CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Study

Literature as a main media loads values, including moral values; so, it will not only provide pleasure for readers but also meanings and lessons (Mahendra & Amelia, 2020). Yet, the element of moral values was also used in some studies that the writer aims to analyze. Hence, this analyzer found several studies that can be used as assistance in presenting more explanations about moral values and African-American moral value analysis.

No.	Writer	Title	Method, Theory, & Approach	Findings
1.	Ardilla Yulfani & Heni H. Rohmah (2021)	*An Analysis of The Intrinsic Elements and Moral Values in "Bad Genius" Movies*	Used descriptive qualitative method, a theory by Woods G. (2008) and moral theory by Linda & Eyre (1993), and Sociological approach.	Intrinsic elements: theme, plot, character, characterization, setting, and point of view. 6 types of moral values: honesty, peace of ability, self-discipline, love and affection, respect, kindness and friendliness.
2.	Eni Wijayanti, Dyah Nugrahani, and Sri Wahyuni (2023)	*An Analysis of Moral Values in "Justice League" Movie*	Used qualitative descriptive analysis method, moral theories by Royal Purcel (1986:9) and Linda & Eyre (1993), and Sociological approach.	Major moral values: peace and ability (35,71%), self-confidence and potential (35,71%), and love and affection (75%). Others: honesty, courage, respect, love and affection, and justice and mercy.
3.	Windriani (2021)	*An Analysis of Moral Values in "Up" Movie*	Used descriptive qualitative method, moral theory by Thomas Lickona (2013), and Sociological approach.	Moral values: never give up, altruism, love and loyalty, respect, help each other, courage and self-discipline.

4.	Ziad Swaidan, Mohammed Y. A. Rawwas, and Scott J. Vitell (2008)	*Culture and Moral Ideologies of African Americans*	Used direct distribution method, theories by Hoftstede (2001) and Forsyth (1992), and Moral Philosophical approach.	This study scored relatively high on idealism, uncovered a direct relationship between collectivism and uncertainty avoidance versus both idealism and relativism, and less masculine participants tended to be more idealistic.
5.	Angela Khristin Brown (2013)	*Cultural Perspective on African American Culture*	Used descriptive qualitative method.	This study found African-American culture aspects: literature, oral tradition, movement, music, dance, art, place, parts of body, religion, life events, cuisine, holidays, names, social issues, and environment.

The first study by Yulfani and Rohmah (2021) from Suryakancana University entitled *An Analysis of The Intrinsic Elements and Moral Values in Bad Genius* Movies that was published at International Conference on Education of Suryakancana (IConnects) which aims at identifying and describing the intrinsic elements' type and moral values in the movie by using qualitative methods to be useful for the audiences and to be a life guidance as a better person. This analysis purpose is the research subject is the movie itself and the objects are about intrinsic elements and moral values analysis. This research applied the theory by Woods, G. (2008) for intrinsic elements and a theory by Linda & Eyre (1993) for moral values. It is found that the intrinsic elements consist of theme, plot, character, characterization, setting, and point of view. It is also found there are six types of moral values: honesty, peace of ability, self-discipline, love and affection, respect, kindness and friendliness.

The second study comes from Wijayanti, et al. (2023) from Universitas PGRI Semarang and published in Wawasan Pendidikan which is entitled *An Analysis of Moral Values in Justice League Movie*. This study focused mainly on detecting moral values within the movie and exploring moral values portrayed by the main characters, such as Aquaman, Batman, Superman, Wonder Woman, etc. Besides those objectives, the data from the Justice League script movie will be explained in a descriptive qualitative method and be delivered through the classification table of discovery moral values. Talking about superhero movies too, this paper used a theory by Linda and Eyre (1993) with results having found four types of the value in the movie. But in this analysis, the most dominant moral values are peace and ability with 35,71%, self-confidence and potential with 35,71%, and love and affection with 75%. While from the main characters, it could be seen few values, such as honesty, courage, respect, love and affection, and justice and mercy.

The third, in a research by Windriani (2021) from Universitas Muhammadiyah Sumatera Utara entitled *An Analysis of Moral Values in Up Movie*, the writer discusses the moral values that were more focused on the characters and characterization from the movies. By succeeding the analysis, this study aims to recognize and assign the uses and types of moral values in the *Up* movie by applying Thomas Lickona (2013) theory through transcripts of the movies. The existence of moral messages which can be a lesson for humans is the main cause why the writer made this analysis. However, with 100 movie script pages as data of analysis, the writer found 35 data of moral values from the characters. Indeed, the types of moral values that have been recognized based on Thomas and Lickona's theory; never give up, altruism, love and loyalty,

respect, help each other, courage and self-discipline. Since the aims and moral values have been figured, the writer wished everyone would understand about moral values and its meaning.

The fourth, discussed in the study entitled *Culture and Moral Ideologies of African Americans* by Swaidan et al. (2008) which concerns the relationship exploration between the dimensions of moral philosophies and culture through African-American perspectives. This research had used two theories to assist in completing the research which are four dimensions theory by Hofstede (2001), specifically masculinity, power distance, collectivism, and uncertainty avoidance), and also a theory by Forsyth (1992), namely idealism and relativism. The research originally was released into the Journal of Marketing Theory and Practice, and gave some prominent theoretical and useful implications. Through 243 African-American consumers as samples, it showed that culture impresses moral orientations and also proposes positive relations among uncertainty avoidance, power distance, collectivism, and relativism.

The last study was by Brown (2013) which is entitled *Cultural Perspectives on African American Culture*. It was published in the International Journal of Education & Literacy Studies.This study discussed the research by using descriptive qualitative methods and explained it through the writer's perspective on African-American people. This research has found several African-American cultural aspects which consist of literature, oral tradition, movement, music, dance, art, place (museum), parts of body (attire and hair), religion, life events, cuisine, holidays, names, social issues, and environment (family and neighborhood). This research was made because of less

concern about traditions preservation and it caused the population of blacks to pass down a tradition of artists through art to native born citizens. Black principle raised by tradition creates hope for specifying personal freedom to escape the poverty of bondage that occurred at the time and willing to build a way of life through tradition and to eliminate trauma. In this research, it is found that one way to achieve personal freedom for African-American people is to get good messages and values that lead to a better foundation and way of life. To proceed with this research, the author will define the theory and the approach used to help the author analyze moral values within the *Black Panther: Wakanda Forever* movie as a role for succeeding the study.

2.2 Philosophical Approach

A philosophical approach shapes intelligence or consideration about all kinds of aspects of human presence, realness, and morality. Mali & Patankar (2016) specified that philosophical approach stands for preserving human life and opposes completing the curriculum alone, abolishing any policy before thinking that is not good in which it is being used to explore various aspects. Philosophical approach refers to a particular method in improving understanding of morals and providing or learning virtue and the role of moral principles as well as the consequences (Cam, 2016). Material objects of philosophical analysis can be gotten through developing values within a certain society (Siregar, 2022).

Based on the study of philosophy, philosophy thought is done to conduct an approach of the research that is primarily concerned with a reliance on seeing validity and faulty (Rachmawati et al., 2020). Philosophical belief can impress what moral worth and

humans' doings of mind, mental, or physic. Philosophical approach is linked in understanding perceptions, theories, problems, situations, and relationships of humans that cares with questioning other people's perceptions and diverse discussions. An approach in philosophy often involves a set of assumptions, principles, or methodologies that shape the philosopher's perspective and guide their actions. Sharma & Mahajan (2022) stated that philosophical approach happens to give a narrow corner for elegance in sensitive minds to manage the perception and vanish the ambiguities on our face obviously. This approach constrains the readers to explore more, find moral values, and be a critical thinker instead of being less interaction. Based on Bell (2011), it can be grasped that each individual brings diverse philosophical beliefs though it might not be the same with their own circumstances.

Philosophical approaches can differ significantly based on the specific philosophical tradition, cultural context, or individual philosopher's preferences. Some philosophers may adopt a more analytical approach, emphasizing logical analysis, conceptual clarity, and rigorous argumentation as references in doing several a must. Silverman & Friendenberg (2006) urged that philosophers frequently involve themselves in communication and discuss with other kinds to test their thoughts, extract arguments, and create more evident and stronger descriptions of the moral world. It helps structure the exploration of complex ideas, offers guidelines for reasoning, and contributes to the development of coherent and systematic philosophical arguments.

2.3   African-American Moral Values

African-American values encompass a rich tapestry of customs, traditions, and social behaviors that have emerged from the experiences and contributions. In addition, African Americans are often depicted in stereotypical occupational roles, with negative characteristics, underachievement, and negative stereotypes (Heryanti & Kasih, 2022). This shows that it indirectly makes African-Americans have no moral values that should be followed. Whereas, African-American moral values have evolved over time, with some arguing that the abandonment of traditional values has led to negative outcomes, particularly in the areas of family structure and civility (Williams, 2016). It is shaped by experiences of slavery, segregation, and resilience that happen.

Besides, African-American moral values encompass a unique blend of values in several aspects. That being said, certain cultural and historical aspects have played a significant role in shaping the moral principles of some African Americans based on the explanation by Roberts (1999) in his book entitled *The Path of Virtue: The African American Moral Tradition*. For example:

2.3.1 Historical Roots

A portion of African-American culture was emphasized during the enslavement and colonialism era. As a result, there is a particular and dynamic culture that has had, and still has, a significant influence on both mainstream American culture and behaviors as well as the culture of the wider world (Brown, 2013). In consequence with the significant influence, African-American seems likely to foster a strong sense of justice, learning, improving, and communal responsibility. As a result, the historical roots of

African-American bring impact towards their responses on how they must act to the slave era and how they still revere the past generations. In Roberts (1999), additionally, this book examines the origins of African-American moral thinking on the defense of non-moral actions by highlighting its consequences for strong spirituality, the importance of resistance and endurance to the slave trade, and moral principles.

This passage addresses how African American moral values have been considerably significantly influenced by their interactions with slavery and oppression by society and also concern for ancestral history. In the enslavement era, the struggle for freedom and equality made a major effect on African American moral philosophy. According to Roberts (1999), a moral framework emphasizing survival, resistance, and the assertion of their humanity formed as a result of this terrible act. While their close consideration of their ancestors and their history, it was greatly influenced in shaping their moral views. Not only providing spiritual guidance but also a space for organization, social justice, and qualification. This part of the theory exemplifies the moral virtues of courage, perseverance, respect, leadership, loyalty, self-improvement, and empowerment which is often emphasized. West (1993) stated this extracts important and essential ideas of self-help and personal responsibility from historical background and modern circumstances, generating it seem as though it is all up to the individual.

2.3.2 Community and Family

African-American moral values assert the significance of community and collective prosperity. An intense feeling of responsibility towards family, neighbors, and the

wider community exists. Community and family together provide the moral and ethical fundamentals of African American life. They build a sense of community, identity, and purpose. Family and kinship networks are vital because they mirror the values of bilateral support, respect for elders, and solidarity between generations (Maina, 2023).

Shade (1982) admitted that every African-American person and their major family can exchange physical, temperamental, and psychological help with one other. Many African Americans place a high value on respect, equality, fairness, and responsibility in the right way. These interpersonal networks encourage the aspiration for achievement by providing encouragement, as well as eliminating the isolation which may arise when Afro-Americans achieve due to attaining or doing well is rarely considered appropriate. Consequently, African Americans have to make any attempt to build relationships with others in an environment that agrees with moral laws that are in law along with allowing them to adapt to their environment.

2.3.3 Religion and Spirituality

Many African Americans accepted Christians, but they modified the faith to fit their specific circumstances and blended it with African customs. African American religious institutions are sources of obstruction to cultural assimilation, counter narratives to biased societal conditions, and vehicles of empowerment (Ammerman, 2005). Thus, the importance of religion in black life—two of the most spiritual human endeavors (West, 1993). African-derived religions have influenced the spiritual and moral landscape of African American communities, emphasizing ancestral respect,

community bonds, and a holistic view of life. Spirituality and faith are at the heart of the moral framework discussed by Roberts. A deep sense of spirituality provides a source of force, orientation, and purpose.

African-American religious traditions point great emphasis on moral leadership and ethical responsibility where faith leaders are expected to be examples of integrity, truth, and social concern. The Black belief in particular has been fundamental in forming moral values which distinguish African American culture. The belief has supplied moral authority, community support, and spiritual strength. Religious works have been instrumental in conveying moral teachings and values, emphasizing themes such as faith, respect, hope, love, welfare, kindness, and redemption. This part plays a significant role in decision-making for some humans' lives of African-Americans.

2.3.4 Social Right

Brown (2013) stated that the African American community places a strong emphasis on social issues, such as institutional racism, racial profiling, injustices in sentencing, higher rates of poverty, and restricted access to healthcare. Although disparities in racial and fiscal issues exist, human rights are vital and should be utilized for consideration in social work practice (Taylor et al., 2019). Nonetheless, a fundamental component of African American moral principles is the quest of social justice and equality. This is evident in the ongoing fight for social change and civil rights, which includes movements within operating organizations that demand social justice as well as protests for better life. Defending one's dignity and integrity in the midst of social devaluation is a basic moral value. In recognition of our common experiences of

distress and resiliency, there is a strong emphasis on compassion and empathy. A dedication to social justice, equality, and the struggle against injustice is essential. It also includes solidarity, respect, care, fair, hard work, and passion from every African-Americans. In general, as Cox & Edwards (2022) stated, Black Americans, as a community, are realistic about the issues they encounter and how to fix them, yet they frequently share skepticism about the possibility of significant change in their own lives.

2.3.5 Cultural Influence

A people's culture includes their traditions, social behaviors, and thoughts, which indicate their way of life (Maina, 2023). Rich in morals, African-American art and literature are examples of cultural categories which may represent a society's values, challenges, and goals. Dance, singing, and music serve as significant ways to transmit cultural understanding and values. The historical experiences of African-Americans establish the fundamental basis of African-American culture's unique identity. Brown (2013) described that the distinctive and constantly developing African-American culture that resulted has had and remains to have an important influence on both mainstream American culture and worldwide society. This culture development easily catches successful representation in some works, such as movies, songs, poets, and traditional dances. Thus, African American moral traditions also focus on resilience, confidence of having, equality on others, and respect in the face of competence. Yet, due to a few negative perceptions and assumptions, this initiative aims to rebuild lost values and points out the beauty and caring of African Americans.

This theory demonstrates how the moral principles of African Americans are intricately connected with the community's religious, cultural, and historical background. The essential principles that continue to govern and inspire African American life and thought are affection, honesty, solidarity, resilient qualities, community, and integrity. It's crucial to note that individual values may vary widely, and not all African Americans share the same beliefs or prioritize the same moral values. Yet, the potential to empower, inspire, and merge personals and communities is the importance that lies on Black culture in assisting to the richness and diversity of human civilization (Black, 2023).

2.4 Morality Theory

Morals serve as a guide for ethical behavior and shape our judgments and decisions in various aspects of life based on the norms that apply in a society. As it has been used several times in some studies, the writer chooses to use it as well. Based on the book *Teaching Your Children Values* by Linda and Eyre (1993), moral values were divided into two classifications.

2.4.1 The Value of Being

The value of being is about human character and behavior toward others. It can be interpreted as the reciprocal relationship that produces what acquisition in each life. On the other hand, it also influences people' characters, ideas, and acts on what response others pass through.

a. **Honesty**

A state of mind, like inner strength and confidence that is maintained in truthfulness, integrity, and trustworthiness among individuals, organizations, communities, and self.

b. **Courage**

A character or action that is able to confront some dangers, difficulties, fear, and uncertainty. Courage might happen or deal with other persons and even ourselves out of league. For instance: brave to be outgoing and brave to be strict to others.

c. **Peaceability**

The tendency of trying to accommodate rather than argue the problems. Linda & Eyre (1993) describes peaceability as an understanding to resolve conflict by applying self-control, calmness and care to other feelings.

d. **Self-confidence and Potential**

Values for taking responsibility for our own actions and decisions through the awareness, uniqueness, and the development of our characteristics. It makes us committed to personal excellence.

e. **Self-discipline and Moderation**

Self-discipline means being able to control and bridle matters faced by a person in physical, mental, financial, and other categories. While moderation means the virtues of a person to choose in creating and balancing things in life, such as in speaking, eating, and experience.

f. Fidelity and Chastity

Fidelity refers to human character that can give faithfulness and support to one's own self constantly (Nasir et al., 2019). While chastity, it means sexual control or limits to any desire within marriage or before marriage.

2.4.2 The Value of Giving

The value of giving is an implicit but valuable value which is offered by someone else (Wismahardiani & Widiyanto, 2022).

a. Loyalty and Dependability

Loyalty means a value which is willingness to do and think something without asking for returns. Dependability is an attitude or actions of consistency in doing contribution and is assessed by others with the support of family, mates, organizations, etc.

b. Respect

A belief and right to give courtesy and politeness through manners and characteristic to others, like elders, friends, nature, life, and even oneself.

c. Love

A feeling and an action of an individual to care for someone or something else beyond and beneath loyalty and respect. It can be in the form of prioritizing, commitment, and attention.

d. Unselfishness and Sensitivity

Selfishlessness is a characteristic that concerns others rather than him/herself. Sensitivity means more extra-centered to feel with and for others through empathy, tolerance, and relations.

e. **Kindness and Hospitality**

Kindness is a sense of tendency to understand rather than confront. It is more admirable and can determine good behavior. Hospitality is an ability to be kind and helpful to others, such as being able to make and keep friends and greeting.

f. **Justice and Mercy**

Justice is a human understanding of natural consequences and obedience to law and fairness. Mercy is a human understanding of the futility and forgiveness of carrying a grudge.

This theory exists as the support theory to help the writer analyze African-American moral values from *Black Panther: Wakanda Forever* movie. With these many types of values about moral values, it will match through the data and discussions so that valuable explanations might be served.

2.5 Film Studies

Film study refers to the process of analyzing a movie in order to comprehend the deeper intention of how a movie communicates and engages with the story and audiences. Film study can be the expansion of recent forms in comprehending human life (Ally & Kasih, 2021). Wardaningsih & Kasih (2022) said that what stories we know within a movie, it might indicate the previous situation happened in reality circumstantially. Film study also involves exploring the historical and cultural context in which a movie was made, considering factors such as the social, political, and artistic influences that shaped its production. The power of film study makes an ability

to disseminate and convey ideas and meanings that exist where they can be explored (Ranti & Nurmaily, 2021).

Previous statement rests on the discussion that movies are composed from different genres, periods, countries, the editing, sound, acting, artistic qualities, narrative structures, visual styles, and thematic elements. Film studies may involve practical components such as movie production, screenwriting, and movie criticism. Based on Fithratullah (2021), film study can be understood by looking at the codes and signs within each cinema aspect in the mise en scene. *Mise en scene* in this study is described as visual style; it gravitates towards the visual adjustment of stage, performance, outfits, etc. (Ortiz & Garcia, 2016). It involves closely observing the choices made by moviemakers, such as in-camera positioning, lighting, prop placement, and color scheme settings intended to convey the purpose of emotion and enhance the story (Purwanti, 2021). Hence, this element takes an important part to give consciousness and sense for actors' acting naturally.

Film study analyzes and interprets movies critically through various lenses, such as formal analysis, genre studies, authorship, ideology, and reception. Tan (2022) said that the main aim of film study is to preserve and promote the significance of adaptation/film studies in literature and debate the necessity between movie and adaptation from a humanities perspective. Film studies often incorporate different approaches to get new perspectives, drawing from fields such as literary studies, art history, sociology, psychology, philosophy, and cultural studies. It explores how movies reflect and shape several social issues and relate them to the movie to be

examined in a research (Arnetta & Amelia, 2022). Hence, as required by this writer, the topic of African-American moral values might be lessons to humans since this has gained spots to many film studies and the writers. It gives an opportunity to be learnt and analyzed in order to master good behaviors and characters.