

AN ANALYSIS OF MORAL VALUES IN *SWITCHED* MOVIE

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ABSTRACT

Literature as a fiction and fantasy are the primary works that provide language and their aesthetic value.. In this case researcher focuses in the used of moral values in “Switched” movie. This study aims to find the types moral values used in switched movie and the most dominant types. The subject in this study is character of switched movie Cassandra and Katie Sharp . In the scope of the research, the researchers limited the study by main character in Switched movie. The researcher used descriptive qualitative research to find the moral values in Switched movie. The researcher used the theory from Linda (1997) to answer research questions. The results show that the researcher found eleventh types in moral values in Switched movie including; namely honesty, love and affection, loyalty, peace of ability, unselfishness and sensitivity, courage, self-dicipline, bravery, respect, fidelity and chastity, and self-confidence. In this research, the researchers found the dominant moral value is honesty with a total of 10 (25%), followed by love and affection with a total of 6 (15%), loyalty with a total of 4 (10%), and peace of ability with a total of 4 (10%), unselfishness and sensitivity with a total of 4 (10%), courage with a total of 3 (7,5%), self-dicipline with a total of 3 (7,5%), bravery with a total 2 (5%), respect with a total of 2 (5%), fidelity and chastity with a total of 1 (2,5%), and self-confidence 1 (2,5%). And the most dominant types of moral value is honesty 10 (25%) Its clear with the movie because teach about the fiendship moral value.

Keywords: *Literature.; Moral Values; Switched*

ABSTRAK

Sastra sebagai karya fiksi dan imajinasi yang menyajikan bahasa dan mempunyai nilai estetis yang dominan. Dalam hal ini peneliti fokus pada penggunaan nilai-nilai moral dalam film “Switched”. Penelitian ini bertujuan untuk menemukan jenis-jenis nilai moral yang digunakan dalam film switching dan jenis-jenis yang paling dominan. Subyek dalam penelitian ini adalah karakter film peralihan Cassandra dan Katie Sharp . Dalam ruang lingkup penelitian, peneliti membatasi penelitian pada tokoh utama dalam film Switched. Peneliti menggunakan penelitian deskriptif kualitatif untuk menemukan nilai-nilai moral dalam film Switched. Peneliti menggunakan teori dari Linda (1997) untuk menjawab pertanyaan penelitian. Hasil penelitian menunjukkan bahwa peneliti menemukan kesebelas jenis nilai moral dalam film Switched diantaranya; yaitu kejujuran, cinta dan kasih sayang, kesetiaan, kedamaian kemampuan, tidak mementingkan diri sendiri dan kepekaan, keberanian, disiplin diri, keberanian, rasa hormat, kesetiaan dan kesucian, serta percaya diri. Dalam penelitian ini peneliti menemukan nilai moral yang dominan adalah kejujuran dengan jumlah 10 (25%), disusul cinta dan kasih sayang dengan jumlah 6 (15%), kesetiaan dengan jumlah 4 (10%), dan kemampuan kedamaian sebanyak 4 (10%), tidak egois dan kepekaan sebanyak 4 (10%), keberanian sebanyak 3 (7,5%), disiplin diri sebanyak 3 (7, 5%), keberanian dengan jumlah 2 (5%), rasa hormat dengan jumlah 2 (5%), kesetiaan dan kesucian dengan jumlah 1 (2,5%), dan kepercayaan diri 1 (2,5%).). Dan jenis nilai moral yang paling dominan adalah kejujuran 10 (25%) Hal ini terlihat jelas dalam film karena mengajarkan tentang nilai moral kejahatan.

Kata Kunci : Sastra.; Nilai moral; Switched

INTRODUCTION

Literature can be defined as a creative and imaginative form of written expression that not only communicates using language but also holds a prominent position in terms of aesthetic qualities.. According to Warren [1] Imagination and aesthetics serve as the foundational elements in the realm of personal artistic expression, and it is through language that literary works distinguish themselves from other forms of creative works. Based on the aforementioned explanation, the researcher's conclusion is that literary creations are the result of individual imagination, expressed through various mediums such as novels, prose, poetry, films, and other forms of artistic expression.

According to Budi Susatyo [2] language is the most important aspect to support humans in communicating. In communication, people need to understand the meaning of language. Language and context are two inseparable things. In the context, it is important for listeners or recipients to understand what the speaker meant.

The research that has been examined by the researcher here is about movies. A movie is a form of visual art used to simulate experiences that communicate ideas, stories, perceptions, feelings, beauty, or atmosphere by recording programmed images. According to Sharjeel and K. Dadabhoy [3] Movies have the unique ability to visually convey images, offering viewers a vivid and immersive experience. When people watch a movie, they can momentarily escape from their everyday routines and immerse themselves in an alternate reality, often feeling as though they have stepped into the lives of fictional characters. Movies are also recognized as a significant form of mass communication media, playing a crucial role in imparting moral values to their audiences. The word "moral" is no stranger to hearing because it already has a general meaning that is often known by many people. The moral is almost the same as a mandate, it's just that morals are good messages conveyed through character, character, and behavior. When we want to understand the morals when watching a film, of course, we will also see the characters in each of the film's players. The characters contained in the film are expected to be useful, especially with regard to character education for everyone. Character is the character of a player. With this character, players will convey both good and bad messages. Character aims at the characters written by the author to carry out a story that he wrote. The character must be done consistently and can be trusted. Consistently doesn't have to be the same character, but any character change is enough, and being trustworthy doesn't mean everyone in the city knows but they can be trusted in the context of what happens in a story [4].

The concept of morality is frequently discussed, yet it can be challenging to put into practice in our daily lives. Morality relates to an individual's character and behavior, judged in terms of what is right and wrong[5]. Morality involves our awareness and our human capacity to understand specific principles, enabling us to form judgments and respond appropriately[6]. Morality primarily deals with determining what is right or wrong and the ability to distinguish between the two while justifying our choices[7]. From the moment people are born, they are taught about morality, although over time, it may diminish or be delayed. Possessing morality is essential because it earns the respect of others and facilitates social interaction and acceptance within the community.

Moral values can be instilled not only through formal discussions and literature but also through the medium of film, which can effectively convey ethical messages. An exemplar of this is the movie "Switched." This cinematic creation is profoundly inspirational and imparts a multitude of significant lessons. The narrative centers on the lives of two high school girls, Cassandra Evans and Katie Sharp, who possess markedly different personalities and experience mutual discord. However, they undergo a fantastical body-swapping phenomenon, enabling them to perceive existence from each other's vantage points. The film underscores the importance of empathy and compassion for others. By living each other's lives, Cassandra and Katie gain a deeper understanding of the trials and tribulations each faces, fostering a heightened appreciation for each other's perspectives and nurturing empathy.. These movies convey several moral values that can be applied to friendships and family relationships.

Currently the researcher used R. Linda [8] theory for analyzing the moral value. R. Linda [8] categorized moral values in ten types which are honesty, bravery/courage, peace ability, selfreliance/confident and potential, self-discipline and moderation, loyalty, respect, love, kindness and friendliness, and also Justice and mercy. According to the explanation above, it is very challenging and also interesting to conduct research on moral values as the message in switched movie because have many message from friendship and family to applied in real life.

Several prior studies have examined the analysis of moral values, and I will summarize their key findings. The first study, conducted by Humaira [9], focused on the movie "Zootopia" and identified various moral values, including respect, responsibility, justice, tolerance, wisdom, mutual assistance, altruism, cooperation, courage, and confidence. Among these values, the most dominant one in the movie was found to be mutual assistance.

The second research, authored by Anggraeni [10], analyzed the movie "Dangerous Minds" and uncovered moral values such as love and affection, respect, courage, kindness, friendliness, sensitivity, selflessness, honesty, hard work, patriotism, and responsibility.

In the third study, conducted by Nasir [11], the movie "Coco" was examined, revealing nine distinct moral values: honesty, courage, peace, self-confidence, loyalty, respect, love and affection, selflessness and sensitivity, kindness, and friendliness. Notably, the most prominently featured moral value in this movie was love and affection.

It's worth mentioning that this current research sets itself apart from prior studies by adopting a different theoretical framework and involving a unique group of research participants. While earlier research predominantly employed manual data analysis techniques, the present study utilized Atlas.ti for data analysis.

RESEARCH METHODOLOGY

The primary objective of this study is to identify the various categories of moral values depicted in the movie "Switched" and determine which moral values are the most prevalent. To achieve this goal, the researcher adopted a descriptive qualitative approach, which is particularly suited for comprehending and portraying the subject matter under investigation. [12]. This research belongs to qualitative research because this study is aimed to make a systematic, factual, and accurate description of the moral values in the switched movie. The source of the data in this study was switched movie. Thus, the subjects were part of the character of switched movie Cassandra and Katie Sharp. The reason the researchers chose these movie is because these movie have many moral messages. The movie of Switched provide a positive value to listeners. The researchers used herself as an instrument to obtain the data since she was the one who could lead the process from the raw data collected to the conclusion made [13]. Qualitative research focuses on the total picture of a phenomenon [14]. Referring to the purposes of the study, the researchers will collect the data by using observation. The instruments of the document are movie by switched. After collecting the data, the data were analyzed qualitatively through three activities as proposed by M. B. Miles and A. M. Huberman [15] namely data reduction, data display, and conclusion drawing. In this research, the researchers used Atlas.ti for analyzing the data because the application can make it easier for the researchers to complete the data coding. Following are steps to model data according to F. Van Nes and M. Doorman [16] which has been modified by the researcher:

1. First, the researchers entered the script switched movie into the Atlas.ti application.
2. Then, the researchers began encoding the data by reading the script switched movie, subsequently giving the code to the sentence that corresponded to the type of moral values.
3. After the data encoding is complete, the researchers grouped the data coding results according to type.
4. The last, making the conclusion of the analysis to answer the problems of the research.

FINDINGS AND DISCUSSION

Based on R. Linda [8] theory for analyzing the value. R. Linda [8] categorized moral values in ten types which are honesty, bravery/courage, peace ability, selfreliance/confident and potential, self-discipline and moderation, loyalty, respect, love, kindness and friendliness, and also Justice and mercy. There are a lot of moral values found in the movie from switched, those moral values in the movie are categorized as follows:

Table 1. Analysis of Moral Values in Switched movie

No.	Moral Values	Count	Percentage (%)
1.	Bravery	2	5%
2.	Courage	3	7,5%
3.	Fidelity and chastity	1	2,5%
4.	Honesty	10	25%
5.	Love and affection	6	15%
6.	Loyalty	4	10%
7.	Peace of ability	4	10%
8.	Respect	2	5%
9.	Self-confidence	1	2,5%
10.	Self-dicipline and moderation	3	7,5%
11.	Unselfishness and sensitivity	4	10%
Total		40	100%

The table above shows the total number of moral values found in the switched movie. Based on the table, the most dominant moral value is honesty with a total of 10 (25%), followed by love and affection with a total of 6 (15%), loyalty and peace of ability and unselfishness with a total of 4 (10%), courage and self-dicipline with a total of 3 (7,5%), bravery, respect with a total of 2 (5%), with a total fidelity and chastity, self-confedence 1 (2,5%).

1. Honesty

In this research, the initial moral value identified was integrity. The researchers found ten quotations of switched movie that were categorized as honesty and be found in data 2,3,9,14,16,22,27,31,33 and 36.

(Data 3)

I want to be someone else

Analysis:

In the part of the scene above, it talks about there honesty attitude. The Cassandra want to be someone else she said to her mom and make her mom break up. Because Cassandra wants to have a car license and millions of followers

2. Love and affection

The second moral value found in this research was love and affection. The researchers found six quotations of switched movie that were categorized as love and affection and be found in data 10,12,17,24,32,and 38

(Data 12)

can I get a hug I need you

Analysis:

The scene showed the moral value of love and affection acted by Cassandra Evans. She switching lives with Katie Sharp and missing his mother. when he met his mother he wanted to be hugged because he missed the warmth and affection of a mother that he did not get at Katie Sharp's house.

3. Loyalty

The research uncovered loyalty as the third moral value. The researchers found four quotations of switched movie that were categorized as loyalty and be found in data 28,29,35 and 40

(Data 35)

I believe you can do the impossible please help me do this for her help me do this for her

Analysis:

The scene showed the moral value loyalty by Katie Sharp to Cassandra Evans. Cassandra, who is in Katie Sharp, feels insecure and cannot do photoshoots for glam slams, and this will affect Katie Sharp's reputation, so she convinces Cassandra that she can do this.

4. Peace of ability

The fourth moral value found in this research was peace of ability. The researchers found four quotations of switched movie that were categorized as peace of ability and be found in data 1,8,30, and 39

(Data 8)

guys did to me okay get on with it i prayed to god to show you what it's like to be me

Analysis :

The scene showed the moral value peace of ability by Katie Sharp, Katie Sharp prays to God so she can switch bodies again and tell her friends that this is me.

5. Unselfishness and sensitivity

In this research, the fifth moral value identified was selflessness and empathy. The reasearchers found four quotations of switched movie that were categorized as unselfishness and sensitivity and be found in data 18,20,26, and 37

(Data 18)

his story teaches us that all people are our neighbors even people that shop out of dumpsters

Analysis :

The scene showed the moral value by unselfishness and sensitivity. Clay the brother of Cassandra said love your neighbors because we spend the day leading with love, that's what his late father said before he died.

6. Courage

This research, the sixth moral value discovered was courage.. The reasearchers found there quotations of switched movie that were categorized as courage and be found in data 7,15 and 21

(Data 15)

you don't like being treated like that no no one treats me like that doesn't feel good does it whatever cassandra i've been thinking

Analysis :

The scene showed the moral value of courage. Katie said everyone will treat you badly if you keep doing stupid useless things, Katie Sharp is afraid that she will be seen as a fool.

7. Self-dicipline

The seventh moral value found in this research was self-dicipline . The reasearchers found there quotations of switched movie that were categorized as self-dicipline and be found in data 6,11 and 19

(Data 19)

if you're going to be me you need to do a better job at it i don't eat greasy pizza and i don't want to be friends with you

Analysis :

The scene showed the moral value of self-discipline. if Cassandra wants to be Katie Sharp she has to be perfect and can do anything because Katie has been disciplined since childhood by her parents.

8. Bravery

The research identified bravery as the eighth moral value. The researchers found two quotations of switched movie that were categorized as bravery and be found in data 23 and 25

(Data 25)

it's your turn now you need to calm down and we need to leave i'm not scared of you anymore
katie sharp

Analysis :

The scene showed the moral value of bravery. Cassandra convinced herself that she had to be brave and not be afraid of Katie Sharp in the scene where she was going to appear in the photoshoot and she became calmer.

9. Respect

The ninth moral value found in this research was respect. The researchers found two quotations of switched movie that were categorized as respect and be found in data 5 and 34

(Data 5)

that is correct good job cassandra kids if you're going to be distracted in my class you better at least have the right answer when i call on you

Analysis :

The scene showed the moral value of respect. During the lecture Cassandra talk with Abby at that time the lecturer was explaining the material, then the lecturer called Cassandra to continue her answer, then Cassandra was able to answer and the lecturer respected Cassandra because even though her focus was divided she could answer correctly.

10. Fidelity and chastity

The tenth moral value found in this research was fidelity and chastity. The researchers found one quotations of switched movie that were categorized as fidelity and chastity and be found in data 4

(Data 4)

i just said you need to love others as you love yourself i know as you love yourself that's the heart of the matter

Analysis :

The scene showed the moral value of fidelity and chastity. Cassandra's mother advises that loving yourself is more important and putting yourself first before anyone else.

11. Self-confidence

The eleventh moral value found in this research was self-confidence. The researchers found one quotations of switched movie that were categorized as self-confidence and be found in data 13

(Data 13)

so honey don't get caught up in your feelings it's just business exactly so tell you what you do all right you get yourself through the glam slam interview and get the job by being Katie Sharp

Analysis :

The scene showed the moral value of self-confidence. Katie mom appease Katie about what she chose, and told her to do what she wanted.

Based on the description above, the honesty moral value was mostly found in the switched movie, it was caused by the background as a friendship movie, There are no differences between one and the other. Therefore, love and affection because this movie wants to show the image of a

harmonious family, this loyalty movie wants us to learn about the meaning of being loyal to friends or enemies, never bully or hurt someone, the next peace of ability is used to love peace and don't drop each other, then unselfishness and sensitivity is prioritizing the wishes of other people we care about and not being selfish in acting as Cassandra's mother applied, then there was found six types of moral values such as: courage, self-discipline, courage, respect, fidelity and chastity, self confidence to convey messages and good and bad deeds that are done in the switched movie love yourself and not be insecure with your abilities are a form of self-love, keep doing good things to neighbors or friends, and always lead with love today.

CONCLUSION

Based on the findings and discussion, the conclusions are as follows: there are eleventh types of moral values in the switched movie, namely honesty, love and affection, loyalty, peace of ability, unselfishness and sensitivity, courage, self-dicipline, bravery, respect, fidelity and chastity, and self-confidence. In this research, the researchers found the dominant moral value is honesty with a total of 10 (25%), followed by love and affection with a total of 6 (15%), loyalty with a total of 4 (10%), and peace of ability with a total of 4 (10%), unselfishness and sensitivity with a total of 4 (10%), courage with a total of 3 (7,5%), self-dicipline with a total of 3 (7,5%), bravery with a total 2 (5%), respect with a total of 2 (5%), fidelity and chastity with a total of 1 (2,5%), and self-confidence 1 (2,5%). The researchers hope that this exploration can assist educators and parents in instilling moral values within the family, school, and community environments.

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