**Chapter I**

**Introduction**

**1.1 Background of the Study**

Watching movie is one of hobbies for many people. Movies can enhance their knowledge, imagination, and through movie we can learn about other cultures, religions or places which far from our place.

In this study, the researcher choose a movie as the subject of the study. The movie is also one of the literary works because people convey ideas through writing. With the development of technology today, a person can convey his work through visual media and with this literary work can be enjoyed more alive. Another reason why movies are literary works is that in movies there are dialogues between characters and movie making by directors also uses scripts and movies also have the same intrinsic elements as narrative literature.

Dialogue on movie is a companion tool to deliver viewers into the imagination of the researcher. But still, the main means of the movie are visuals or moving images. Even though, the movie was made based on a literary work, we can no longer call it a literary work. But it cannot be denied that in the movie there is also a literary work.

This analysis will focus on the protagonist in the cartoon. The protagonist means the central character or character who leads the story. Usually, the protagonist is indeed projected as a hero character, but it does not rule out the possibility that the protagonist is the character 'evil'.

Analysis will be done on the *Coco Movie by Lee Unkrich*. This movie is an animated work of Pixar works and this studio always receives positive responses from various groups because it always uses the theme "unique" in each of his works. The theme taken for this movie is "life after death" in the form of *Dia de Muertos* or Day of the Dead, a celebration of death that originated in Mexico. *Dia de Muertos* is usually celebrated on the first and second of November. Day of the Dead is a holiday to remember loved ones by sharing a meal with them as one would when they were alive.

The reason the researcher talking about this theme, because movie is a powerful medium to visualize educational messages, social critics although it is only an art product. Movie has a special meaning and a significance to teach about human being to see themselves, their situations, their hopes, their problems, and their fears in real world.

The script is a story script that outlines the sequence of scenes, places, circumstances, and dialogues, which are arranged in the context of a dramatic structure to become a reference in the production process.

The benefits of *Coco* movie is good for children because it has the moral message never give up the cause of whatever obstacles are in front of it. Another reason, this movie can help to develop the character of children.

**1.2 Research Question**

1. What moral messages that can be found in Coco movie?
2. In which script of the movie the moral messages found?

**1.3 Objectives of the Study**

Based on the research question above, the objectives of the study is :

1. To find what kinds of moral messages found in the movie.
2. To determine the moral message based on Coco movie’s scripts.
   1. **Limitation of the Study**

The study focuses on finding out the moral messages according to the form in general and the way of delivering moral messages. Moral messages can also be delivered through the conflict in the movie. Therefore, the researcher only focuses on the study of moral messages in the movie script as research objects.

* 1. **Significance of the Study**
  2. Theoritically

The researcher hopes the result of this study can be contribute to the development of moral messages taken from Coco movie. The researcher also hopes the result will provide information to the readers and the viewer about how to study deepen moral messages based on this movie.

* 1. Practically

To contribute the readers to knows about moral message in the movie, then they can take the moral message and apply it in their daily life.