

Interpreting Moral Value in Up-Film

Michael Surya Tanandjaja^{a,*}, Yohanes Kurniawan Winardi^b, Nopita Trihastutie^c

a,b,c Universitas Widya Kartika, Indonesia

**Corresponding author. E-mail address: itsumianime2001@gmail.com*

ABSTRACT

This research aims to analyze the moral value of Up Film. This film was made in 2009 by Pete Docter. This research applies a pragmatic approach to understanding the genre of literary works by explaining the author's unique aim to the reader. This research used a descriptive qualitative method to acquire in-depth information and cover social reality based on the parameters of the research subject. The findings show that the film has the moral value of the Up film which consists of courage, honesty, respect, and love. There is an ethical value related to the concept of family which consists of loyalty and sacrifice. In conclusion, the moral values in Up film instill in viewers the fortitude to move forward in the face of adversity and loss. The concept of family is also portrayed in a profound and poignant Up film, demonstrating that family is not just defined by blood ties but also by love, affection, and support from one another.

Keywords: moral value, film analysis, family concept

ABSTRAK

Penelitian ini bertujuan untuk menganalisis nilai moral dari Film *Up*. Film ini dibuat pada tahun 2009 oleh Pete Docter. Penelitian ini menerapkan pendekatan pragmatis untuk memahami genre karya sastra dengan menjelaskan tujuan unik pengarang kepada pembaca. Penelitian ini menggunakan metode kualitatif deskriptif untuk memperoleh informasi yang mendalam dan mencakup realitas sosial berdasarkan parameter subjek penelitian. Temuan penelitian menunjukkan bahwa film tersebut memiliki nilai moral dari film *Up* yang terdiri dari keberanian, kejujuran, rasa hormat, dan cinta. Ada nilai etika yang terkait dengan konsep keluarga yang terdiri dari kesetiaan dan pengorbanan. Sebagai kesimpulan, nilai-nilai moral dalam film *Up* menanamkan ketabahan pada penonton untuk terus maju dalam menghadapi kesulitan dan kehilangan. Konsep keluarga juga digambarkan dalam film *Up* yang mendalam dan mengharukan, menunjukkan bahwa keluarga tidak hanya didefinisikan oleh ikatan darah tetapi juga oleh cinta, kasih sayang, dan dukungan dari satu sama lain.

Kata kunci: nilai moral, analisis film, konsep keluarga

INTRODUCTION

The topic that the writer chose is moral values and the message from the Up animated film. The writer chose this topic because Up's ethical values are very related to our real life, such as friendship, courage, hope, and the power of love. The purpose writer chose this topic for several reasons, first, it is a story about the importance of dreams. The main character Fredricksen's

wife Elly dreams of traveling to South America. She inspires the main character to share her dream, and they spend their lives working towards it. Even though Elly dies before they can achieve their dream, Carl Fredricksen decides to do it for her.

The target of the writer's readers is the people who have not gotten over the death of someone who can make this Up animated film as a lesson because Carl Fredricksen is also just like that and that's why the main character did not like the children because he remembers his late wife who passed way and his wife was the explorer before just like him since he was a child, he wants to go to the paradise fall, the lost city in South America but she did not make it that's why Carl Fredricksen carrying his wife big dream and try harder until she uses many balloons to fly up his own house.

There are several reasons that the writer chooses moral values and messages from this animated film as this theme is universal and can resonate with audiences of all ages and backgrounds, it is very positive and has an uplifting message about the power of dreams and the importance of perseverance. That is why the writer chose this topic. The writer believes that the topic chosen is particularly relevant in real life as many people are struggling to find their place in this world and want to achieve their dreams.

Previous studies on the Up animated film have shown the characteristics of the protagonist. According to Gustianingsih (2023), Carl Fredricksen has a bad relationship with the construction workers and it is true because now Carl Fredricksen lives alone in his residence after his wife died. Carl Fredricksen's house is among many constructed buildings, it is the only house that is still standing and remains in place. There are a lot of construction employees surrounding his residence who create loud noises when they move into use. Carl is dissatisfied with the construction employees; Carl is about to clean his mailbox when a construction worker approaches him and inquires Carl responds by asking him if he requires assistance complaining. According to Yudistira (2023), this research focuses on the major characters in a film. Character is an essential driving force in the Up film. The more complicated a character, the more convoluted the story's plot. As a result, most readers will simply watch the movie, and enjoy without regard for the value received. This might lead to misinterpretation of communication and moral ideals. The reader did not understand the writer's message. The author examined the main character in the film Up. This animated film is about Carl Fredricksen, an elderly man, who embarks on a journey to Paradise Falls, accompanied by a toddler and a flying house with several balloons. Carl has a dream and a promise. To his late wife Ellie too, they have visited Paradise Falls.

Conflict is frequently used in films as a means of expressing deeper themes or moral principles. When a film depicts a conflict, whether it be between characters, and society, or even between an individual and themselves, the conflict offers the viewer a chance to consider many facets of morality and life. For example, the conflict in the animated film entitled Up is the trip of the main character Fredricksen and the boy named Russel even though that trip is a very long, tough, and risky journey. They must traverse mountains, rivers, and jungles and cope with wild creatures and other obstacles. On the other hand, the main character and the boy are motivated to succeed and use their teamwork, resourcefulness, and courage to conquer every hurdle. According to Shaliha (2021), moral values are taught in morals as acceptable, valuable, and beloved attributes that are important in forming a good character. Moral values are fundamental principles that shape people's perceptions of morality and moral consciousness in society. Moral virtues include honesty, patience, and kindness. Respect, tolerance, honesty, integrity, hard effort, accountability, loyalty, public spirit, freedom, respect for human life, and human dignity persons. Others include fairness, justice, and equality.

The distinctive and original way films deliver moral teachings is referred to as novelty moral value. Pixar's Up trilogy is an excellent example of this, as it employs a magical and inventive concept to address deep topics such as love, loss, sadness, and adventure. The openness of the Up films to challenge the standard moral tales is one of its most prominent features. In the first film, for example, Carl Fredrickson who is played by Ed Asner, an old widower, embarks on a journey to Paradise Falls, a site he and his late wife Ellie had always wanted to visit. Carl's trip, however, is not without its difficulties, and he soon realizes that to go forward, he must let go of the past. Up is already a beautiful and thought-provoking story with a powerful moral message. However, there are a few techniques to boost viewer connection with the film's moral significance.

The importance of love and devotion is one of the most important moral ideals in Up. Carl and his late wife Ellie adore each other and are unwavering in their support for each other's ambitions. This is clear in their early years together when they save for a house and create a family. It is also obvious in the main character's desire to realize his late wife's ambitions of seeing Paradise Falls after she has passed away. Viewers can observe firsthand the strength of love and loyalty to overcome any challenge by focusing on the main character and his late wife's relationship. This can help the viewers understand the significance of these ideals in their own lives.

The purpose of this research is to analyze the moral values in the animated film titled Up. The significance of this research is so the readers can see moral values in the animated film in a variety of ways, both theoretically and practically. This research, in theory, can provide a more comprehensive knowledge of the moral values found in films. This can be accomplished by thoroughly evaluating the film in terms of both substance and form. As a result, readers can comprehend the film's content and moral values. In general, research on moral values in movies can be significant to readers. Readers can become better individuals and positively contribute to society by grasping the moral values conveyed in the animated film.

The scope of moral values research in Up is the study of their characters, plot, and theme, and the other shows present moral values that are presented in the animated film. In order not to make it too broad this study limits its objective to the main character only, the moral values research could be universal moral standards such as honesty, fairness, accountability, and many more. Moral values can be investigated from a variety of perspectives, including character traits, storyline, theme, and so on. The writer looks at the moral values that are presented in the plot of the animated film Up. In order not to make this study too broad, this study limits only the main characters.

APPROACH AND THEORETICAL FRAMEWORK

The approach used in this research is the pragmatic approach in literary works. The pragmatics approach in literature sees literary works as a tool for communicating cultural values to readers or audiences such as Moral, social, religious, and other values that are examples of cultural values. According to (Irfan, 2022, p.48), the pragmatics approach is used to understand the genre of literary works by explaining to the reader this is the author's unique aim. The author reflects these ideals through the characters in the novel by depicting their thoughts and behaviors to communicate them. The writer can entertain while teaching, which makes readers feel at ease while learning, and convey the concept that the reader will obtain a transformative advantage that will change their lives. According to (Kasmawati, 2022, p.254), one method that regards literary works as a means of expressing a certain purpose to the reader is the

pragmatic approach. The use of literature to transmit a message to the reader. In this situation, the goal can be political, educational, moral, religious, or other.

Depending on the research aim, the writer uses 3 theoretical frameworks to analyze a film. Among the applicable theoretical frameworks, the first one is film as visual literature this is to regard the film as a sort of literature. The second one is moral values this theory will help the writer to judge good and wrong. The final one is the concept of family this theory is to analyze the concept of family in Up film between Carl and Russell's characters.

FILM AS VISUAL LITERATURE

Film as visual literature is a theory that regards film as a sort of literature, complete with its own set of norms and producers for expressing meaning. According to proponents of this approach, the film can be evaluated using the same tools and procedures as literature, and it is just as capable of communicating complex ideas and emotions.

According to Riyadi (2014, p. 245-246), a film will not be able to completely translate all the language aspects of literary works, especially given the time constraints. It is not a surprise that there are many cuts in scenes from the novel, changes in the structure/storyline, character reductions, and possibly even a change in the locale of the story in the film. However, as an adaptation work, all these alterations are made in such a way that they do not detract significantly from the substance of the literary work being adapted. At the very least, the literary text's ideology is carried over into the film version. According to Alcolea-Banegas (2009, p. 260), a filmmaker's strategies involve using visual images to evoke emotions in viewers through the character's experiences. Emotions have meaning and can lead to the development of hypotheses beyond visual information. To interpret what one sees, rhetoric plays a crucial role in identifying and communicating compelling reasons to accept plays.

The process involves the active participation of spectators rather than imposing the filmmaker's views on a passive audience. This is known as contingent judgment. However, the author is not compelled to share the point. The filmmaker's point of view may limit the author's ability to make their own practical or critical assessments. The complex process of reading/viewing the film requires a sacrifice of freedom. By incorporating rhetorical and pragmatic analysis, cinema encourages viewers to actively participate in interpretation and reconstruction. According to McClean (2007), adapting digital visual effects to traditional Hollywood cinema is not a new phenomenon. The author uses Bordwell's analysis of the Chis school to reveal certain from the camera angles. That was once deemed unsuitable for traditional Hollywood cinema. The author observes that classical Hollywood filmmakers quickly adopted experimental and avant-garde techniques to meet their needs for innovation. According to Riani (2022), a motion picture, a dabbling picture, is another title for animated films. It is called a moving picture because it is created with images consecutively modified so that the results appear gaited. Successively and modified utilizing the data in such a way that the results appear to be gaited. Even though, animated films are more than images of dead stuff disappearing. However, it also lends the items shown personality.

MORAL VALUE

Moral values are guiding concepts or standards that help us judge what is good and wrong. They are firmly established in our ideas and impact all our life decisions. Moral theories try to explain the nature of moral values, where people came from, and how people should be implemented in practice. According to Yulfani & Rohmah (2021, P.384), moral values convey

a message through guidance. The author uses the Bertens (2002), theory that moral values are concerned with a person's actions as a human. Therefore, moral values encompass the perception of right and wrong in human behavior based on social norms. The concept of good and bad in some situations is arbitrary. It implies that something has one person or nation that may deem good and may not be the same for another person or nation, and the author also uses Keraf (1991) as a theory that morality serves as a guide and set of rules that people must follow to be considered good people and to refrain from acting badly.

Some examples of moral values include honesty, respect, compassion, fairness, and responsibility. Moral values and principles differ from social values, and it is critical to understand the distinction. Social values describe appropriate conduct within a specific community or culture. On the other hand, moral principles are more universal and address what is good and wrong at a deeper level. Moral values lay the groundwork for ethical behavior and healthy social interaction. They assist us in navigating the intricacies of life and making decisions that contribute to a better society. According to Purwaningsih (2010, p.45), in contrast to personal values in humans, morality is derived from outside of man, specifically from the demands/beliefs of other individuals or groups in which a person/individual is involved. If we can accept morals from the outside that have to and must be personalized into beliefs that we embrace and agree with, it will become a conscience and no longer a necessity or demand from the outside, but rather a must that comes from within should be as well as being a feasibility and moral necessity and appearing as the gait of the self or personality.

Morality can be defined in several ways. According to Kaur (2015), it may be construed to indicate a person's perception of what is believed to be the ultimate good. This point of view is founded on a collection of principles, beliefs, and standards used to discern between right and wrong. Though there is a cultural bias in what is desirable and what produces pleasure, morality typically refers to attitudes and predispositions that encourage respect, accountability, integrity, and honesty. The author used Lickona (1996) to argue the two fundamental components of morality are respect and accountability.

CONCEPT OF FAMILY

The concept of family is complicated, and no one definition is widely recognized. In general, a family is a collection of people connected by blood, marriage, or adoption. Families can be nuclear (consisting of parents and their offspring) or extended (consisting of grandparents, aunts, uncles, and other relatives).

According to Ulfa (2020), the family is the smallest social setting that might indirectly influence a child's development and growth. Compared to the rest of the community, the family has a particularly tight bond with the child. Families can have their way of shaping a child's personality, a family is said to be successful in helping the growth and development of children, namely with the formation of a mature personality in his life so that the child becomes free to experiment, recreate, and develop. Families give a variety of essential social and emotional advantages to their members. They provide affection, support, and a sense of belonging. They also help youngsters socialize and learn vital life skills. The family structure has evolved greatly throughout time. Historically, families were substantially more extensive. Families today are more likely to be nuclear and smaller. This is partly attributable to economic and cultural developments, such as greater female labor force participation.

The family concept emphasizes education for children starting from childhood. According to Besari (2022), a child's family is among their first educational settings when they are first brought into the world. According to the author, each person will have unique character colors and traits. Every child's first educational environment is their family because this is where they will receive their first instruction and direction. A child in his lifetime the greatest that has been passed down is education, so education within the family is the highest level of education that a kid can obtain. Depending on the experience received or given in family education, family education has a significant impact on children's development concerning the subsequent educational process. It is possible to infer from family education that parents play the primary role as educators in a child's development of personality.

METHOD

In this study, the descriptive qualitative method is used to acquire in-depth information and cover social reality based on the parameters of the research subject. Firwan (2017:53) explains that using descriptive qualitative means that it is being conducted to acquire descriptive data from a scene from a case, scenario, attitude, connection, or problem that has become the topic of study. This approach is to explain the moral value in the Up film by Pete Docter.

To analyze the Up movie, the writer used the descriptive qualitative method as the first research object in this study was the moral values in the Up movie. Second, is the data source, the writer divided the data source into primary sources and secondary sources, the primary source the writer used observations such as watching the film and recording the behaviors or events as they occur. The secondary source the writer used the published literature such as books, articles, and journals that the other researchers wrote.

Here are some procedures for gathering data in search of moral values in the Up animated film. First, watch the film, this is the first method is by watching the Up animated film. Second, a note of morals moment in Up animated film. Finally, the writer needed to categorize the moral values in Up animated film, this animated film had many moral values such as family affection, courage, friendship, the redemption of sin, etc.

The writer researched the data descriptively. The writer used the animated film as the data. the writer can find the moral values that are reflected in the Up animated film and the writer used the pragmatic approach in literature such as how the language is used to convey the moral values meaning and how the context (situation, character, and background) affects the interpretation of moral meaning. The step to analyzing data is to classify data by watching the film as data and noting the dialogue or scenes from the film that contain moral values in the Up animated film. Finally, the writer as the researcher can conclude and finish the analysis.

FINDINGS AND DISCUSSION

The findings of this research are the moral values in Up film. The moral values that the writer finds are courage, honesty, respect, and love. These moral values can make the reader appeal to audiences of all ages and it can serve as a reminder that the journey, rather than the goal, is frequently where the best experiences in life occur. They can show us that the characters making difficult decisions and the repercussions of those actions.

COURAGE

The concept of courage is a strong theme explored throughout the heartwarming film *Up*. Many films emphasize the importance of facing fears and courageously. Characters frequently show courage in the face of adversity, encouraging viewers to do the same in their own lives. Here are two examples of courage from the *Up* film. First, begins with Carl Fredricksen, the grumpy, but endearing protagonist, who personifies a quiet kind of courage. Despite his age and loneliness, he holds onto a lifelong dream to fulfill a promise that made to his wife, Ellie by moving their home to Paradise Falls, South America. This dream symbolizes their shared love and adventure.



Figure 1. Carl promised his wife they would relocate their house to Paradise Falls. (20:05)

Figure 1 shows the brown house with balloons of various colors tied to the roof. The home is perched atop a cliff, encircled by mountains and a waterfall. White clouds are floating around in a brilliant blue sky. The occupants of this house include just two pairs of married people, the name is Carl Fredricksen and his wife is Ellie Fredricksen those two are the characters from *Up* film.

From the writer's point of view in Figure 1, The house is interpreted as freedom and dreams of those characters there are also the balloons tied to the house's roof to represent the aspiration to soar and realize dreams. The cliffside home demonstrates the residents' desire for freedom from rules and an opportunity to live as they see fit.

Carl's Journey is fraught with difficulties, including navigating unfamiliar terrain, encountering dangerous wilderness, and even confronting a villainous collector. Nonetheless, he perseveres and is motivated by his love for Ellie and unwavering commitment to their dream. The second one is Russel's determination, Russel is a supporting character in *Up* film, he is the enthusiastic Wilderness Explorer scout, and exemplifies a different type of courage. He's a young boy eager to prove himself who frequently finds himself in precarious situations. However, his resolve and unwavering optimism never waver.

In *Up*, courage is essentially about believing in yourself, and other people, chasing your dreams, and facing your fears. It is a strong and motivational message for people of all ages. According to Dewi Kustantinah & Affini (2023), a person's conduct and relationships with others are shaped by their values of being, which include self-discipline, courage, honesty, confidence, and purity. Conversely, giving values encompass kindness, generosity, respect, love, and affection in addition to not being selfish. And amiable, as well as impartial, and

humanist. These values serve as the cornerstone of resources, including social circles, personal experiences, and media like movies.

Russell, the boy joining Carl's journey in *Up* animated film, has a great deal of personal growth, mostly fuelled by his interactions with Carl Fredricksen. This is a critique of Russell's bravery and growth as a person throughout the film. Russell shows bravery from the start when he attempts to aid the elderly to obtain his last Wilderness Explorer badge. This demonstrates his resolve and readiness to step outside of his comfort zone.

HONESTY

Honesty is a recurring theme in the Pixar film *Up*. Carl Fredricksen, the main protagonist, is a grumpy old man who frequently expresses his opinions even if they are unpopular. Carl stubbornly refuses to sell his home to a young businessman who wishes to develop the property. Carl believes that his home contains too many memories of his late wife, Ellie to let go of.



Figure 2. Carl opens up about his emotions since Ellie advised him to seek out a new experience. (1:13:33)

Figure 2 shows Carl Fredricksen who is reading a book while seated on a chair. The elderly man is staring out the window while dressed in a suit and tie. His expression is attentive and serious. He in the pictures thinks back on his life. His focused and serious facial expression conveys this. This Carl Fredricksen as an elderly gentleman can be reflecting on his past, present, or future.

The 2009 animated feature *Up* from Disney Pixar deftly and profoundly tackles the subject of honesty. Although it has implications and moral conundrums that must be resolved, honesty is portrayed as a crucial moral value. There are several explanations for *Up's* honesty. First, where Carl Fredricksen has always been open and honest about his desire to see Paradise Falls with his wife Ellie, additionally, he told Russel, the scout who was with him, the truth about Ellie and her passing. According to Lailiyah & Sukartiningsih (2021), being honest is essentially trying to project the image of someone who can be relied upon, both in words and deeds. Many of the character values in the film *Up* are particularly helpful for kids in elementary school and can be used for practicing these values that make the development of

moral values. Many character values can be found in film and television so the children will find it easy to understand through film.

RESPECT

Respect is a complex theme in *Up* that is explored in various ways throughout the film. There are two ways to interpret this, the first begins with *Carl* the main protagonist earning Dug the dog's respect, before that Carl is a grumpy old widower who is initially skeptical of Dug, a wilderness explorer dog, Carl gradually warms up to Dug thanks to his unwavering enthusiasm and loyalty, and then Carl Dug's respect by putting his life on the line to keep him from falling. Second, Carl longs for Ellie's respect and the plot revolves around Carl fulfilling a promise he made to his late wife, Ellie to travel to Paradise Falls. Throughout the journey, Carl thinks about his relationship with Ellie and his regrets. His entire adventure can be viewed as a means of earning her respect, even though she is no longer with him.



Figure 3. Ellie's home is evidence that Carl is keeping his word.
Even though Ellie won't be at his side anymore,
he can still visit Paradise Falls. (1:28:50)

Figure 3 shows the house adjacent to the waterfall on the cliff. The waterfall is tumbling down, engulfing its base in a dense mist. Some white clouds are floating in the distance, while the sky above has a vivid blue color.

One could interpret the waterfall in the picture as a representation of opportunity and hope. The heavy mist represents mystery and uncharted territory, while the rushing stream represents strength and resolve. White clouds stand for hopes and aspirations, while the blue sky represents optimism and happiness. The house close to the waterfall symbolizes how the owner's wishes have come true and has been moved to the cliffside next to the waterfall. According to Dewi, Kustantinah & Affini (2023), additionally, the film emphasizes the need for self-discipline in accomplishing shared objectives by using the character of Dug to illustrate its worth. The conversation between Russell and Carl demonstrates the value of consideration of decency in interpersonal interactions, strengthening bonds. Amongst generations, through relationships, such as Carl's close bond with his late wife Ellie and Russell's the film also portrays love, loyalty, and compassion. The story examines embracing change and establishing new connections, highlighting the idea that happiness and development result from embracing change. In addition to being visually spectacular entertainment, *Up* offers audiences of all ages

inspiration and insightful life lessons. The film demonstrates how important it is to teach moral values, which makes it a masterpiece.

LOVE

The enduring love story of Carl and Ellie Fredricksen is a central theme in the Pixar animated film *Up*. Their relationship is depicted through a series of montage sequences that highlight their life together. Their love for each other is evident throughout the film, from their first meeting as children to their dream of visiting Paradise Falls. Even after Ellie's death, Carl cherishes her memory and their shared dreams.



Figure 4. They will continue to love each other until they are ancient because of their deep love relationship. (9:53)

Figure 4 shows Carl Fredricksen and Elly Fredricksen who are depicted standing next to each other in a mirror. Ellie is dressed in a dress like a safari suit, and Carl is dressed in a suit and bow tie. They are both grinning and glancing at one another. Figure 3.15 interprets love and happiness because the smile and look of the pair convey profound love and joy. Maybe they are celebrating a milestone together, perhaps they recently got married.

Love and life can be symbolized in the image in Figure 4 the couple's grins and looks convey hope and excitement for the future. Support and cohesion also can be interpreted in Figure 4 because looking at their side-by-side stance and eye contact conveys a sense of solidarity and support for one another. Maybe they are a pair who support one another through life's challenges. In addition to telling a compelling adventure tale, the film *Up* offers a profound moral lesson about love. Where the moral values that are true such as timelessness, selflessness, ability to give strength, tolerance of differences, and comfort are lessons that can be learned and put into practice in daily life. According to Putri (2023), affection and love are when someone is experiencing a deep emotion that is hard to put into words, love is expressed through attention and action, according to Linda and Eyre from the character that the author analyzes love is the expression of a person's emotion and desires.

CONCLUSION

The conclusion is that the animated – Up film serves as a helpful reminder that people can continue to foster their childhood aspirations and dreams as adults. This film emphasizes the necessity of having the guts to welcome change and how life is constantly changing. The moral values in Up film that the writer found are Courage, Hope, Respect, and love because those values instill in us the fortitude to move forward in the face of adversity and loss. This film also explores the idea that our past experiences can be a source of strength and inspiration for the future.

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