

Exploring Universal Moral Values in Animation Movie: A Case in Inside Out Movie by Pete Docter

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ABSTRACT

The purpose of this study is to explore the universal moral values as portrayed in Inside Out movie by Pete Docter. This study was conducted using a qualitative method as its approach. The data were collected from the dialogues in the Inside Out movie using content analysis to elicit the universal moral values as portrayed in the movie, Inside Out. The data were analyzed using Kinnier, Kernes, and Dautheribes to determine the boundaries of the study. The results of the analysis show that the universal moral values as portrayed in Inside Out movie are divided into four categories, i.e., commitment to something greater than oneself; self-respect but humility, self-discipline, and acceptance of personal responsibility; respect and caring for others; and caring for other living things and the environment.

Keywords: Inside Out movie, universal moral values, moral education, animation movie, character

INTRODUCTION

The Inside movie directed by Peter Docter in 2015 is an animation movie intended for children. Therefore, it is necessary to explore the extent to which the movie contains values that can be learned by children and can be used as learning materials by teachers. This paper, however, focuses on exploring and analysing the universal values contained in the Inside Out movie. The movies containing values can be used as learning material for children to learn life values, as well as for entertainment. Educational experts said that movies can be used as material for ethical and moral lessons [21], [2], [13], [24], [21]. A number of studies have been conducted on moral values, for example [4] which states that the art of cinema technology has the potential and prospects to increase understanding of narratives that are morally and spiritually significant. [7] discussed the values of character education in Pullman's *The Golden Compass*. [6] did research on the movie *DANGAL*. The movie teaches about the struggles and sacrifices of parents for their children in facing various challenges to achieve their dreams. [11] analyzing moral and social values in "Raya and the Last Dragon" Movie. They found that the movie contained the values of courage, honesty, humility, patience, helpfulness, respect, and the need for hard work to achieve success. They suggested that these values need to be taught to students so that they can lead a better life in the future. [14] analyzed moral values in the *Enola Holmes* movie. The research results show that the movie contains several moral values defined by Haidt

and Barrow, which include care, justice or proportionality, freedom, respect, loyalty, justice, respect for people, freedom and prosperity. The most dominant moral value in this movie is freedom or freedom.

Furthermore, [1] conducted research on learning moral values through cartoons for Preschool-aged Children. The result is that the majority of children imitate the good moral values depicted in the cartoons they watch. This study also illustrates that children's viewing of cartoons not only entertains but also educates and teaches important key moral values. In addition, [3] analyzed the moral values in the Zootopia Movie and found that the movie contains moral values defined by Josephson and Hanson, which include trust, respect, responsibility, justice, care, and citizenship. Moreover, [9] analyzed moral values in Luca Movie by Pixar Animation Studios. They found that the Luca movie contained many types of moral values based on Linda and Eyre's concepts, i.e., honesty, courage, peaceability, self-confidence, discipline, loyalty, respect, love, unselfishness, kindness, and justice. They said that the most dominant moral value in the movie was the moral value of love. Furthermore, they found that 8 of the 18-character values in the movie were recorded in the 2013 secondary school curriculum in Indonesia, which included honesty, discipline, hard work, creativity, independence, curiosity, friendship, and love of peace.

Referring the various research results described above, all of them found that movies contain various values that can be used as teaching materials to shape better individuals. However, no researchers have analyzed the Inside Out movie by Peter Docter which is also full of universal values. Therefore, the present study focuses its analysis on universal values as portrayed in the Inside Out movie using the concept of universal values by [12].

THEORETICAL BACKGROUND

Universal values are values that are generally accepted and held by people in different cultures, societal groups, and different historical periods [19], [17], [18]. These values often and always become the basis for assessing the morals and ethics of a person or group of people. With these values people can differentiate between right and wrong, good and bad. Thus, these universal values transcend cultural, religious, and geographic boundaries, reflecting a common understanding of human rights, dignity, and value inherent in all individuals [5], [8], [20], [10].

According to [12], there are four major types of universal moral values as Universal Moral Values: The first is commitment to something greater than oneself. This moral value is to recognize the existence of and be committed to a Supreme Being, higher principle, transcendent purpose or meaning to one's existence. It also seeks the truth and justice. In this moral value, what is meant by something greater than oneself is not only for God, but is aimed at everything that is considered by people to have more power than themselves.

The second is self-respect but with humility, self-discipline, and acceptance of personal responsibility. It means to respect and care for oneself, to show humility and avoid gluttony, greed, or other forms of selfishness or self-centeredness. It also means to act in accordance with one's conscience and to accept responsibility for one's behavior. This moral value is personal moral value [15]. This moral value relates to a person's self and how a person can respect himself humbly, have discipline, and have responsibility. This moral value also includes how a person can restrain himself from being greedy and selfish.

The third is respect and caring for others. It means to recognize the connectedness between all people, to serve humankind and to be helpful to individuals, to be caring, respectful, compassionate, tolerant, and forgiving of others, and to not hurt others. This moral value is related to a person's behavior with other people around him/her such as respecting and helping each other, having tolerance, forgiving each other. This moral value also emphasizes not hurting fellow human beings such as killing, abusing, stealing, cheating, or lying.

The last is caring for other living things and the environment. In addition to relationships with God, oneself, and fellow human beings, one must also foster good relations with other creatures around him and his environment. This moral value is related to how a person can maintain the sustainability and balance of his surroundings.

In terms of its relation to youth education, we need suitable means to convey knowledge to adolescents. Because of that, we can use movie media such as 3D animation as a means of solving the problem. With this technology, events that occur when humans cannot observe in real time can be easily presented to the audience (Luzon, 2015, pp.119-128). Thus, the message and values to be conveyed in the movie can be clearly understood and felt by the audience.

METHOD

This research used a qualitative approach. Both data and results obtained from research were data in the form of verbal data or soft data [23] in the form of descriptions of universal values in the Inside Out movie. The research process was a logical interpretation to obtain meaning regarding universal values from the sources studied. To obtain meaning in the form of universal values contained in the film, content analysis activities were carried out on the dialogue and text of the Inside Out film as a data source for this research.

The source of the data was the movie Inside Out by Pete Docter. The film was released for the first time in the Cannes Movie Festival, May 18, 2015, following its premiere in Los Angeles, USA on June 16, 2015. The film won several prestigious awards, and one of them was the best animated film at the Academy Awards, February 28, 2016.

To collect data, the authors watched the film thoroughly and read transcripts of dialogue and expressions in scenes related to universal values. The authors also used data sheets to classify, analyze, and interpret data based on the theory of Kinnier, Kernes, & Dautheribes [12].

For the validity of the data, data triangulation was carried out in terms of reality and validity. Data reliability is obtained by watching it repeatedly to get a consistent description of the data. The validity of the data was discussed with colleagues and especially with the two researchers.

The data obtained was in the form of verbal data (soft data). In accordance with the nature of the data, data analysis was carried out interactively by Miles and Huberman [16] which consisted of three activities that occurred simultaneously, namely data reduction, data presentation, and drawing conclusions/verification. Data reduction is defined as the process of selecting, focusing on simplifying, abstracting and transforming rough data that emerges from written notes from watching films. Data presentation is a collection of structured information that provides the possibility of drawing conclusions.

RESULTS AND DISCUSSION

The results of the analysis indicate that the universal identified in Inside Out movie are divided into four categories, i.e., commitment to something greater than oneself; self-respect but humility, self-discipline, and acceptance of personal responsibility; respect and caring for others; and caring for other living things and the environment. Further explanation can be seen in the following discussion.

Commitment to Something Greater than Oneself

This moral value focuses on the behavior of someone who believes in something more powerful than himself. This something does not have to be God, but can also refer to someone or something that someone believes has greater power than himself. In this movie, Joy (the main character), who is desperate, just realizes that the role of sadness is actually very important in the emotional unity within Riley. Joy just realized the existence of sadness which has a function as a sad emotion that becomes a sign or even an alarm that Riley needs outside help. And it goes beyond Joy as the emotion of happiness.

Self-Respect, but Humility, Self-Discipline, and Acceptance of Personal Responsibility

This moral value relates to a person's self and how a person can respect himself humbly, have discipline, and have responsibility. This moral value also includes how a person can restrain himself from being greedy and selfish. This moral value emphasizes that every human being needs to be able to take responsibility for themselves, be able to control their own behavior, and be responsible for the actions they have done. There are 6 moral values that reflect self-respect, but humility, self-discipline, and acceptance of personal responsibility, which are depicted in this film: responsible, disciplined, selfless, conscious, brave, persistent.

Responsible:

In one scene, Riley, one of the characters, was going to her new school for the first time. Her mom offered to accompany Riley, but Riley refused because she felt she was old enough to do it on her own. It shows her responsibility to go to school, without having to be accompanied by her parents. Another character who also shows responsible actions is Bing Bong, Riley's imaginary friend. Bing Bong realized that he will soon disappear. For this reason, he was willing to make the sacrifice of jumping from a rocket so that Joy could return to Headquarters, even though Bing Bong realized that Riley will never remember him again. This illustrates that Bing Bong is not only very aware of his role in helping Riley but Bing Bong is also aware and responsible for all the risks he must face.

Disciplined:

The scene when Riley is leaving for his new school also illustrates the discipline of a student who, without having to be accompanied or supervised by her parents, she goes straight to school and arrives at school on time.

Selfless:

Joy is depicted as a character who wants to make Riley always happy, so Joy often prevents sad feelings from occurring in Riley. Thus, Joy often prevents Sadness from playing a role in regulating Riley's emotions. But when Joy realizes the importance of Sadness' role for Riley, she shares the emotional control console with Sadness. In fact, Joy gave blue core memory to sadness. Sadness also invites Joy to control Riley's emotions together. This film also depicts the

consequences if we are not selfless. In one scene, Joy cannot accept the existence of a core memory of sadness, because so far, the core memory has always been happiness. By displaying a rejection of core memory other than happiness, Joy demonstrates selfishness which is fatal and wreaks havoc in the emotional headquarters.

Conscious:

The scene when Bing Bong makes a sacrifice by jumping from the rocket so that the rocket can fly to bring Joy out of Dumped Memory is an example of conscious. Bing Bong realizes his choice with all the risks. This scene teaches the audience to be able to make decisions by considering the good and bad consequences.

Brave:

On their way back to Headquarters, Joy, Sadness and Bing Bong are stuck in the Subconscious. To get out of that place they must wake up Jangles the Clown, the clown from Riley's nightmares. In this scene, it can be seen how this trio does not give up, doing something that is their responsibility; save Riley. Even though they must face something very scary, they dare to live it.

Persistent:

There is a scene depicted that Joy repeatedly trying to climb the steep cliffs of the memory dump so that Joy can come back up and get out of the memory dump. Joy did this because Joy felt she had a responsibility and self-respect to save Riley from the destruction of the personality she was experiencing. Joy never gives up on making Riley happy.

Respect and Caring for Others

This moral value is related to a person's behavior with other people around him/her. It is a value that influences human behavior to act positively to other people. There are twelve moral values that reflect respect and caring for others: responsible, respectful, compassionate, supportive, cooperative, helpful, caring, honest, brave, forgiving, connected, and persistent.

Responsible:

On their way back to Headquarters, Joy, Sadness and Bing Bong are stuck in the Subconscious. To get out of that place they must wake up Jangles the Clown, the clown from Riley's nightmares. In this scene, it can be seen how this trio does not give up, doing something that is their responsibility; save Riley.

Respectful:

When Riley's emotions were incomplete at Headquarters because Joy and Sadness were thrown from Headquarters, Riley's temperament became unstable and he behaved unusually. Because Joy, who usually controlled Riley, was not there, Anger controlled Riley more. Because of this, Riley became angry and caused conflict with his parents, so that Riley was punished by his father. As a parent, her dad suspects Riley is in trouble. Therefore, Dad tried to communicate with Riley, find out Riley's problem and try to help solve it. In this scene, Dad understands Riley's emotional state, which is upset. Dad gave Riley time to calm down as a form of respecting Riley's privacy.

Compassionate:

In one scene it is shown that Bing Bong is very sad because the rocket which is his memory with Riley is thrown into the Dumped Memory. Sadness approached him holding his hand and listening to Bing Bong's sadness, so that Bing Bong could cheer up again. Sadness tries to understand and comfort Bing Bong, so that Bing Bong can release his sadness.

Supportive:

By the time they just entered their new home, the circumstances of the house were not up to par. In addition, the truck carrying their goods could not arrive on time. During such a situation Dad suddenly had to meet a client outside of his schedule. However, Mom still supports Dad's decision to meet with the client saying they understand the situation and can work it out. Not only that, there are also scenes that show supportive attitudes, such as on the first day Riley is going to his new school, and when Riley expresses his sadness and longing for their old home in Minnesota. In these scenes, Riley's parents always support Riley with both attitude and words.

Cooperative:

At first, Joy was very dominating in Riley's behavior. Joy always wants Riley to be happy, so Joy really avoids sadness, so Joy often forbids Sadness from taking part in the emotional console table. But finally, Joy realizes that to create Riley's full personality, Joy must not neglect Sadness. Joy realized that they all had to become one unit and had to work together. In the end, Joy and Sadness work together to control Riley's emotions.

Helpful:

In one scene, it is depicted Bing Bong offers help to show the way back to Headquarters to Joy and Sadness. And, in other scene Bing Bong also offers Joy to wear his satchel, Bing Bong sees that Joy has difficulty holding the core memories with both hands. Bing Bong, Riley's imaginary friend, is described as adorable and very helpful.

Caring:

Scenes when Sadness listens to Bing Bong's sadness at the time Bing Bong loses his rocket, when Dad comes over to Riley to find out what problems Riley is facing when there is a conflict between them, or when Mom thanks and praises Riley because Riley has tried understanding unexpected situations on the first day they arrived at their new home in San Francisco, are examples of Caring.

Honest:

In this film the moral value of honesty is uniquely depicted, when Anger gives Riley the idea to steal his mother's credit card. What is shown in this film is the result of this dishonesty which resulted in the collapse of one of Riley's personality islands, Honesty Island. The collapse of personality islands greatly affected Riley into a child who was unhappy, cold, and unable to make good decisions.

Brave:

When Joy, Sadness, and Bing Bong are trapped in the Subconscious and they must get out of there immediately to help Riley. They must muster the courage to wake Jangle the Clown, the giant clown that is Riley's nightmares. This is because only Jangle the Clown who can break down the exit door from the Subconscious, so they can return to Headquarters. To help Riley,

they put aside their fears and took the risk to go and wake up someone who was very scary to them.

Forgiving:

When Riley realized her mistake, Riley returned home. Riley expressed her feelings and apologized to her parents. Riley's parents both understood what Riley felt. They forgive Riley and comfort Riley at the same time. The moral values of forgiveness and caring are clearly depicted in this scene. Riley's parents did not scold her. They forgave her and empathized by expressing their feelings to Riley. In another scene, Sadness is seen smiling and grabbing Joy's hand to pull the lever on Riley's emotion control console together. Even though Sadness had previously often been banned from controlling Riley's emotions from Joy, Sadness was able to forgive Joy.

Connected:

In one scene, Mom and Dad can be seen embracing Riley tightly to calm Riley down, so that Riley's sense of togetherness with his family grows again, and forms a new personality island; Family Island. It shows a connectedness and caring in their family. However, in another scene, Riley's loss of connectedness with his family is depicted when Riley decides to run away, leaving her home in San Francisco to return to Minnesota. It depicts one of the Personality Islands, the Family Island, collapsing. This scene depicts Riley in a state of anger when making this decision. The scene conveys deeply that a state of anger can make people make wrong decisions and lose connectedness with the people they love.

Persistent:

In general, the story of this film depicts Joy's unyielding efforts to return to Headquarters after she and Sadness were accidentally thrown out of Headquarters. Joy's adventure to return to Headquarters is a form of her unyielding efforts so that she can return to Headquarters and join other emotions so that Riley can return to being a complete person like before.

Caring for Other Living Things and Environment

This moral value is related to how a person can maintain the sustainability and balance of his surroundings. In this scene, beautiful scenery is presented along their way to San Francisco. Then there is the view of the big bustling city. This scene depicts a beautiful, calm environment that has not been polluted, with a contrasting view of a big city that is arid, crowded, and filled with high-rise buildings and various vehicles, plus the situation of city people who are impatient honking their horns on the streets. It seems there is an indirect message to the audience to keep the environment beautiful and comfortable.

In another scene, it is depicted how the cycle of a memory is. From the first occurrence of a memory. In this film, it is described how the cycle of a memory. From the first occurrence of a memory, then where the memory is stored, until finally it reaches the memory disposal process when the memory is never used again. This illustrates the balance of the environment within Riley's personality which is almost like the balance of nature outside of people. So, it can be said, in this film there is a moral value that wants to be conveyed that in a person's self a balance of memory, personality and emotions must be maintained. This illustrates the balance of the environment within Riley's personality which is almost like the balance of nature outside of people.

CONCLUSION

The film *Inside Out*, which tells the story of an 11-year-old girl named Riley, contains moral lessons about her life's struggles which have shaped her personality. This film is worth watching for students because there are many educational and moral values that can be learned from it. The most important lesson in this film is the role of life's memories in shaping a person's personality. In this film, students can learn the meaning of life's struggle. In addition, the *Inside Out* is an interesting film for children of all ages. From the *Inside Out* movie, students can also learn to maintain emotional balance; losing just one emotion can make someone act inconsistently with moral values. Apart from being entertaining, this film can also help pre-adolescent children understand their inner emotions. For teachers and parents, the film can be an invaluable educational tool. Teachers and parents can understand emotional changes in a pre-adolescent child through the images in this film. Furthermore, this film can be a reference to understand the feelings of a pre-adolescent child.

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