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ABSTRACT

In this research, the researcher choose Kingsman the Secret Service Movie, in this movie the researcher will analyze how the moral values analysis kingsman the secret service movie. The methodology of in this research is qualitative method. The primary data are movie and script of kingsman the secret service movie. And the secondary data taken from many kinds of books and relevant materials such as books of literature theory. and moral values. The result of this research is there are some moral valuesin kingsman the secret service movie such as discipline, honesty, bravery enthusiasm

***Keyword** : Moral Value*

INTRODUCTION

Film is a creative medium. Films contain educational, informational and entertainment values that are meaningful to society. This can achieve the existing message of the film. Film, like any other medium, can influence society. People started to choose good movies with good visual quality and content. Many values can be found in the storyline of a film, such as moral values, education, culture, and character building. Today, most people live by imitating their popular lifestyle. ideas, closed clothes, styles, even behavior. This phenomenon occurs because it gets inspiration from audiovisual media such as cinema, advertisements, songs, videos, films, etc. Imitation plays an important role in deviant learning and appropriate

behavior. The development of audiovisual technology and information media affects changes in people's lifestyles. So the importance of moral values in oneself and in social life is very important because the moral values instilled in oneself are able to realize a good life and in this study not only good moral values are displayed but also deviant behavior is shown in this film so that it can be compared. by the audience which one to follow and which one to avoid or not to follow.

Wasono (Safitri 2013) also said that moral values are basically values related to decency, a matter of goodness which is closely related to distinguishing between bad deeds and good deeds. In this study, the author will analyze one form of modern drama film, namely Kingsman the Secret Service by Matthew Vaughn. Kingsman the secret service is a 2014 film based on the Dave Gibbons and Mark Miller comic book of the same name. This film tells the story of a secret agent where a spy organization named Kingsman recruits new members after the death of an agent when he is faced with a rich philanthropist whose ambition is to improve the order of the earth by eliminating humans who are considered not positive contributions. Starting from Harry Hart who is a spy agent who feels sorry after secret agent Lee Unwin sacrifices himself to save him. Feeling guilty, Hart gives Lee's ex-wife and son, "Eggsy" a medal engraved with an emergency contact number. Then eggy called the number. Hart explained that he was a member of the Kingsman, a private intelligence agency founded by the British elite. Because one of the spy agents is killed, Eggsy becomes Hart's candidate to fill the agent position. Not suddenly, Eggsy has to go through hard training, where in the end he and the remaining Roxy are able to defeat Valentine who has an evil plan to send "nerve waves" around the world via a satellite network. This is believed to be the "annihilation" of most of humanity which will prevent extinction through global warming. The film Kingsman of the secret service is an example that shows the form of cooperation and sacrifice to save the world from an evil threat that wants to destroy most of humanity through a network of satellites. This makes this film very popular and gets a good response from the public. In this film, the writer finds moral values such as discipline, honesty and courage. That's what makes this film interesting because it provides motivation and experience to the audience through

a clear visual image of cooperation and sacrifice. In addition to language, the way of conveying information, and messages, this film is packaged in the form of an action comedy with a popular style. Thus this film is easily accepted by the public. And also this film inspires people how important it is to maintain morals.

RESEARCH METODOLOGY

This research data was taken by watching films and reading scripts and noting which parts of the film contained moral values. The author is interested in analyzing the film because the film contains moral values that are very useful for the audience.

In analyzing the data, the steps used in this research are first to identify what moral values are contained in the film, secondly to identify the moral values contained in each player in the film. Then, write conclusions based on data analysis.

Mile and ahauberman (in Bajari 2011) said there are three steps of qualitative data processing, namely data reduction (data reduction), data presentation (data displey), and drawing conclusions (drawing conclusions and verification).

1) Data Reduction

According to Salim (in Bajari, 2009) data reduction, in this step the researcher choosing, andfocusing on simplification, abstraction, and transformation of raw data obtainedIn this step the researcher classify the data that contained with the moral values in a kingsman the secret service movie.

2) Data Display

Salim (in Bajari, 2011) states data display. The researcher develops a description of information to glean from and take the action. Data display that usual use in this step is in narrative text.

3) Conclusion Drawing and Verification

Salim (in Bajari, 2009) states the conclusion and verification.

The researcher concludes that there are 4 types of moral values in the data found in the kingsman the secret service movie based on the research, namely:

1) Discipline

2) Honesty

3) Bravery

4) Enthusiasm

RESEARCH FINDINGS AND DISCUSSION

Moral is deciding good or bad considered behavior. A morality is sacrifice from little goodness to big goodness (Hazlitt, 2003). Morality according to Bentham is art to maximize happiness; it can be seen by achieving the existence of happy and joyful life of all people (Hazlitt, 2003, p.109).

The opinion also clarified Sigelman (1995 p.330) into 3 components of morality: 1. An Affective, or emotional components, consisting of feeling (guilt concern for other feeling and so on) that surround right or wrong action and that motivate moral thoughts and actions. 2. A cognitive component, centering on the way we conceptualize right and wrong and make a decision about how to behave. 3. A behavioral component, reflecting how we actually behave when. For example, we experience the temptation to cheat or are called upon to help a needy person. The moral in the literature is the message or lesson to be learned from the story or event. Moral is a term from the Latin language support, namely mosand in the plural mores which also means custom or way of life of a person by doing 8 good deeds (decency) and avoid evils (Ruslan, 2004, p.102). Moral concerns something that is good and bad in human change in their life. Hornby, (2011, p.285) also says moral values are values concerning principles of right and wrong and the standards of behavior. Moral in literary works usually reflects the views of the author‘s life, views on the values of

Value are closely related to attitude, value areour beliefs about how we should behave and about some final goal that may or may not be worth attaining. According to Richard (2001) values can be divided into two types: (1) Instrumental Values, which guide people’s day to day behavior, and (2) Terminal values, final goals that are or are not worth attaining. Instrumental and terminal values are easier to distinguish values that guide day to day behavior are similar to those that are learned in scouting organizations, loyalty, honesty, optimism, unity, self-respect, courage and helpfulness.

Good morals are values related to the similarity between assumptions and further reasons for human existence in doing so, it can be seen from the normal practice of society. For example, also with disadvantaged individual animals.

Bad morals are something that goes against the term good. Bad virtues disappear from social attachments, besides that the effect will also create social problems. Models like take, lower, etc.

1. Discipline

Galahad *: "As you guys learned last night.Teamwork is paramount at Kingsman. We are here to improve your skills, test to the limit*"

Data 1 (38:52-39:02)

So according to the researcher the data above shows an enthusiastic attitude in the group in order to achieve a goal.

According to Yahya (1994), enthusiasm in a general sense is used to express extraordinary interest and sacrifice to achieve goals, as well as an attitude of persistence to achieve goals. Regardless of whether it is important or not, everyone has a goal that they want to achieve in their life.

Harry Hart *: "Congratulations on your success as the last 6 candidates.Your exam results aremuch better than I expected. Harry Hart's meeting with Eggsy after Harry Hart recovers from his coma".*

Data 2 (45:23-45-27)

According to the researchers, the results that have been obtained by 6 candidates have been very satisfying, all of which were obtained because of teamwork and confidence that they could complete the mission that had been given.

As per Bandura, bravery is an individual's confidence in having the option to act understandingly with his expectations and wants (Farhan, 2012). In the interim, as per Neil (in Farhan, 2012) mental fortitude is the degree to which people have conviction about their decisions and capacities and how far the individual can lessen his appropriateness to push ahead.

2. Honesty

Harry Hart *: "I really regret that your husband's courage could not be revealed to the public. I hope you understand"*

Mishelle : *"How can I understand it? If you don't say anything to me?I din't even know heserved with the roon squad(military agent)"*

Harry Hart : *"Sorry I can't say anything else"*

Data 13 (3:00 - 3:13)

According to the researcher, the data above shows that Harry Hart's honest attitude towards Mishelle is very worthy of an example because honesty must always be instilled in oneself in order to be able to set a good example for others.

According to Aron states that being honest is when someone expresses what is true in their mind, the truth is really.

Arthur: *"And you Eggsy in honor of Harry I invite you to be part of this new world.It's time for part to make choices"*

Eggsy : *"I'd rather die with Harry thanks"*

Arthur : *"That's your choice"*

Eggsy *: "The problem for people like us is that our hands are so well trained. Kingsmanteaches many things but craftsmanship,yes, they are our founders. I've done it many times"*

Arthur : "*You little bastard*"

Data 14 (01:30 – 01:32)

From the data above, the writer found in Eggsy and Arthur's conversation when they met and Eggsy just found out that Arthur cooperated with Valentine by seeing evidence of the implant placed behind Arthur's ear so that Eggsy exchanged the drink Arthur had provided that could make people die. In the end, it was Arthur who died from drinking the drink he served himself. Eggsy's courage allowed him to cut the chain of crimes Arthur committed against many people.

Findley said that courage is the nature of defending and fighting for what is considered right in the face of all forms of danger, difficulty, pain, and others.

3. Bravery

Marlyn *: "We're going to destroy one of Valentine's satellites, we stop the signal. He needs to reboot it to give us enough time to access Valentine's control center so I can turn it off"*

Data 15 (01:32-01:34)

From the data above, it shows that Marlyn gave direction to Eggsy so that Eggsy would carry out their final mission, which is to break the satellite network owned by Valentine, which is capable of dividing millions of people in the world.

According to Irons (Munawar, 2010), courage is the act of fighting for what is considered important, and being able to face anything that can be prevented by believing in the truth.

4. Enthusiasm

Data 16 (1:33:16)

Marlyn : *Roxy get ready. The taller you are, the bigger the balloon will inflate. When you reach the Atmospheric point, the balloon will explode. You must immediately launch at the edge of the Atmosphere. Once you launch, you must release yourself immediately.*

Eggsy : *Good luck. You can do it, got it?*

Roxy : *Yes.*

Marlyn : *Eggsy, hurry up time is not our friend.*

In the conversation above, Roxy was very enthusiastic about helping Eggsy to defeat Valentine, so Roxy ventured to go directly to the Atmospheric to turn off the satellite network created by Valentine.

According to Yahya (1994), enthusiasm in a general sense is used to express extraordinary interest and sacrifice to achieve goals, as well as an attitude of

persistence to achieve goals. Regardless of whether it is important or not, everyone has goals that they want to achieve in life.

When the researcher analyzes the moral values in Matthew Vaughn's Kingsman the Secret Service, the researcher finds that there are teachings about moral values based on the statements of Partiwintaro et al (in Safitri, 2013), namely : Tthe first is moral values in the relationship between humans and each other, the second is moral value in the relationship betweenmMan and themself.

CONLUSION AND SUGGESTION

In the film "Kingsman The Secret Service" by Matthew Vaughn, researchers conducted a study of moral values, and the researchers found that the first is the moral values contained in the relationship between humans and each other. The data found is about discipline. Second, the moral values contained in the relationship between humans and themselves. And the data obtained from this research is about honesty, bravery, and enthusiasm.

For other researchers, you can use this research to add references to moral values. to do research when you are going to analyze a literary work, especially analyzing moral values. For readers, this film is very good to watch because there are so many moral values contained in this film. The researcher hopes that when the reader reads this research, the reader can understand what the moral values contained in this film are. And the researcher hopes that the readers can apply these moral values in real life, so that our lives can be peaceful.

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