or even real life reflection. Regarding the use of language, literary works are highly influenced by the authors' life backgrounds and psychological experiences (see Aeni, 2020; Aras, 2015; Mubais, 2021). Therefore, the literary works always contain the universal life value within, such as humanism, spiritualism, and socialism. Those values then reflected in various forms, actions, attitudes, and even scenes.

The literary works can be presented in various forms, such as novel, drama, poetry and even movie or film in various genres. In regards to film, Cloete (2017) defined it as a powerful medium that conveys the values and beliefs of contemporary societies. In its form, film is the digitalized drama through a set of modern and electronic devices. Within the film, the combinations of life images, sounds, music, and the scenes are arranged and

unified. Those film components then enable the viewers to be involved in every single character's communication. Film consists of a number of scenes which are combined and matched in such a way, so that it looks like complete and unified parts into a single scene.

One of the films that present the life values within is *Aladdin*. *Aladdin* (2009) is a film that features a fiction musical fantasy. It is produced by Walt Disney Pictures and directed by Guy Ritchie. Besides as the director, Guy Ritchie also writes the script with his partner, John August. Due to the partnership, the script writing is finished sooner than Ritchie's expected. He is proud of his complete work since the script writing is a very complex activity (see Arifin *et al*, 2014; Nurcahya and Sugesti, 2020; Sugesti *et al*, 2019). The film itself was firstly released in May 2019 in the USA.

Based on researchers' view when watching *Aladdin*, a number of values are obviously shown, such as social and moral values. They are reflected and displayed in various characters' actions, scenes, conversations, and attitudes. According to some scholars, moral value is simply dealt with good and bad, or right and wrong (see Hastuti and Dewi, 2020; Johardianto, 2018; Kasnadi *et al*; 2019; Sigelman *et al*, 1995). Significantly, moral has a big impact towards the social life of human beings. It keeps societies right on the track of goodness. Moral values are also functioned to motivate society's member to always act with heart and put the positive attitude beyond action. Therefore, the present study intends to investigate and explore the representation of moral value within the *Aladdin*.

In the recent decade, a growing body of research on analyzing moral values within the movie can be easily found. Some of them are identified in research done by Hastuti and Dewi (2020), Humaira (2018), Rosalinah *et al*, (2021), Setyowati (2015), Susilawati (2019), and Syarif (2016). This certainly indicates that the moral value within the movie has become the concern of scholars today. Besides, the researchers also acknowledged that moral value is something important and necessary to explore. One thing in common of those studies is investigating the moral value depicted in the movie. Those previous studies revealed a various number of findings on moral values, for instance; responsibility, acceptance, love, work hard, honesty, patriotism, bravery, friendly or communicative, justice, creative, care to social, environment care, curious, independent, togetherness, scarification, humble, brotherhood, solidity, and humanism. Those moral values can sustain world into a better one to live in. Therefore this research is significant to do.

From a number of relevant previous studies as mentioned above, this present study tries to explore more on the similar aspect, that is moral value. The researchers intentionally took the popular musical fantasy movie that has not been taken by aforementioned researchers. Even though they took movie as the object of study, but the different movie genres were chosen mostly animation movie (see Hastuti and Dewi (2020), Humaira (2018), Rosalinah *et al*, (2021), Setyowati (2015), Susilawati (2019). Whereas, Syarif's study (2016) utilized science fiction movie as the object. Based on the reviewed of previous studies above, none of them analysed musical fantasy movies such as *Aladdin*. Therefore, to fill the gap the present study is intended to analyse the moral values depicted in the musical fantasy film, *Aladdin*.

METHOD

In this study, the researchers used qualitative research to explain the content of the case. Specifically, the present study is designed as content analysis. There was no calculation or numeration for this study. Moleong (2007:3) affirms that qualitative research is research of which the data are in the form of written or oral words, phrases, and even sentences. In a descriptive qualitative research, the researchers' analysis is prior in accurate explanation to analyze and present what has been found and identified.

This research focused on investigating the moral values in the film *Aladdin* directed by Guy Ritchie. The source of the data in this study was the *Aladdin* movie dialogue, done by the characters/figures. The first step of collecting the data was done through observing and watching the movie. The researchers at least watched the movie five times at different moment. While watching the movie, the researchers recorded every utterance in each scene played. After that, the transcription of the recording is made. Up to this point, the identifications of the utterance, action, attitude and scene containing the moral values are done. The researchers did not take all the initial findings, unless it contained the required information/ data. The steps of collecting data could be formulated in the following ways: (a) download the movie as the object of research, (b) watch a movie repeatedly 5 times, (c) understand the important parts of the script and then identify them, (d) classify the moral values in the film, (e) find references and theories relevant to the analysis.

Next the researchers analyzed the collected data. The researchers identified the data by selecting and matching and then writing down the moral values contained in the *Aladdin* movie and the dominant moral values found. The researchers collected relevant analysis related to the movie. After that, the researchers made conclusions based on the results of data analysis from the *Aladdin* movie. The analysis technique employed could be structured in the following steps; (a) reducing the data, (b) displaying the findings, and (c) drawing conclusion.

RESULTS AND DISCUSSION

Regarding the goal of this study, the researchers focused on seeking the moral values displayed in *Aladdin* movie. Based on the identification of collected data, the researchers found a number of moral values within the *Aladdin*, as follows; courage, honesty, self-confidence and capability, helpful, love and affection, respect, loyalty, sensitivity and altruistic, fairness and humanity, kindness. Below are the findings of research based on the researchers' analysis:

Bravery

Bravery is defined as the nature of being willing to take deep risks, make decisions quickly and on time (Frinaldi and Embi, 2011). Here is the finding of bravery which depicted through the following dialogue:

Timeline: 00:27:36-00:27:56

Jasmine : What is wrong.
Aladdin : Tea!
Jasmine : You. You! What are you doing here? Get in here, now.
Aladdin : I... came back to return your bracelet.
Jasmine : My bracelet? Where is it?
Aladdin : On your wrist. What? Not bad! I like what she's done with the place.
Jasmine : **How did you get past the guards?**
Aladdin : **That was challenging. But, I have my ways. While the Princess is out, would you like to go for a stroll? Have a little chat?**
Jasmine : You're unbelievable. You cannot just break into a palace and walk around like you own the place.

Within the dialogue above, Aladdin has put himself in danger because entering the palace with no permission. None of the guards knew his arrival to the palace. Surely, it was a brave action to take. This is basically due to the purity of Aladdin's willingness to return Jasmine's bracelet. That is why, such a dangerous and risky action has to take, and neglecting the impact might be happened to him.

Honesty

Honesty is simply telling the truth towards other people, institutions, society, and ourselves. The findings on honesty can be seen in the following dialogue between Aladdin and Jasmine;

Timeline: 00:28:17-00:28:24

Aladdin : If you don't have anything, you have to act like you own everything. So, what do you say? I did find your bracelet
Jasmine : You did not find it, you stole it.
Aladdin : **Correction, the monkey stole it.**
Jasmine : He's your monkey
Aladdin : He's still just a monkey.
Dahlia : Who ordered tea.
Jasmine : I, for you.

Based on the dialogue above, Aladdin as the main actor, told the truth that his monkey stole Jasmine's bracelet. In fact, the monkey stole Jasmine's bracelet with no order from the owner, Aladdin. So that, what is said by Aladdin was exactly true. In this dialogue, the honest attitude can be factually observed.

Confidence and Capability

According to Lauster (2002:4), self-confidence is an attitude or belief in ability. It means that having the strong belief that you can do is the example of confidence. Confidence and capability are two different things, but they are related. Burke *et al* (2016) claimed that capability refers to someone's ability to make the right value judgments.

Based on the findings, here is the example of dialog at the movie on confidence and capability representation:

Timeline: 00:14:00-00:14:13

Aladdin : We will see.
Jasmine : You are great magician.
Aladdin : Thank you. Abu no!
Jasmine : I can't believe.
Aladdin : What?
Jasmine : I can't believe we did that. We are still alive, we are being chased, jumping over buildings. Amazing.

Based on the dialogue above, as Jasmine and Aladdin conversed, it could be seen that both Jasmine and Aladdin did something awesome. Even Jasmine could not believe what they had done. In this case, the confidence played the significant role and enabled them to do something beyond the ordinary.

Being Helpful

The moral value of helpful refers to any action which is beneficial for others rather than our self (Linda and Eyre, 1997). It also refers to the actions of someone helping others in any form. Helpful is surely one of the good deeds that is necessary to spread. Based on the findings, here is the example of representation of helpful in the movie:

Timeline: 00:14:15-00:14:29

Jasmine : Thank you for helping me escape. Your name is Aladdin?
Aladdin : You're welcome.
Jasmine : I am Dahlia.
Aladdin : Dahlia. From the palace?

As one of the universal values, helpful is basically can be done by anyone, in any place and any time. The value of helpful in the movie is represented in many actions and dialogues. Referring to the above dialogue, Jasmine expressed his gratitude due to the Aladdin's help. By referring this action, it can be classified as the value of helpful.

Love and Affection

Love and affection as honor for themselves is more than just being loyal and respectful. Love can be defined as a natural feeling of affection to others. The finding shows that the value of love and affection is represented in the following dialogue:

Timeline: 01:20:06-01:20:54

Aladdin : Until tomorrow, Princess.
Jasmine : Good night.
Aladdin : Good night.
Lago : Interesting.
Genie : I like the look on your face. Was your date successful?
Aladdin : Yes.

The feeling of love in this case is shown by Genie. She realized her strong feeling of love to Alladin by saying so. The value of love and affection for human is substantially important. Love is the opposite of hate. How if this world full of hatred, and not love? It must be mess and chaos. No peace and no safety at all for human. Therefore, the value of love is necessarily to spread and instill.

Respect

According to Oetomo (2012: 20), respect is an attitude of courtesy in speaking words, language and good behaviour in accordance with local customs and culture that must be done. Respect is realized through attitude, utterance, and also actions. Here is the example of dialog at this movie dealing with respect value:

Timeline: 01:29:35-01:30:10

Sulthan : Prince Ali, I must apologize.

Aladdin : Well, Your Highness, there is something I... I'd like to explain.

Sulthan : **Your honour and integrity will never again be questioned here in Agrabah.**

Aladdin : I...

Sulthan : **A more noble and sincere young man has never graced the chambers of this palace. I would be honoured to call you my son.**

Genie : Oooh.

Sulthan : If that... were something anyone wanted.

Referring to the above excerpt, especially the bold utterances, Sulthan, as the king acknowledged Aladdin by showing his respect. The king honestly declared that he respects Aladdin due to his honour and integrity. As mentioned above, respect is often defined as showing admiration towards others' attitude, ideas, behaviours, actions or even positive qualities.

Loyalty

Linda and Eyre (1997) stated that loyal means ready to support, serve, helps in carrying out the promise of consistency. In other words, loyalty means being faithful in allegiance. Here is the example of dialog at this movie about loyalty:

Timeline: 01:28:51-01:29:17

Sulthan : Jafar, you were my most trusted advisor! Hakeem! Put him in the dungeon!

Jafar : You should think about how quickly the sands of power shift in the storm, Hakeem.

Hakeem : **I am loyal to my Sulthan. As you should have been. The law is the law.**

In above excerpt, the value of loyal can be easily observed based on Hakeem's utterances. He obviously declared that he is loyal to his lord, Sultan. Besides being loyal to

the king, Hakeem is also a man who has high obedience to law. He could not leave the law behind him. In his thought, law and the king were two things to obey. He has no excuse to anything that threatens the king and the law. Therefore, Hakeem's act was clearly showing the value of loyalty.

Being Fair and Humane

Fair is fair that has been formulated by law in the form of rights and obligations, where violations of justice will be confirmed by law (Linda and Eyre, 1997). Here is the example of dialog at this movie about fair and humane:

Timeline: 01:38:48-01:40:45

Jasmine : Hakeem!

Jafar : Hakeem! Take her away!

Jasmine : Tell them, Hakeem. You were just a boy when your father came to work the grounds. But you have risen up to become our most trusted soldier. **As a man, I know you to be both loyal and just.** But now, you have to choose. Duty isn't always honour. Our greatest challenge isn't speaking up against our enemies, but defying those whose approval we seek the most. Jafar is not worthy of your admiration nor your sacrifice.

Jafar : I wish nothing but glory for the Kingdom of Agrabah.

Jasmine : No. You seek glory for yourself. And you would win it off the backs of my people! Hakeem. These men, they will follow where you lead, but it's up to you. Will you stand silent while Jafar destroys our beloved kingdom? Or will you do what is right and stand with the people of Agrabah?

Hakeem : My Princess. Forgive me. My Sultan.

Jafar : Hakeem.

Hakeem : **Guards! Arrest Jafar.**

Referring to the excerpt of dialogue as presented above, the value of humane and fair can be identified. The value of fair and humane are represented through Jasmine and Hakeem's utterances. Jasmine expressed her deep expression on Hakeem's positive and loyal attitude. She intentionally characterized Hakeem as the positive person, and it was humane and fair. Besides, in the last utterances, Hakeem told the guards to arrest Jafar. Hakeem's order to arrest Jafar belongs to fairness because giving punishment for anyone making a mistake was exactly fair.

Kindness and Friendliness

The value of being kind and friendly is the basic attitude to be communicative and to be accepted by others. The value of kind and friendly omit the gap of relationship. It means that being aware of a friendly and caring attitude is better than being rude and tough. In fact, the value of being kind and friendly has enabled people to be successful in interaction and socialization. Based on the findings, here is the example of dialogue that representing the value of kind and friendly:

Timeline: 00:13:50-00:13:49

Aladdin : We will see.

Jasmine : You are a great magician.

Aladdin : Thank you.

The value of kind and friendly is commonly possessed by humble and wise people. Therefore, these values closely dealt with modesty. Another words for kind and friendly based on Merriam Webster dictionary is down-to-earth and unpretentious.

CONCLUSION

Referring to the goal of the study, the researchers concluded that the *Alladin* film depicted a number of moral values. Based on the result of analysis, the researchers found the following kinds of moral values; bravery, honesty, confidence and capability, being helpful, love and affection, respect, loyalty, being fair and humane, kindness and friendliness. The findings also showed that honesty was the most dominant moral value displayed throughout the film scene. In particular, it appeared fourteen times in different dialogue and actions.

Film is one of the media that has an important influence in providing information and as a tool to convey a message to an audience or people. The message from the film can be positive or negative. It depends much on the viewers' perspective, because the film is shown to the audience by visualization.

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