**CHAPTER I**

**INTRODUCTION**

This chapter discusses background of the study, identification of the problem, Limitation of the problem, research question, rationale of research question, research objective, the significant of the research.

1. **Background of the Study**

Movie are the visualization of the story, it depicts the story into visual. Many people love watching a movie from time to time. Movies also known as films which mean that is type of visual communication which uses moving pictures and sound to tell stories. People watch movies as a type of entertainment, also to have fun. some people, a fun movies can mean movies that make them laugh, while for others it can mean movies that make them cry or feel afraid. Movie is one of the genres of literature that is preferred to be watched by people of various ages, most movies are made so that they can be shown on big screens at movie theatres and home on DVD.

Back in the day, movie also known as film. Film is the old version in the history, movie is a new term. Also, the word of “Film” more often used in (UK or Britain), while movie often used in (US or AS). When it comes to a movie, there are so many genres in the movie, it can be a fantasy, horror, drama-comedy, drama romance, and many more. Some movies are picked from a novel, but nowadays, people are more choosing to watch a movie story rather than reading a book. However, it depends on personal satisfaction.

In the movie, there are also intrinsic elements and moral message, elements such as plot, character, setting, style of language, point of view, and theme. Moreover, the moral message also one of the most important parts in the movie.

The moral message is a message delivered or a lesson learned from a story or event. Watching a movie can be so much enjoyed and fun, it is entertaining, but a movie is not the only way to have fun but also can give more benefits for our life because every movie has something that gives us value, moral message that somehow inspires and educate us. Moreover, moral is also an important thing for human life. Because someone who has morals will always do good things for himself or others. People who have morals always respect others no matter how low the person is and they also always gives good examples in every life activity. Therefore, morality is a very important thing for the life of humanity (Rokhayah, 2015).

Movie impacts society and it is pretty life-changing, people can learn a lot from them. in any kind of movie depict our social life especially in the drama movie, either drama comedy or drama comedy romance. According to Johnston (2002), moral values are expressed in attitudes that become visible in opinions and concrete behavior. In the movie, moral messages can be negative or positive, it depends on the audience. Those moral in movies are important because it educates or informs the audience and impact social behavior.

As the explanation above, the writer chose one of comedy-drama movies *I feel Pretty* directed by Abby Kohn, this drama comedy starring Amy Schumer as “Reene” in the scene as the main character that works in a basement office, tending to the web site of the cosmetic company Lily LeClaire. She is Insecure about her looks and seemingly uncomfortable with her body and she does not like the way people thought she was. One day, she joins a SoulCycle class in which she suffers multiple humiliations—she splits the crotch of her leggings and breaks her bike. Before eventually falling off the cycle altogether and hitting her head. Magically, now when she looks at herself in a mirror, she sees not her old self, she is a new version of her that is the most beautiful woman in the world. Moreover, she never asks herself how this transformation might have taken place.

Basically, this movie is about a woman who struggles with feelings of insecurity and inadequacy daily wakes from a fall believing she is suddenly the most beautiful and capable woman on the planet. With this confidence, she is very empowering others to live her life fearlessly and flawlessly. But she doesn’t change physically but her mindset changed. The new way of she approaches herself and the people surround her was pretty life-changing for her and it became the new her.

This movie is fun and entertaining to watch but also has benefits as an educational role. Movie also as a media of communication because it represents a message to be deliver to the audience. There are some messages that for some people may be not easy to understand or what exactly the director tries to convey to the audience through the main character namely Renee. Some good or bad messages that can be both motivation and lessons that can be taken in everyday life. Moral massage can be beneficial as an educational role. This movie became the reason why the writer choose it and it comes from personal desires.

1. **Identification of the Problem**

In the movie that the writer chooses entitled *I feel pretty* directed by Abby Kohn. In the movie, some people might understand the massages, and some people don’t find it easy to understand why the main character act and says a certain way. However, by finding exactly what it is, the writer will find out by analyze it, even though people will have a different point of view. The writer also believes that there are some moral massages in this movie that need to be identify.

1. **Limitation of the Study**

Based on the Identification of the problem, the writer limited this research. This research will focus only on analyzing the moral messages deliver by the main character namely Renee bennet.

1. **Research Questions**

Based on the limitation of the problem, the writer would like to formulate the problem as follows:

* What are the moral messages found in Kohn’s *I Feel Pretty* movie presented by Renee Bennet?
* How is the main character deliver the messages in the movie?

1. **Objective of the Study**

Relating to the Research Question above, the writer has the main purpose which is to identify the moral message in the movie that presented by Renee as the main character in a scene in order to emphasize and reveal moral message in the movie itself by showing the evidence through sentences in the scene and find what are moral messages that delivered by the main character in order to give benefit life lesson in the movie for the readers.

1. **Significances of the Study**

* Theorical Benefits

It is hope through this research, it can be beneficial for the next students or research in order to enhance the knowledge of moral message in the movie, especially for Pasundan University students or the other researchers.

* Practical Benefits

It is hope that the readers can get the information and also can be beneficial for students, readers on understanding the knowledge, also makes the students to be able to appreciate, express, analyze, and implement moral messages of what they learn to be implemented either within college or society.