

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.*