**Chapter II**

**Moral Messages in Coco Movie**

This chapter presents the literature review, which one of the literary genres is movie. This includes moral messages and the relationship between moral messages in movie.

**2.1 Literature**

In simple terms, literature refers to two meanings, as a literary work and as a science of literature. As a literary work, literature can be said a type of human work that have aesthetic value, born from the imaginary thought, and an eternal masterpiece from the creator. As a science, literature means writings in expression and form, a tool for teaching, and instruction books.

According to Klarer (2004:1), he explained that in most cases, literature is referred to as the entirety of written expression, with the restriction that not every written document can be categorized as literature in the more exact sense of the word. From the statement above, literature is a kind of imaginative expression for various aspects of human life. It contains beautiful writing, beautiful sentences that can arouse the heart of the reader, also contains the result of the imagination of the researcher based on his experience and appreciation of life.

Literature is a work that involves many aspects of human life. Besides the textual potential it processes, aspects of production in its period also influence it. Considering the powerful effect of the production sometimes the author has to say what he intends to tell the readers figuratively. In other words, they are trying to hide the message.

There are some kinds of literary works as well as poetry, drama, and novel. Literature has a beauty value and gives a good impression to the reader. It might be most of the people use a literary work as a relaxing, to express their feelings, and to get a new inspiration. Beside it, literature has a function for a reader such as adding experience in vocabularies, learning about a moral message in a literary work.

**2.2 Fictional Prose**

Fictional prose is a story that has a cast, setting and stages of a series of events that are produced by the author's imagination to form a unified story. According to Aminuddin in Djuanda and Iswara (2006: 158), fictional prose is a narrative or story carried out by certain actors with certain actors, settings and stages and series of stories that are based on the imagination of the author to form a story.

The building blocks of fictional prose are divided into two. The first is extrinsic elements, which means elements that are outside the text but still influence each other in the creation of the work. Second, is an intrinsic element that is present in the text itself and builds its integrity. The intrinsic elements of prose include, character and characterization, plot, setting, point of vew, language style, theme, and message.

Character and characterization, mean the actors of the story with their respective characteristics and roles. Figures can be classified into; protagonist (main character), antagonist (a character who has a conflict with the protagonist), developing character which means experiencing a change in character or outlook in the story, static character, who do not change in prose.

Plot, a series of events that are interconnected because of a cause-effect relationship. The plot will at least consist of: a. orientation, period of character recognition and the start of conflict b. complications, a period of conflict begins to develop and peaks into a climax c. resolution, is the period of conflict resolution.

Setting, setting is the place, the relationship of time, and the environment, the social conditions and the place where the events are told (Abrams, 1981: 175). Language style is a way of expressing language to achieve an aesthetic effect and has the power of evocative power such as figure of speech and the selection of beautiful diction.

Point of view is a way of telling a story like the first point of view (me) and the third point of view (him, they). Theme, is the main idea of ​​the whole story or story. For example, themes of affection, power, social issues, feminism, etc. Massage, means the message of kindness that can be drawn from the story being told. Message is usually not conveyed in person but is neatly packaged in the entire prose content.

**2.3 Plot**

A plot has a big role in literature work like a novel. One of the essential elements in the plot is an event. This element shows the reader how an event grows from the beginning to the end. The plot also guides the reader to feel a transition from one situation to the other situation. It encourages the reader to know the next events.

Foster (1970: 94-95) said that a work of fiction has a mysterious and intellectual property. While Stanton (1965: 14) explain that the plot is a story that contains a sequence of events, but each event was only connected to cause and effect, one event caused another event. According to Kenney (1966: 14), the plot is event that is shown in a story that not simply because the researcher piles up those events based on causality relationship.

Generally, a plot can be divided into three categories. Those are forward plot, flashback plot, and jumping plot. A forward plot is a plot in which incidents are arranged in order. And in the forward plot, the story goes from time by time, past to the present. Flashback plot is a story told from the end back to the event that happened previously. Further, a jumping plot is a plot that retold a story that in quite some time is cut and revealed back to the situation just happened.

Talking about plot, there is an essential parts of plot that contained in every literary works which known as *Freytag Pyramid* (1900: 115).

**a) Exposition** – The beginning of the story where the characters and the setting is revealed, it is an introduction to the characters and setting of the story.

**b) Inciting Incident –** is the beginning of conflict. In this part conflict is appears that protagonist may have.

**c) Rising Action –** is where the events in the story become complicated and the conflict in the story is revealed—events between the introduction and climax. In this part, it will tell the readers about the main characters or protagonist facing its conflict (character-character, character-society, character-itself, character-nature).

**d) Climax –** Climax is the high point or turning point whether the conflict ends or changes.

**e) Falling Action-** It is the series of events which take place after the climax that lead to the resolution after what has happened.

**f) Denouement –** This is the final or ending of an events in the story. The problems are solved and the conflict in the *rising action*. Sometime, the author gives the reader to surmise what will happen in the future about the next story for the characters.

**2.4 Definition of Movie**

According to Arsyad (2003: 45) a movie is a collection of several images within the frame, where frame by frame is projected through the projector lens mechanically so that the screen shows the image to come to life. The movie moves quickly and alternately, giving it its own charm.

A movie essentially shapes and represents reality. The content of the movie is the result of the moviemakers to form and represent the various realities that are chosen by way of telling the events of the event so as to form a story path. The concept of representation is used to describe the expression of relationships between media texts (including movies) to reality. Semantically, the representation can be interpreted: to depict, to be a picture of, or to act or to speak for (in the place of, the name of) somebody. Based on these two meanings, to represent can be defined to stand for. Thus, representation bases itself on the reality that it becomes references (Bordwell, 1992: 61).

Movie and Literature are two extraordinary works of art that have always been one of the most interesting forms of knowledge that have made a huge impact on the human soul. Both these arts have certain connections and differences, both have a similarity of taking its readers or audience to a unique world. Whereas the primary thrust of literature is linguistic, the thrust of movie is imagistic/ visual and immediate.

Literature has been a way of artistic expression for centuries to date. The researchers have told the story of the gods and goddesses, the heroes won bravely against enemies, historical epics, romantic tragedies, comic incidents, legendary episodes, and many others. Cinema has been doing the same thing for several years now. Cinema has one advantage over literature because it can display images on a screen that can help the audience connect more closely.

Literature can take the reader on a journey of imagination far from the real world while cinema shows their imagination in visual form to the audience and does not press their minds to enter their imagination. In essence, they can feel directly the imagination of moviemakers.

Movies or a movie is a series of moving pictures recorded with the sound that tells a story, shown on television or at the cinema or movie theatre (Hornby, 2005: 573). Movie or Movie is a recording of moving images that tell a story and people watch on a screen or television. Movie has a function, among others, as an informative, educative, and persuasive function. The national movie functions as an educative media to foster the young generation in the context of nation and character building.

According to Effendi (1986:239) Movie are the result of culture and art expression tools. Movie as mass communication is a combination of various technologies such as photography and sound recording, fine arts and theater arts, literature and architecture and music.

**2.5 Genre in Movie**

Movie has several genres. The existence of a genre in a movie is to give a characteristic. In one movie there are usually one to two kinds of genres.

1. **Action**

This genre is defined by risk and stakes. While many movies may feature an action sequence, to be appropriately categorized inside the action genre, the bulk of the content must be action-oriented, including fight scenes, stunts, car chases, and general danger.

1. **Animation**

The animation genre is defined by inanimate objects being manipulated to appear as though they are living. This can be done in many different ways and can incorporate any other genre and sub-genre on this list.

1. **Comedy**

The comedy genre is defined by events that are intended to make someone laugh, no matter if the story is macabre, droll, or zany. Comedy can be found in most movies, but if the majority of the movie is intended to be a comedy you may safely place it in this genre.

1. **Crime**

The crime genre deals with both sides of the criminal justice system but does not focus on legislative matters or civil suits and legal actions.

1. **Drama**

The drama genre is defined by conflict, and often looks to reality rather than sensationalism. Emotions and intense situations are the focus, but where other genres might use unique or exciting moments to create a feeling, movies in the drama genre focus on common occurrences.

1. **Experimental**

The experimental genre is often defined by the idea that the work of art and entertainment does not fit into a particular genre or sub-genre, and is intended as such. Experimental art can completely forego a cohesive narrative in exchange for an emotional response or nothing at all.

1. **Fantasy**

The fantasy genre is defined by both circumstance and setting inside a fictional universe with an unrealistic set of natural laws. The possibilities of fantasy are nearly endless, but the movies will often be inspired by or incorporate human myths. The genre often adheres to general human psychology and societal behavior while incorporating non-scientific concepts like magic, mythical creatures, and supernatural elements.

1. **Historical**

The historical genre can be split into two sections. One deals with accurate representations of historical accounts which can include biographies, autobiographies and memoirs. The other section is made up of fictional movies that are placed inside an accurate depiction of a historical setting.

1. **Horror**

Horror movies are centered upon depicting terrifying or macabre events for the sake of entertainment. A thriller might tease the possibility of a terrible event, whereas a horror movie will deliver all throughout the movie.

1. **Romance**

The romance genre is defined by intimate relationships. Sometimes these movies can have a darker twist, but the idea is to lean on the natural conflict derived from the pursuit of intimacy and love.

1. **Science Fiction or Sci-Fi**

Science fiction is defined by a mixture of speculation and science. While fantasy will explain through or make use of magic and mysticism, science fiction will use the changes and trajectory of technology and science. Science fiction will often incorporate space, biology, energy, time, and any other observable science.

1. **Thriller**

A thriller story is mostly about the emotional purpose, which is to elicit strong emotions, mostly dealing with generating suspense and anxiety.

1. **Western**

Westerns are defined by their setting and time period. The story needs to take place in the American West, which begins as far east as Missouri and extends to the Pacific ocean. They’re set during the 19th century, and will often feature horse riding, military expansion, violent and non-violent interaction with Native American tribes, the creation of railways, gunfights, and technology created during the industrial revolution.

1. **Musical**

Musicals originated as stage plays, but they soon became a favorite for many movie directors and have even made their way into television. Musicals can incorporate any other genre, but they incorporate characters who sing songs and perform dance numbers.

**2.6 The Intrinsic Elements of the Movie**

Movie is a form of follow-up rather than a literary work that is usually in the form of a script. Then combined with other supporting elements such as sound, acting, lighting, and other elements that support the formation of a movie or movie. A literary work, especially a movie, always has its own message to convey to the audience. Movie as a medium to convey the message has an important role in educating the audience who watch the Movies. Like other literary works, movies also have interinsic elements. Intrinsic elements of the movie include characters, themes, settings, point of view, style and plot. Each element completes the other.

1. Character

Character development involves both physical description and classification of the mental and spiritual qualities of the person. Character plays a pivotal role in a drama, novel, short story and all kinds of narratives. In drama, character reflects the personality of the protagonist and other related characters. The method of conveying information about characters in art is called characterization. Characters can be fictional or based on real, historical entities. It can be human, supernatural, mythical, divine, animal or personifications of an abstraction. There are round characters, flat characters, static character, etc.

1. Theme

Theme is another prime element of literature, which contains the central idea of all literary forms such as a novel, drama and short story. It reflects innocence, experience, life, death, reality, fate, madness, sanity, love, society, individual, etc.

1. Setting

It refers to geographical location of the story, time period, daily life of the characters and climate of the story. In a novel, the setting plays an important role. In short stories, sometimes it plays an important role, while for others it is not. Settings of literary forms have been changing according to theme of the literary piece, for example, Shakespeare's tragedies and comedies have the setting of palaces, castles whereas modern and post-modern dramas have setting of houses of common people. There were supernatural elements in earlier literature and nowadays absurdity rules. Setting can take place in a house, school, castle, forest, hospital or anywhere that the researchers want to extend their scenes.

1. Point of View

Point of view is another element of the narrative, through which a writer tells the story. Authors use first-person point of view or third-person point of view. First-person point of view indicates that the main character is telling the story, whereas the third-person point of view directs that the narrator is telling the story. These points of view play an important role in the distinct structure of the story or a play.

**2.7 Definition of Dialogue**

Dialogue is a conversation that two or more people carry out on purpose. In writing fiction, dialogue has many uses. While illustrating the conversations of the characters, they can also bring out character of individual characters. Dialogue can also give rise to cultural differences in some individuals, such as with distinct dialects or conversational languages. It also serves as a backdrop to the story.

**2.8 Definition of Character**

According to Kamisa (1997:281), Character is the mental, moral or moral qualities that distinguish one from another, traits, temperament. Having character means having character, having personality.

Based on psychological and sociological sides, character has elements as follows,

* 1. Attitude

A person's attitude is part of character, even attitude is perceived as reflecting that person's character. A person's attitude about what is right in front of him often shows what a person is.

* 1. Emotion

Emotions are dynamic symptoms in human perceived situations coupled with the effects of consciousness, behavior, and this is a physiological process. These emotions are the same as strong feelings.

* 1. Trust

Trust is a human cognitive component of the socio psychological factor. Belief in something is right or wrong on the basis of evidence, the Suggestions of authority, experience and intuition are essential in building human character and character. So trust makes a stronger existence of self and of relationships with others.

* 1. Habit and Will

The customary, or habitual, aspect of human behavior that persists automatically over time, is done spontaneously and repeatedly. Whereas willpower is a condition that describes one's character because it is closely related to the action depicting that person's behavior.

* 1. Self-conception

The conception of a totalitarian process, either knowingly or unknowingly to how a person's character and self formed. Hence, conception is how we must build ourselves up, what we want and how we put ourselves in life.

**2.9 Coco Movie**

Coco is a 2017 American 3D computer animation fantasy movie produced by Pixar Animation Studios and released by Walt Disney Pictures. Based on the results of the original idea from Lee Unkrich, and directed by himself and Adrian Molina. The cast of the movie is played by Anthony Gonzalez, Gael García Bernal, Benjamin Bratt, Alanna Ubach, Renée Victor, Ana Ofelia Murguía, and Edward James Olmos. This story tells of a 12-year-old boy named Miguel who accidentally entered the world of the Dead, he also looking for the help of his late grandfather who was once a musician to return it to his family who is still alive.

*Coco*'s concept was inspired by the Mexico Day of the Dead holiday. The movie was written by Molina and Matthew Aldrich from a story by Unkrich, Jason Katz, Aldrich, and Molina. Pixar began developing animation in 2016, for the making of this movie Unkrich and several movie crews visited Mexico for research. Composer Michael Giacchino, who had worked on Pixar's animation features before, composed the score. Coco is the first movie with a nine-digit budget to feature the all-Latino main cast, at a cost of $ 175 million.

On October 20th 2017, Coco was first released at the Morelia International Movie Festival in Morelia, Mexico. The movie was released a week before Día de Los Muertos, and in the United States on November 22nd 2017. The movie was praised for its animation, voice acting, music, emotional stories, and appreciation for Mexican culture. The movie made more than $ 807 million worldwide, became the 15th highest-income animated movie ever, and was the 11th highest-income movie in 2017.

Coco was chosen by the National Review Board as the Best Animated Movie of 2017 and receiving several awards. The movie won two Academy Awards for Best Animation Features and Best Original Songs ("Remember Me"). The movie also won the Best Animated Movie at the BAFTA Awards, the Golden Globe Awards, the Critic's Choice Movie Awards, and the Annie Awards.

**2.10 Moral Messages**

**2.10.1 Moral**

In KBBI moral is interpreted as rules of decency or terms used to determine the boundaries of the nature of other roles, discussions, agreements or relationships that are true, right, right, good and bad. The word moral is the same as the word ethics because both words have the same custom, custom. Moral itself can be interpreted as messages and norms that become a guideline for people or groups in their behavior. Widjaja (1985: 154) states that morality is a teaching

good and bad about actions and behavior (morals).

According to Chaplin (2006), Moral refers to morals by social regulations or concerning laws or customs that govern behavior.

Morals teachs about good and bad things that concern human behavior. Morals can be in the form of rules or principles. It can be in the form of loyalty, adherence to messages and norms, morals can also be distinguished such as divine or religious morals, morals, philosophies, moral ethics, moral law, moral science, and so on. messages, norms, and morals together govern people's lives in various aspects. Moral is basically a set of values from various kinds of behavior that must be obeyed (Gunarsa, 1986).

**2.10.2 Messages**

According to Pratikto (1987 : 42) Message is all forms of communication both verbal and nonverbal. What is meant by verbal communication is oral communication, while nonverbal is communication with symbols, cues, touching feelings and smells.

In Hafied Cangara's book "Sebuah Pengantar Ilmu Komunikasi" the message is something that the sender conveys to the recipient. Messages can be delivered face to face or through communication media. Its contents can be in the form of science, entertainment, information, advice or propaganda. Sastropoetro (1982: 13) gives an understanding that messages (encoding) are an important activity, difficult and determine whether the existing ideas can be stated clearly into meaningful institutions and have been arranged in such a way so as to avoid misunderstanding.

The message is abstract. To make it concrete so that it can be sent and received by the communicant, humans with their intellect create many symbols in the form of communication voice, expression, gestures, oral discussion, and written language (Cangara, 2006: 23).

**Moral Messages**

Moral messages are the result of process comprehension implementing of God and humanity messages in life. These messages will guide human knowledge and creativity appropriately (Linda and Eyre, 1997).

Moral messages (from Latin Moralis) are messages conveyed or taken from a story or event. Morals can be left to the listener, reader or viewer to determine for themselves, or can be explicitly encapsulated to the fullest. In other words, morals are lessons or principles contained or taught in fairy tales, stories, or events. Moral can also be explained by lessons that teach about right or wise behavior. According to Nurgiyantoro (2012: 3) said that it is not true if fiction is considered as the result of mere daydream work, but an intense appreciation and reflection, contemplation of the nature of life and life, reflection doing with full awareness and responsibility

There are five moral scopes, which are as follows (Mansyur, 1994: 112),

* 1. Moral Personal

The closest to someone is himself, then that person should realize and realize himself, because by being aware of oneself, the base of ultimate moral perfection, high mind. Humans consist of physical and spiritual, besides that humans have their own nature, with all these people have advantages and wherever humans have deeds.

* 1. Moral Family

This moral includes the obligations of parents, children, and family. The obligation of parents to children, in Islam directing parents and educators to pay attention to children perfectly, with wise teachings, Islam has commanded to everyone who has the responsibility to direct and educate, especially parents to have morality the noble, gentle attitude and loving care. So that children will grow in an Islamic way, educated to be brave to stand alone, then feel that they have self-respect, honor and glory.

* 1. Moral Society

Moral education cannot be separated from the social, moral or moral social education that arises in society. Moral always grows and develops in accordance with the development and development of society. Humans cannot live without help, mutual help and need, so-called community. Community life and development can divide everyone as a member of the community following rules that are in accordance with applicable norms.

* 1. Moral State

People who are our countrymen are citizens who speak the same language and do not hesitate to sacrifice for the glory of the motherland. We live together with the same fate and the same endurance. We are one of a people who must fight together. Therefore, morality in the state must be owned by every citizen, mutual feeling of ownership of the homeland and mutual protection and care for the homeland together without any sibling conflict.

* 1. Moral Religious

This moral is a human obligation to God. Moral scope is very broad, encompassing all aspects of life, both vertically towards God, also horizontally to fellow human beings. As religious beings, morals are very important and become part of everyday life. Moral in religion is not only a discussion of the relationship of humans to God, but also to God's creatures, including religious tolerance.