

The Representation of Moral Values Development through Pupus's Characterization in *Pupus Putus Sekolah* Webtoon Series

A Research Paper

Submitted to the English Literature Department as a Partial Fulfillment of the
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I declare that this undergraduate thesis is my own work, as a requirement for obtaining a Bachelor of Arts and Literature degree at the undergraduate level at Pasundan University, is my own work. Certain parts of this research are quoted from the works of others, the sources of which are clearly stated in accordance with the norms, rules, and ethics of scientific writing. I am ready to accept the sanction if at a later day, it is proven that there has been a violation of scientific ethics in this paper or if there are claims from other parties regarding the authenticity of the work.

Bandung, 26 June 2026

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Approval Page

**The Representation of Moral Values Development through Pupus's
Characterization in *Pupus Putus Sekolah* Webtoon Series in '*Pupus Putus
Sekolah*' Webtoon Series**

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Abstract

The development of digital technology has given rise to new forms of literature, one of which is the webtoon, which is growing in popularity among the public. In addition to serving as a form of entertainment, webtoons can also convey moral values through the stories and characters they present. This study, titled “The Representation of Moral Values Development through Pupus’s Characterization in *Pupus Putus Sekolah* Webtoon Series” aims to analyze the development of the character Pupus as well as the representation of moral values in the “*Pupus Putus Sekolah*” webtoon. The analysis in this study was conducted using a qualitative descriptive method with a narrative approach, drawing on Tzvetan Todorov’s narrative theory (1971) and Linda Eyre and Richard Eyre’s theory of moral value development (1993). This study is limited to Season 1, which consists of a total of 33 episodes, resulting in 22 data points that were analyzed through close reading, data coding, and annotation. The results of the study indicate that Pupus’s character development follows narrative stages consisting of equilibrium, disruption, recognition, repair, and new equilibrium, which depict gradual changes in the character. In addition, various moral values are reflected in the character of Pupus, including both values of being and values of giving based on Eyre’s moral theory. This study concludes that the life experiences and conflicts faced by Pupus play a significant role in shaping the development of her moral values and character as a well-rounded protagonist in the story.

Keywords: *character development, moral values, narrative, webtoon, Pupus Putus Sekolah.*

Preface

Praise be to Allah, the Lord of the Worlds. The writer offers praise and gratitude to Allah SWT for His abundant mercy, guidance, and blessings, which enabled the writer to successfully complete this undergraduate thesis entitled “The Representation of Moral Values Development through Pupus’s Characterization in *Pupus Putus Sekolah* Webtoon Series”

This thesis was written as one of the requirements for obtaining a bachelor's degree in the writer's field of study. This research aims to analyze the character development of Pupus and identify the representation of moral values in the webtoon *Pupus Putus Sekolah*. In addition to fulfilling academic requirements, writing this thesis also serves as a means for the writer to deepen their understanding of literary studies, particularly digital literature, as well as the application of narrative theory and moral values in literary analysis.

In the process of writing this thesis, the writer realizes that its completion cannot be separated from the support, assistance, and guidance of various parties. Therefore, on this occasion, the writer would like to express their deepest gratitude to all those who have provided direct and indirect support during the research and writing process of this thesis.

The writer fully realizes that this thesis is far from perfect, both in terms of content and presentation. Therefore, the writer sincerely welcomes constructive criticism and suggestions for the improvement of this work in the future.

Finally, the writer hopes that this thesis will be beneficial, both for the development of literary studies, especially digital literature, and for readers who are interested in similar research.

Bandung, 26 June 2026

The writer

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CHAPTER I

Introduction

This chapter contains research background, problem identification, problem limitation, research questions, research objectives and research significance related to the Character Development and Moral Values Representation Through the Characterization of Pupus in *Pupus Putus Sekolah* Webtoon Series.

1.1. Research Background

Literature is a form of arts that uses a series of words in its formation, such as novels, dramas and modern poetry. Through creative and precise word choice, literary works can build an idea, share experiences and convey emotions. Literary works themselves have many forms, both old literature such as myths, sagas and poems and new literature such as novels, dramas and modern poetry. As literature continues to evolve, the way it is created and consumed has also adapted to technological changes. But besides that, along with the development of the world and increasingly sophisticated technological devices, there is now a new term, namely digital literature or cyber literature. Digital literature is a literary work that uses digital media and technology as a means to create, publish and enjoy literary works. An example of a popular digital literary work is webtoon.

Among various forms of digital literature, webtoon stands out as one of the most accessible and widely consumed platforms today. Webtoon is one of the media used in accessing digital literature (Tri & Nurhaliza, 2024). According to Ji (2016, as cited in Gustiawati, 2024) webtoon comes from a combination of two words, namely 'web' and 'cartoon', meaning comics published through web media and