CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Learning moral values has been found several times in various literary works as a medium. Based on Setiawan & Puspita (2022), society can be influenced by movies because they deliver significant messages in such entertaining and fun ways. By existing benefits of a literary work, it is explained that moral values are a concern and standard for various groups in order to do and resolve something that has happened or not. The way humans live has to fulfill morals and carry out the rules, make the essence, and the meaning of morality can be known and make them look different (Alawiyyah & Oktavi, 2019).

Morality itself is related to a principle for making decisions about what is right and wrong in people's relationship to society. Sutrisno and Wijayaningdyah (2018) stated that although its subject is different, morality existed conversing "obligation" among relationships of human, animal, and surroundings. It is conceived by arrangement, advice, purpose, and instruction which have been passed from every descendant through certain religion and culture in the rule of society (Lanua, 2017).

While moral, based on the explanation by Susana (2018), it comes from *mos* and plurals is *mores* of Latin which means *vogue* and *living*. It focuses on the right bases for evaluating actions, behavior, and situations that are considered true by most people. Morals are also the determination of correct and wrong to be upheld (Yusuf &

Fachrunnisa, 2020). In addition, morals insist because something value – embraces from people's behaviors. Value means to imply something as a habit. Herawati & Fithratullah (2022) described values that can assist a human to evolve as the taken outcome that already represents our worth. Thus, moral values are important benchmarks to protect and lead someone's life, actions, and character building from any social issues. Mahendra & Amelia (2020) stated that moral values are interpreted as the goodness and badness of human action evaluation value as well as distinguishing human's behavior within the society.

The presence and application of moral values that have become sensitive points of society due to the decline of humans, some opposition acts, lately considered the intention. According to Masyhur et al. (2023), the conflict that happens to most people or society must be fostered as they don't aware of experiencing it by themselves. All the more, the importance of moral value analysis in the society is created on purpose to show and allow in dividing what is right and dissociate the bad as a lesson or knowledge (Yusuf & Fachrunnisa, 2020). Moral values can come from family and another environment that teaches people to implement them in life (Rosalinah et al., 2021). Moral values are important benchmarks to protect and lead someone's life, actions, and character building from any social issues.

After knowing the benefit of moral values, the writer decided to analyze a movie that has found moral values that can educate its enthusiasts, which is *Black Panther: Wakanda Forever*. This movie was released in 2022 as the first movie, *Black Panther,* to present primarily black heroes and black communities as main leads. Produced by

Marvel Cinematic Universe (MCU), this movie tells the continuing suffering of the Wakanda people after King T'challa died and left sorrow for his family and people. With the vacancy of Black Panther's position as protector of the country, Wakanda must be faced by government organizations and another tribe, namely the Talokan Tribe who feel threatened by the seizure of the use and existence of Vibranium as a resource that can generate power but fear being misused. Hence, Shuri (the former Black Panther's sister), Ramonda (the Wakanda's Queen), Nakia as the Wakanda's soldier, and other characters try to maintain the welfare of their country and the spiritual condition of each individual. Through its plays and problems of the characters, moral aspects will be found and used within this research.

The writer relies on African-American moral values as the topic through that movie, which is taken as representation of African people through Hollywood or American perspectives. African-Americans, which is black community, like any diverse group, encompass a wide range of perspectives, beliefs, and values. African-American moral values include a mix of individualist and collectivist values based on Hofstede's explanation (Swaidan et al., 2008). Perspectives show that African-American cultural values point to family intimacy, community relations, and solidarity, while following some individualist values (Smith et al., 2019). Sere (2020) stated how life in the black community, which is usually associated with differentiation and minorities, in the real world by providing several marks for their identity. Isidienu (2020) said that after Africans became colonialism's object and imperialistic ambition, these people lost their values as the impact of post-colonialism.

Moreover, African-American is diverse through a wide range of ethnic backgrounds, economical status, and geography, further contributing to the differentiation of moral values within this group. Based on all those explanations, this research is going to find what moral values can be used by others and can be related to the African-American morals. The writer will adjust the philosophical approach to see the moral issue from different perspectives and a moral theory by Linda and Eyre (1993) as support theory and African-American moral theory by Roberts (1999). According to moral theory by Linda and Eyre (1993), it is divided into two parts, there is the value of being and the value of giving. This theory asserts the values of morals which aims to teach people to get productive society (Linda & Eyre, 1993). While African-American moral theory by Roberts (1999), it consists of five aspects of morals that can teach humans how to act according to the morals of African-Americans based on their history, experience, and social life. Then, this research will be entitled African-American Moral Values Portrayed in *Black Panther: Wakanda Forever Movie*.

1.2 Research Question

To clarify the problem of why this analysis is being made, the research implements a question to ease in stating the issue. The writer stated;

> What are African American moral values delineated from *Black Panther: Wakanda Forever* movie?

1.3 Research Objective

In succeeding this research, this writer will focus on portraying African-American moral values from the depiction of characters in the *Black Panther: Wakanda Forever*

movie. African-American moral values will be shown by characters, characterizations, and plot in order underlining the topic as life knowledge.

1.4 Use of the Study

This study aims to provide and build lessons and concepts of moral values by looking at African-Americans through its theory which supports preparing for valuable future researchers. This section parts into two activities:

1.4.1 Theoretical Use

This research is useful for enhancing the knowledge of moral values of African-American where the ideas of analysis actually come from a movie and will assist other studies to have a better concept of moral issues. This will be helped by the ejaculation of other literalists and the using of approach and theories in order to be realizing the topic as well as implementing it into life.

1.4.2 Practical Use

This research is expected to be used to build the audience's intention and understanding in noticing the morality in *Black Panther: Wakanda Forever*. Besides that, this study will also provide the correlation between moral values and African-American moral values as a reference to educate.

1.5 Scope of Study

This research focuses on finding the moral values through African-American depiction in the *Black Panther: Wakanda Forever* movie. This research will not analyze the

cinematic aspects of the movie, yet the characters or the plot itself. In consequence, the writer uses philosophical approach and the theories by Linda and Richard Eyre nor African-American moral theory by Samuel K. Roberts to help analyze the movie in order to provide better enhancement.