



Analysis of Types of Moral Value Reflected by The Characters in Toy Story Movie

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Journal History

Submitted 14th May 2023

Revised 7rd June 2023

Accepted 14th June 2023

Published 30th July 2023

Keywords:

*Moral Value; Toy Story Movie;
Characters*



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ABSTRACT

This research aimed to analyze the types of moral value found in Toy Story movie and the way the characters in the movie reflected the values. This research used Toy Story movie as the data source. This research used qualitative method and the data were analyzed descriptively. The data found in the study were classified by the types of moral value, based on the theory from Audi (2007). The purpose of this study was to find out the moral values reflected by every character in the toy story movie. Based on the analysis, it was found that the moral values deal with t social values in terms of behaviour, relation, interaction and also the social groups that reflected by the characters. In this research the moral values of the characters were reflected by the performance of the characters in the movie. The reflection of such value can be seen from their action and incidents including conversation among the characters in Toy Story movie. The result of the study showed the relation between the actions from the character of Toy Story movie and the conversation affect the character's attitude that showed how the moral is created in the movie.

1. INTRODUCTION

Moral value was a set of principles guiding people to evaluate what was right or wrong. In other words, moral value helps shape the character of a person. In social life,

* How to Cite

Firdayanti, I. G. A. R., Sulatra, I. K., & Ariyaningsih, N. N. D. (2023). Analysis of Types of Moral Value Reflected by The Characters in Toy Story Movie. Journal of Language and Applied Linguistics, 4(2), 143-152. <https://doi.org/10.22334/traverse.v4i2.103>

moral value is considered a very important thing which many people believe it must be instilled even since childhood. Even so, nowadays, the fact that there are many moral decadences can be found in society is contrary to what has been taught about moral value. There are several cases that are done by many people such as crime, violence, bullying, drugs abusing, murder, corruption, etc. From that case many books and other literary works such as novel and movie is inspired to delivered moral value to their readers and viewers.

One of the production company that actively supporting the idea of delivering moral values to its viewers is Disney. Disney is well-known as a production company that produces many great animated movies such as Aladdin, Snow White, Sleeping Beauty, Moana, Toy Story and many others. In this sense, animated movie becomes a medium for entertainment, education, and improvement of knowledge especially regarding moral values for children.

In this study, the researcher chose animated movie entitled *Toy Story* as the source of analysis because this movie really attracted the attention of both children and adults to watch this film. Because of there are many moral values that could be found from *Toy Story* movie, the movie was chosen to be analyzed regarding to the types of moral value that are reflected by the characters of the movie.

There are several researches that had been conducted by other researchers about moral values that found in movies including, Putrawan (2017), Arwan (2018) and Suryawan (2018). The differences of this study and the previous study are the theory used and the data source. This study used the theory proposed by Audi (2007) and the data of this study was taken from a popular animated movie, *Toy Story* which can teach moral values not only to adults but also children.

2. METHODS

The data of this research were taken from an animated movie entitled *Toy Story* and also the script of the movie. In conducting this research, a library research and observation method was applied in collecting the data. Therefore, the process of collecting the data in this study was conducted in several techniques such as reading, observe, etc. The collected data were analyzed by using descriptive qualitative method. Furthermore, the theory used in analyzing the data is the theory of Human Diversity and Moral Value by Audi (2007) in order to find the types of moral value reflected by the characters in the movie.

3. RESULTS AND DISCUSSION

Result

The finding of this research found that there were three types of moral values reflected by the characters in *Toy Story* Movie namely, *virtue* consists of five characters, *kantian* consists of one character and finally, *utilitarianism* that consists of one character.

The dominant type of moral values found in this movie is value of loyalty since it is mostly reflected by Woody as the main character of the movie.

Table 1. The Types of Moral Value Reflected by the Characters in Toy Story Movie.

No	Types of Moral Values	Character	Values
1	Virtue	Woody	Loyalty
2		Hamm	Loyalty
3		Slinky	Courage
4		Buzz	Courage
5		Mr. Potato Head	Honesty
6	Kantian	Bo Peep	Leadership
7	Utilitarianism	Rex	Beneficence

According to the table of data finding, the type of moral value that is mostly reflected by the characters in Toy Story movie is virtue with the most dominant value is the value of loyalty. The main character of the movie who is Woody was shown to reflect the value of loyalty in many occasions through his actions and conversations with the other characters in the movie.

Discussion

In this part, the data that are found from the movie were analyzed descriptively based on the theory of Audi (2007). In explaining the data, only several best representatives of the data for each type of moral value were listed in this part. The analysis of the data are described further as below.

A. Virtue

Virtue was more concentrated on being a good person. Audi (2007:22) stated that being a good person should behave honestly, justly, kindly, and honorably. Moreover, he stated that virtue consists of courage, generosity, honesty and loyalty. Based on it, several values of virtue have been selected which can be listed as follow:

1. Value of Loyalty

Hamm : "What's goin' on down there? Is his mom losin' her marbles?"

Woody : "Well, obviously she wanted to have the party? Before

the move, I'm not worried. You shouldn't be worried"
[Explained to his friends]

Potato Head : "Of course Woody ain't worried. He's been Andy's favourite since kindergarten".

Slinky : "Come on, Potato Head. If Woody says it's all right, then well darn it, it's good enough for me. Woody has never steered us wrong before".

Woody : "Come on, guys. Every Christmas and birthday we go through this".

Rex : "But what if Andy gets another dinosaur, a mean one? I just don't think I could take that kind of rejection!"

Woody : **"Hey, listen, no one's getting replaced. This is Andy we're talking about. It doesn't matter how much we're played with, what matters is that we're here for Andy when he needs us. That's what we're made for, right?"**
(Woody: 00:08:11)

The conversation above happened when Woody told his toy friends to gather for a meeting. In the meeting, Woody explained to his friends that they need to choose a partner for the move. Then, many other friends will not have rules, to invite a partner or choose friends when moving. After that, Woody also told his friends if they do not already had a partner to immediately look for a partner to move. Woody, then also told if Andy's birthday party would be moved and held at that time, even though Andy's birthday was still one week away. But Woody explained again to his friends if Andy's mother wanted to have a party before moving. Woody also reminded his friends that there would be no toys that would be replaced. Woody also advised not to worry about this problem, because the most important thing was togetherness for Andy. From the dialogue, it explains that Woody has a sense of generosity, honesty and loyalty with his toy friends. Those acts can be categorized as a virtue. It was shown that is by saying "**the important thing is we are here for Andy when he needs us, that's what we are made of, right?**", Woody shows his loyalty to Andy, because Woody really loves Andy. Woody also told his other friends to always be loyal, because loyalty makes best friend forever.

2. Value of Courage

- Buzz : "Buzz Lightyear to Star Command. Come in, Star Command. Star Command, come in. Do you read me? Why don't they answer? My ship! Blast! This'll take weeks to repair. Buzz Lightyear mission log, stardate 4-0-7-2. My ship has run off course en route to sector 12. I've crash-landed on a strange planet. The impact must've awoken me from hypersleep. Terrain seems a bit unstable. No readout yet if the air is breathable. And there seems to be no sign of intelligent life anywhere".
- Woody : "Hello! Whoa! Hey! Whoa, whoa, whoa, whoa, whoa, whoa! Did I frighten you? Didn't mean to. Sorry. Howdy. My name is Woody. And this is Andy's room. That's all I wanted to say. And also, there has been a bit of a mix-up. This is my spot, see, the bed here".
- Buzz : "**Local law enforcement. It's about time you got here. I'm Buzz Lightyear, Space Ranger, Universe Protection Unit. My ship has crash-landed here by mistake**". (Buzz : 00:16:22)
- Woody : "Yes, it is a mistake because, you see, the bed here is my spot".
- Buzz : "I need to repair my turbo boosters. Do you people still use fossil fuel, or have you discovered crystalic fusion? Well, let's see. We got double-A's. Watch yourself! Halt! Who goes there?"

Based on the dialogue above, it can be explained that when Buzz Lightyear is revealed to be Andy's new toy, and will become Woody and the others' friends. Buzz was very bold in introducing who he was, and what he was there for. But because of his toy character, Buzz remains alert to his new friends. Since he was there for the first time and meet the other of Andy's toy for the first time, Buzz was afraid and cautious that one of them will suddenly attack and hurt him. But the thought of Buzz was wrong because all his friends were very kind and friendly to him. Woody initially welcomed Buzz unfavorably, because Woody felt Andy would side with or favored Buzz more than Woody and then, ignore Woody. But the rest of his friends were getting close to Buzz well, because they will have new friends again. Buzz's action in the dialogue reveals himself to be very brave and tough. Those acts can be categorized as a virtue. It is shown by Buzz saying "**local law enforcement, it's time for you here. I'm Buzz Lightyear, space ranger, universal protection unit, the plane crashed here by mistake**". His introduction already made it clear that Buzz was a strong and courageous "Space Ranger" even though he is in a new unknown place. It was from his courage that Buzz Lightyear can be a good friend and helper.

3. Value of Honesty

- Rex : "Mr. Lightyear, now, I'm curious. What does a Space Ranger actually do?"
- Woody : "He's not a Space Ranger! He doesn't fight evil or, or shoot lasers or fly!"
- Buzz : "Excuse me". [*Removing the wings*]
- Potato Head : "**Oh, impressive wingspan! Very good!**" (Mr. Potato Head: 00:18:39)
- Woody : "Oh, what? What? These are plastic. He can't fly!"
- Buzz : "They are a terillium-carbonic alloy, and I can fly".

Based on the dialogue above, it can be explained that when Buzz Lightyear was proving his 'flying' skills to his new friends, Woody is the only one that did not believe that Buzz actually is a space ranger. Then, Buzz immediately proved him that he really could fly by jumping from Andy's bed. When Buzz flew, the rest of his friends were very impressed to see the action of Buzz that he can fly circling around the room. Mr. Potato head was the one that very honest when he praised Buzz, because basically Buzz did have extraordinary wings. In the dialogue, it was shown by saying "**Oh, impressive wingspan! Very good!**". The character of the movie, Mr. Potato Head can be said to be a good character because at the beginning he really liked to praise his friends. The honesty of Mr. Potato Head in praising Buzz was intentionally true, because it is the truth that Buzz did really have extraordinary wings and he could fly circling the room.

B. Kantian or Intuitionist

Audy (2007: 22) stated that Kantian or Intuitionist is concerned with the quality of the acts that a person do whether it is justice or injustice, beneficence or harmfulness, truthfulness or deceitfulness, and so on. The quality of the act here is related to the multiple-review that is related to our basic duties (moral obligations). In the movie, Kantian is shown through the value of leadership which is explained below.

4. Value of Leadership

- Friends : "Hei Woody!"
- Woody : "Oh, boy, am I glad to see you guys".
- Slinky : "I knew you'd come back, Woody".
- Bo Peep : "What are you doin' over there?"

- Woody : "It's a long story, Bo. I'll explain later. Here! Catch this!"
[Woody threw a light cable so he could get to Andy's room]
- Slinky : "Whoa! I've got it, Woody".
- Rex : "He got it, Woody".
- Woody : "Good goin', Slink. Now just, just tie it on to somethin".
- Potato Head : "Wait, wait, wait, wait. I got a better idea. How 'bout we don't?"
- Slinky : "Hei!"
- Bo Peep : "**Potato Head!**". *[Moment of silence]*
(Bo Peep: 00:52:02)
- Potato Head : "Did you all take stupid pills this morning? Have you forgotten what he did to Buzz? And now you wanna let him back over here?"
- Woody : "No! No, no, no, no, no! You got it... You got it all wrong, Potato Head. Buzz is fine. Buzz is right here. He's with me!"

Based on the dialogue above, it can be explained that when the Woody was trapped in Sid's house. Woody was trying to find a way out to get out of the house. When Woody saw his friends through the window located in Sid's room, Woody immediately called his friend to help him but, Mr. Potato Head did not agree to help Woody because he was very disappointed with Woody. He was dissatisfied by Woody because they thought that he had harmed Buzz. On the other hand, there were Slinky and Bo Peep, Woody's friends, who still believe in him, but Mr. Potato Head denied Bo Peep action by still not helping Woody return to Andy's house. Knowing that, Bo Peep tried to be calm and did not take Mr. Potato Head seriously since Bo Peep tried to be a good leader. Mr. Potato Head misunderstood Woody but Bo Peep helped to explain the real situation to Mr. Potato head and asked him to keep helping each other, because if they did not cooperate with other friends, their friendship will be strained. It was shown by saying "**Potato Head**", Bo Peep shows that to be fair and okay, she doesn't want his friendship to be ruined. She tried to calm the situation by not defending and siding with anyone. Eventhough, Bo Peep disagreed with Mr. Potato Head, she still acted like a leader who was trying to reunite his friends and solve the problem together.

C. Utilitarianism

According to Audi's theory (2007: 210), utilitarianism is formulated as the position that for an act to be morally right that is for it to produce the greatest good for the greatest number. Moreover, in utilitarianism, relief of suffering is as important as the production of happiness; psychological as well as physical well-being was included. In the *Toy Story* movie, utilitarianism is reflected by the value of beneficence by the character in the movie. Beneficence is defined as an act of charity, mercy, and kindness. The value of beneficence is explained as follow.

5. Value of Beneficence

[When Andy 's mother led Andy' s friends into the living room to cut the cake and open the gifts]

Woody : "And this is how we find out what is in those presents".

Rex : "**Shouldn't they be there by now? What's taking them so long?**"
(Rex : 00:10:50)

Woody : "Hey, these guys are professionals. They're the best. Come on! They're not lying down on the job".

[When the soldier is on duty to solve his mission]

Sergeant : "Go on without me! Just go!"

Soldier : "A good soldier never leaves a man behind".

Based on the dialogue above, it can be explained that Woody and his friends were curious about the contents of the gifts given by Andy's friends on Andy's birthday. Then Woody rushed to ask for help from the soldiers. The soldiers were very willing to help Woody and his other friends. By placing a radio operator in the living room, the soldiers tried to record the conversations of Andy's mother, Andy and their friends. Woody and his friends were ready to listen to the conversation but then, because of he was curious, Rex also gets this advantage from the soldier after hearing Andy was opening the gift. It was shown by saying "**Shouldn't they be there by now? What's taking them so long?**", Rex is shown to be worried and anxious about the soldiers. This trait can also be said to be act of kindness, in which worrying about other people even though on the other side Rex wanted to get the advantage of hearing the news first.

4. CONCLUSION

Based on the result of the study which mentioned previously, it can be concluded that, moral values found in the *Toy Story* movie were based on types of moral which performed by the characters in the movie. Those moral values were namely: Virtue, Kantian or Intuitionist and Utilitarianism. After analyzing the data, it

is shown that the *Toy Story* movie contains rich value of life particularly moral values. Those values consist of seventeen data that contain of Virtue which consist of twelve data, Kantian or Intuitionist which consist of three data, and there two data of moral value that can be categorized as Utilitarianism in this study.

The data that were found in this study was reflected by the performance of the characters in the movie. The moral values of the characters can be seen from their action and incidents which included conversation among the characters in *Toy Story* movie. The study concluded, the type of moral value that mostly reflected by the characters in the movie is Virtue with the value of loyalty as the most dominant value being reflected. The value of loyalty was mostly reflected by Woody as the main character of the movie through his actions and performances from the beginning until the end of the movie. The relation between those actions showed how the moral of the movie was created.

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