

THE REPRESENTATION OF MORAL MESSAGE IN *RAYA AND THE LAST DRAGON* MOVIE

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Abstract

Film is a complex social, psychological, and aesthetic phenomenon that reflects and shapes reality through stories and audio-visual media. Its presence in human life is more important than other media, as it can influence or shape viewers with the content of the message. This descriptive qualitative research involved collecting and analyzing non-numerical data (e.g., text, video, or audio) from *Raya and the Last Dragon* film scripts, articles, and scientific journals. The data was collected through content analysis methods, which included the reduction of data, display, and drawing conclusions. Based on the findings, eight representations of the moral message in *Raya and the Last Dragon* were identified: friendship, cultural diversity, trust, courage, honesty, tolerance, companionship, and being generous.

Keywords: Moral Message; *Raya and the Last Dragon*; Movie

Abstrak

Film adalah fenomena sosial, psikologis, dan estetika kompleks yang merefleksikan dan membentuk realitas melalui cerita melalui media audio visual. Kehadirannya dalam kehidupan manusia lebih penting dibandingkan media lainnya, karena dapat mempengaruhi atau membentuk pemirsa dengan isi pesannya. Penelitian kualitatif deskriptif ini melibatkan pengumpulan dan analisis data non-numerik (misalnya teks, video, atau audio) dari naskah film, artikel, dan jurnal ilmiah *Raya and the Last Dragon*. Pengumpulan data dilakukan melalui metode analisis isi yang meliputi reduksi data, penyajian, dan penarikan kesimpulan. Berdasarkan temuan, teridentifikasi delapan representasi pesan moral dalam *Raya and the Last Dragon* yaitu persahabatan, keberagaman budaya, kepercayaan, keberanian, kejujuran, toleransi, persahabatan, dan dermawan.

Kata kunci: Pesan Moral; *Raya and the Last Dragon*; Film

INTRODUCTION

As a kind of mass media, film is used as a medium that reflects reality, or even shapes reality. Stories that are shown through a movie can take the form of fiction or non-fiction. Through film, information can be

consumed more intimately because movies are audio-visual media. According to Effendy (1986:239), "movies are defined as cultural products and artistic expression tools. Effendy (2000:207), pointed out that the motion picture technique, both its equipment and its setup, has successfully featured images-

pictures that are getting closer to reality. In the darkness of the movie theater, the audience saw a story that seemed to be right in front of him. Film is a complex social, psychological, and aesthetic phenomenon that is a document consisting of stories and pictures that are accompanied by words and music (see Kristyaningsih & Arifin, 2022; Hidayati et al, 2022; Puspitasari et al, 2021). So it's a multidimensional and complex production.

The presence of the film in the midst of human life today is more important than other media. Its existence is practically comparable to the need for food. In a sense, there is virtually no everyday life of a highly developed human culture untouched by this media. When one sees a movie, indirectly, they automatically capture perception, and they build their own theater of mind in each other's minds. There are also many moral messages transmitted through communication media like movies (see Mundiarti et al, 2022; Minarsih et al, 2022; Suprayitno et al, 2022). People with morals never lie or deceive the truth. They dare to do the good things. Morally, they always respect others, regardless of how lowly a person may be. They also set a good example in every activity of their lives. For this reason, morals are essential to human life (see Rokhayah, 2015; Sari, 2020; Suprpto et al, 2023).

In fact, the ability to reach out to numerous social segments has given film practitioners the potential to influence or shape viewers 'with the content of the message. It's based on the assumption that movies are portraits of social reality (see Handika et al, 2022; Rahayu et al, 2022; Anita & Ro'is, 2022). Film always records a reality that grows and evolves in society and then projects it onto a screen. Through film, information can be obtained more deeply because movies are in the form of audio-visual media. This medium is popular

because it can be used as both entertainment and hobbies, according to Lamintang (2013:2), and as viewers, we must also be clever to sort out messages delivered in movies that we need to imitate or what we do not need to imitate. In fact a lot of people misunderstand something that they see.

According to Effendy in Dianto & Erdiah (2004:1360), in addition to entertainment media, films may also be used as educational media for the development of the younger generation within the national framework of character. Incorporating educational content into films enables young viewers to learn valuable lessons and develop important values that align with the national framework (see Pramudiyanto et al, 2018; Sari et al, 2018; Sofya & Arifin, 2023). This highlights the importance of utilizing films not only for entertainment purposes but also as a means to foster positive character development among the youth.

Raya and the Last Dragon is a film that researchers have chosen to feature as the theme of research since it is one of the phenomenal cartoons in Southeast Asia, directed by Don Hall and Carlos Lopez Estrada, who are thought to be able to lift the realities of Asian life. In this study, the researcher is interested in having a reset to find a moral and social message found in a film as well as in a novel.

The moral presence in the fiction can be viewed as sort of advice on certain moral behaviors that are practical but not prescriptions or behavioral tips. It is said to be more practical because moral teaching is conveyed in attitude and behavior as concrete as presented by the characters of the story. Characters in the story can be viewed as a model for rationalizing life as idealized by a storyteller. Nurgiantoro (2005:266) categories moral values as follows: (i) moral

values within the scope of man's relationship with God; (ii) moral values within the realm of human relationships with oneself, (iii) moral values are within the realm of human relationships; and (iv) moral values within the scope of human relationships with the environment.

To see the social value in literature, we can track it through crystals of value: tradition, conventions, and the norms of society that are available in literature. Wellek & Warren (1989:109) said that literature as a social institution wears a language medium, conveying messages in the form of the symbolism of conventions and social norms. Symbolism deals with certain social, political, economic situations, and so forth.

In this regard, there are several relevant studies that some researchers have previously studied. The first study is carried out by Utami (2018), which deals with her research on social, moral, and religious values. Her study used a cumulative approach with a type of media textual analysis; in this case, the significance semiotics analysis of the model by Roland Barthes analyzed both the signs and the marks on the film. A second study conducted by Asmawati (2017) in her research focuses her problem on the burial dimension of cultural behavior in a film that features the local cultural message of South Sulawesi and the culture of Siri's Na Pacce in a home-based movie. After studying some of the previous studies, researchers were attracted to analyze moral and social values in a film that was released in early 2021. It is interesting to study because researchers have not yet studied the film, and this is a good cartoon for minors.

METHOD

This descriptive qualitative research involved collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research. Qualitative research is commonly used in the humanities and social sciences, in subjects such as anthropology, sociology, education, health sciences, history, etc. It can be concluded that this research was descriptive qualitative research because the data collected were in the form of words, utterances, and conversation.

The sources of data are *Raya and the Last Dragon* film scripts, articles, and scientific journals. This research employed the content analysis method because the data source was in the form of utterances taken from the *Raya and the Last Dragon* movie.

Researchers performed data analysis techniques by Miles & Huberman (in Arifin, 2011: 172-173). The researcher presented the stages of activity in analyzing qualitative data: the reduction of data, the display, and drawing conclusions (verification). The reduction of data is the first step in analyzing data. The aim is to facilitate understanding of the data being retrieved. At this stage, researchers select which ones are relevant and which ones are less relevant to the problem of research, give further code grouping according to current themes, and then summarize. After performing data reduction, the next step is presenting the data. The data presentation form being used was a narrative form. The final step in the data analysis was drawing conclusions or verifying.

FINDINGS AND DISCUSSION

Moral Message in *Raya and the Last Dragon* Movie

Moral values are values connected with one's good and bad deeds in human life in general. Moral values are an objective depiction of a person's daily activities, according to Driyarkara (2006). Therefore, it is clear that moral values are a system of judgment that originates from a person's willpower. As for the examples of moral value in everyday life are presented below:

Friendship

The messages on friendship were presented in the *Raya and The Last Dragon* movie through these utterances:

Datum 1 : "We're gonna help you set everything back together."

Datum 2 : "We should give a gift when they call us a friend, says Sisu."

Datum 3 : "We are friends in times of trouble and fun."

Datum 4 : "We will become great friends Raya, says Namari."

The utterances show the interaction between the main characters, Raya, who gradually develop a deep bonds and friendships with other characters as they embark on their journey to save Kumandra. Their friendship is beautifully portrayed through heartfelt conversations, moments of vulnerability, and shared laughter, emphasizing the power of trust and unity in overcoming adversity.

Cultural Diversity

The cultural diversity messages are presented in *Raya and The Last Dragon* through this dialogue:

Datum 5: (10:25-10:50)

Raya : "That's ancient history, Ba"

Raya's Father : "But it doesn't have to be. Listen; if we don't stop and learn to trust one another again, it's only a matter of time, before we tear each other apart. This isn't the world I want you to live in. I believe that we can be Kumandra again. But someone has to take the first step"

The cultural diversity messages were presented in the *Raya and the Last Dragon* movie through some utterances and visual representations. The characters in the film spoke different languages, wore distinct traditional clothing, and showcased unique cultural practices. Additionally, the movie emphasized the importance of embracing diversity and working together to overcome challenges, promoting a message of unity and acceptance.

Trust

The messages about trust from the dialogue in *Raya and The Last Dragon* are as compiled as follows:

Datum 6 : "For a long time, our family has vowed to protect the gem, and from this day on you will be involved in guarding it." (07. 35)

Datum 7 : "If we do not stop, and learn to trust one another again it will not take long for us to destroy one another."

Datum 8 : The dragons did everything they could to save mankind. (02.05)

Datum 9 : "Mankind must come together for sisu's sacrifice." (02.41)

Datum 10: "You're great Dew, you passed the test ". (07, 30)

Datum 11: "You have trust issues, hear my father trusts people blind and now he's a rock."

The characters' dialogue shows the importance of trust in building relationships and overcoming obstacles. They highlight how trust can be fragile and easily broken, but also how it can be rebuilt through forgiveness and understanding. The dialogue serves as a reminder that trust is not only essential for personal connections but also for the collective well-being of communities and societies. They highlight how trust can be easily broken but can also be rebuilt through forgiveness and understanding.

Courage

The messages on courage are uttered in some utterances in *Raya and The Last Dragon*, as follow:

Datum 12: "We only have one parent, so we have to be a warrior." (13.48)

Datum 13: "Namari, you've really grown into a leader." (14.05)

Datum 14: "Powerful, fair, with perfect hair." (17.03)

The utterances are to inspire and motivate the characters to face their fears and overcome challenges. These messages serve as reminders that courage is not the absence of fear but rather the strength to persevere in spite of it. Through these utterances, the film beautifully showcases the transformative power of bravery and how it can ignite hope in even the darkest of times.

Honesty

The messages on honesty are shown in the utterances within *Raya and The Last Dragon*:

Datum 15: "I'm sorry I didn't mean to bring it up".

Datum 16: "I made a mistake, I believed in someone I shouldn't trust, and now the world is falling apart."

Datum 17: "I'll be honest with you, I'm not the best dragon."

Datum 18: "I'm sorry, Sisu, but that's how the world is now you can't just trust people."

The utterances show the characters facing their fears and taking risks to protect their loved ones and restore harmony. Through their words, they inspire each other and the audience to be brave in the face of adversity. The courage messages serve as a reminder that strength comes from within and that even in the darkest times, one can find the determination to overcome any obstacle. By showcasing acts of bravery and determination, *Raya and The Last Dragon* encourage viewers to embrace their own inner strength and take bold steps towards creating a better future.

Tolerance

The messages on tolerance are shown within the *Raya and The Last Dragon* scripts as follows:

Datum 19: "We will not fight with them but we will share our meal with them". (09.45)

Datum 20: "Once we were united, harmonious and prosperous as one," said Chairman Benja."

Datum 21: "We can be together again if anyone wants a fresh start."

Datum 22: "A dragon returns and all can be well".

Datum 23: "Thank you, you're a big help."

Datum 24: "It may seem impossible, but sometimes you just have to start."

The utterances are to promote inclusivity and acceptance among viewers. These messages aim to highlight the importance of embracing diversity and celebrating different cultures, fostering a sense of unity and understanding. By showcasing characters

from various backgrounds, *Raya and The Last Dragon* encourages audiences to appreciate the beauty of diversity and work towards a more tolerant society.

Companionship

The messages on companionship are presented in *Raya and The Last Dragon* within the following utterances:

Datum 25: "Dragons create peace on earth."

Datum 26: "In different worlds we may be friends, but I must do my best to Fangs."

Companionship messages are presented in *Raya and The Last Dragon* within the utterances of the characters as they navigate their relationships and face challenges together. These messages highlight the importance of loyalty, trust, and support in fostering strong companionship bonds. The film showcases how these values can ultimately lead to personal growth and triumph over adversity.

Generous

The message for being generous presented in *Raya and The Last Dragon* movie:

Datum 27 (45: 26 -46: 37)

Sisu : "Ah, this is giving me bad feels, chief Dang Hai does not sound like someone you could smooth talk, and Raya didn't even bring a gift. That's it. I'm going shopping. Oh wait. I don't have any money "

Boun : "You're an adult. You could just put it on credit"

Sisu insisted on giving a gift to the leader of the Dang Hai Claw Country while on the boat, but she was short on cash. Bond assured her that she could purchase a gift through lending. Sisu finally made her way to the city center to go shopping. Sisu claimed to owe the vendor money after making certain purchases.

This dialogue shows that being generous is an important value portrayed in the film. It highlights how Sisu's determination to give a gift, despite her financial constraints, showcases her selflessness and willingness to help others. This act of generosity not only reflects Sisu's character but also emphasizes the importance of kindness and empathy in building strong relationships and fostering unity within a community.

CONCLUSION

Based on the findings, there were eight representations of the moral message in *Raya and the Last Dragon*. They are friendship, cultural diversity, trust, courage, honesty, tolerance, companionship, and being generous. *Raya and the Last Dragon* is a movie that showcases cultural diversity, trust, courage, inclusivity, and companionship. The characters develop deep bonds and friendships as they save Kumandra, highlighting the power of trust and unity in overcoming adversity.

The film also emphasizes the importance of embracing diversity and working together to overcome challenges. Trust is crucial for personal connections and the collective well-being of communities and societies and can be rebuilt through forgiveness and understanding. The characters face fears and take risks to protect their loved ones, inspiring the audience to embrace their inner strength and take bold steps towards a better future. The film also promotes inclusivity and acceptance by celebrating different cultures and fostering a sense of unity. Overall, *Raya and the Last Dragon* is a powerful film that encourages personal growth and triumph over adversity.

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