

CHAPTER 1

INTRODUCTION

A. Background of the study

Literature is a form of human expression. However not everything expressed in words even when organized and written down is counted as literature. Those writings that are primarily informative technical, scholarly, journalistic would be excluded from the rank of literature by most, though not all, critics. Certain forms of writing, however, are universally regarded as belonging to literature as an art. Individual attempts within these forms are said to succeed if they possess something called artistic merit and to fail if they do not. The nature of artistic merit is less easy to define than to recognize. The writer needs even pursue it to attain it. On the contrary, a scientific exposition might be of great literary value and a pedestrian poem of none at all. Literature is a uniquely human activity, born of man's timeless desire to understand, express, and finally share experiences Jeffry (1981.) Literature, like any art form, engages the reader in a complex set of Emotional, symbolic, moral, intellectual and social considerations. Literature uses the normal means of communication, language, images, symbols, codes, stories, but uses them with more complexity and subtlety than is normal in everyday communication. We use the word Literature, in abroad sense, to mean Pantic (2006) states that, literature can teach us something about ethics and

Human conditions in its intimate and universal aspect that tell stories, dramatize situations, and analyze and advocate ideas Roberts (1999). Literature is written art--art in which a writing device is used to put words on paper. Language of moral is a catch all label used to encompass all branches of moral philosophy, social and political philosophy, aesthetics, and sometimes feminist philosophy and the philosophy of religion, whatever areas of philosophy are deemed to encompass some "evaluative" aspect, Hare (1952).

Veugelers (2008, p.1) says that moral values are values that express ideas about the good life. These values comes in the form of religious advices, advice, regulations, orders, and is inherited through religion and culture on how people should live well in order

to be truly good human being. According to Wibawa (2013:173) moral values can be used as a reference norm for a person or a group of people to determine whether the attitudes and action are good or not. As stated by Oxford Advances Learner's Dictionary, moral relates to the standard or principles of good behavior (Hornby, 2010: 959).

This study chooses *Doctor Strange* for researching because of some reasons. Financially, the movie is the highest-grossing movie in the *Doctor Strange* franchise and the most salable movie, the reason the researcher chose this moral values was because the character never gave up and was passionate about finding what he needed. The researcher chose this character because the character often got best actor award, the example is TV choice award, national TV award.

B. Scope and Limitation

The Scope of the study is Literary appreciation and The limitation only focuses on moral values of *Doctor Strange* movie (2016)

C. Research Questions

Based on the background of the study, research question in the study are :

1. What kinds of moral values are portrayed in *Doctor Strange* movie?
2. How are the moral values as portrayed in *Doctor Strange* movie?

D. Objective of the study

The objective of the study are :

- 1) To know the kinds of moral values are found in *Doctor Strange* movie
- 2) To know the the moral values as portrayed in *Doctor Strange* movie

E. Significance of the study

- a. For the students

To inspire the students about the important of moral value which contained in the movie and give the information about the moral values of the movie

b. For the researcher

To give contribution to the researcher in enriching reference concerted with moral values of the movie.

c. For the teacher

to give an example to students how important moral value is

F. Definition of Key Terms

There is definition key term of the study :

1. Moral values are the standards of good and evil, which govern an individual's behavior and choices. Individual's morals may derive from society and government, religion, or self. top value that we must appreciate, but it is not in top without other value. Bertens, (2000: 143-147)