CHAPTER I

INTRODUCTION

1.1 The Background of study

Words are semantically changed and have different meaning with its lexical meaning as most of them are created according to the user's needs. The semantic change of words is occured because the word is constantly used and what is intended by speaker is not exactly same in a period time. If a different intention for a word is shared by the speech community and becomes established, a semantic change has occurred. Words in a movie making terms has contributed in meaning shift as it gives a new meaning toward the old words. Those terms appeared because the movie crew creates new vocabularies which are commonly used in their environment. Consequently, many people do not know the new meaning of the new terms.

The meaning is the most essential part in a language. If the language does not have meaning then it cannot be categorized in the form of language. Even if a language has ambiguous and unclear meaning, there will definitely be a misunderstanding in accepting the meaning and of course in communicating. As is known, language is the main bridge in social interaction. Semantics is the study of meaning in a language. In general, semantics are literal meanings in a language. In semantics there are related parts called lexical relations. This Lexical relation has sub-chapters that lead to giving the meaning.

The study about the language called of linguistics. El Mubarok in his book make us know that linguistic is thinking in words. Includes language skills for

speaking, writing, reading, connecting and interpreting. This capability involves; words, talking, writing, telling stories, listening, books, tapes, dialog , discussions, poetry, spelling, foreign languages, letters.

Watching a movie can be entertained and at the same time can educate people who watch it. The movie entertain people by giving them pleasure when watching in the theater or cinema. The function of movie in addition to being a medium of entertainment also serves as a medium of information and educational facilities. Education is essential for people. Where education can give humans understanding to make everything in the world easier. In addition, education determines the character that guides one to learn everything to realize one's future and ideals. Therefore, education is very important in this life. In addition, literary works themselves can enhance creativity, imagination, knowledge, and individuality. This can happen because literary works have a great influence on the connoisseur. Because in addition they have emotional intimacy with the audience. These messages can have a positive or negative impact. Many people can easily capture a movie message.

Movie is a short story that is displayed in the form of images and sound that is packaged in such a way with camera games, editing techniques, and existing scenarios. The movie moves quickly and alternately so as to provide a continuous visual. The movie's ability to paint vivid images and sound gives it its own charm. This media is generally used for entertainment, documentation, and entertainment purposes education. Movie could have a positive influence in education. The way movie clearly explain the process and message, so it can generate interest and

motivation to learn. So many movies that aired but in this case I will discuss about the movie that teaches a lot of content of educational value for all of us that is Eternals. Normally, education value can be found in conversation. The conversation in the movie can be good example of education value because represents the complex case of education value in order to find out what the main character do by saying something. In this case, a script movie an essential part in a movie because the script contains the dialogues spoken by the characters on the movie.

Following it often in a movie, there is a moral that the writer wants to convey to his audience, both implied and express. In this case, the mpvie that is the object of research by the writer there are two types of morals, namely (1) Good morals: (2) Bad morals, in literary works usually reflect the life view of the writer concerned, his view of the values of the writer concerned, his view of the values of truth, and that is what he wants to convey to the reader.

Eternals is an American superhero movie launched in 2021 primarily based totally on the Marvel Comics comedian tale of the identical name. During this time, the Eternals can only know the story through comics and some movie or animated series. It will be interesting to see the actions of all these ancient alien races in the form of live-action movie, whether the portrayal of their characters or their powers. What Ikaris looks like when firing lasers from both eyes, Thena charisma, Sersi's power when forming objects from molecules, and so on. Eternals allows us to see things in their true life. On the other hand, based on public opinion, critics say that this movie does not make sense, because there are powers

that are beyond human logic. As we all know, Eternals is a Sci-Fi genre. In a movie there is a moral message, therefore the writer raises the movie Eternals to be examined.

Based on this explanation, the writer try to analyze educational values in Eternals Movie. The reason the writer raise the eternals movie produced by Marvel as a study material. As it is known that the increasing number of phenomena that occur today in the middle of the layers of society sometimes do not heed the so-called behaviors that deviate so that moral values cannot be used as the main foundation in the life of society. Marvel is a house production that is closely related to the above exposure. Therefore, the writer interested in considering the educational element contained in it entitled *" An Analysis of Educational Value In 'Eternals' Movie by Marvel Studios".*

1.2 The Problem of study

Based on the context of the explanation in the background, the writer describes the research problems, among others as follows:

1. What are the types educational value found in Eternals Movie?

2. What is the most dominant type of educational values found in Eternals Movie?

1.3 The Objective of study

Based in the research question above, the purpose of this study as the following:

1. To find out the types educational values found in Eternals Movie.

2. To find out the dominant types of educational values found in Eternals Movie.

1.4   The Scope of study

In this study, the writer wishes to examine the value of education presented in the Eternals Movie by Marvel Studios. This analyze to find out the types educational values and to find out the dominant types of educational values found in Eternals Movie. In this study, the object of the study is a representation of moral educational depicted in the Eternals movie.

1.5   The Significances of study

The significances of the study are as follow:

1. Theoritically

    The research is expected to be part of a literary work, and the research can be used as a reference for other research on moral value analysis.

2. Practically

    a) For Writers

        The writer hope that this analysis can contribute to the event of literature and particularly students who are terribly fascinated by literary works.

    b) For English Department students

        This learning can help students to learn from the values of education through   movies.

c) Other Researcher

The final result of this research can be a suggestion for other researchers who are interested in studying behavior about educational values in movies.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1   Theoretical Framework

In this chapter, to facilitate understanding of the theories used, the writer explains about the theories related to this research as well as semantics and the educational value of a literary work.

2.2   Semantics

Semantics is the systematic take a look at the meaning, and linguistic semantics is the take a look at the way language systematizes and expresses meaning (Charles Kreidler, 2002: 3). Semantics can be part of psycholinguistics that research the means of language thru the evaluation of signs and symptoms. During this view, sounds, facial expressions, visible communication.

Semantics has evolved and emerged as a worth study. Two elements make semantics emerge as important and worth of study. First, which means is exactly linked with a verbal exchange. Specific which means perhaps introduced through communication performs an essential position in humanilife. Second, the approach of human tries to understand the person of which means entails the potential via way of means of the employment of reasoning and perception (Hornby, 1974: 789).

Pateda (2010: 2) states that the semantic word is truly a technical term that refers to the study of meaning. Semantics is a component of the structure of language that deals with meaning as objects of study that are a part of the

language. Therefore, it is going to be concluded that semantic information is the department of linguistics that studies the connection between linguistic signs and signifies or the branch of linguistics that studies meaning.

According to Chaer (2009: 11) the type of semantics based on the level or part of the language that is the object of investigation can be divided into four, namely (1) lexical semantics which is a type of semantics which is the object of research is the lexicon of a language, (2) semantics grammatical which is a type of semantics whose object of search is the grammatical meaning of the morphological level, (3) syntactic semantics which is a type of semantics whose purpose of investigation rests on a matter relating to syntax, (4) semantic intent which is a type of semantics related to semantic intent which is a type of semantics related to semantics relating to the use of forms of language of language style, such as metaphors, irony, litotes, and so on.

In summary, semantics awareness at the literal that means of words, phrases, and sentences. It shows how grammatical procedures construct complicated meanings out of clean ones. A sign is an item of semantics that people can use to investigate the that means of language. Semantics method to be divided into fields importance and signification. Lexical is dominant within side the content material of words, at the same time as grammatical is dominant within side the characteristic of words (Asriati dan Asmayanti, 2019:87).

2.3   Types of Semantics

Leech in his book entitled 'semantics' (1974:19) divided meaning into seven types in which each of them shows the different functions in communication. Those are conceptual meanings, associative meaning; including connotative, stylistic, affective, reflective, and collocative, and thematic meaning. In this study the writer concerns only two types of meanings. They are chosen because the data found on the slogans of cigarettes advertisement are mostly as the denotative and connotative meaning. Below are further explanations of two meaning types stated by Geofrey Leech.

1. Denotative/Conceptual meaning

O'Grady defines that denotation is the meaning of a word or phrase with the entities to which it refers.... (1996:273)". For instance: the word adventure means an unusual, exciting or dangerous experience. To sum up; the denotative meaning is the same as the lexical meaning if the lexeme is not associated with something outside the languages. In addition, Keith Alan (2001:46) defines denotation is the relation between language expression and things or events in world-not just the world we live in, but any world and time that may be spoken. The writer takes conclusion that denotative or conceptual meaning is meaning which contains in lexeme without associating it with other things or the figurative meanings. Moreover, the lexical meaning can support to define the denotative meaning. It means that lexical meaning is the meaning of a stand-alone lexeme

simply by dictionary, because the meaning can change if the lexeme is situated in the sentence.

2. Connotative meaning

Leech (1974:23) defines that Connotative meaning is the communicative value of an expression according to what is referred to, exceed the above contents are purely conceptual. For example: the word "woman" as conceptual meaning has three characteristics Manusia, Perempuan, Dewasa (+HUMAN,-MALE, ADULT)' can be more explained as the connotative meaning comprising 'the nature of putative' of reference, caused by the views received by the individual or group or all members of society. Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its conceptual meaning. Additionally, O'Grady (1996:273) defines "that connotation is "the set of associations that a word's use can evoke that one notion that is closely linked with the concept of meaning". Consequently, Connotations vary independently of sense and denotation; and they vary among speech communities. Based on the explanations before, it can be deduced that the connotative meaning is vary from time to time, and one society to another societies. These changes have caused the view of individual, group or all societies' members be varied based on their perceptions of the language receaning and its relation to language style. The changing of meaning can be seen from two points, namely meaning caused by the association between meaning and significance, and the association's name and the name.

2.4   Etnolinguistics

Ethnolinguistics is a branch of linguistics, ethnography and ethnology. Ethnography and ethnology are branches of the humanities that study culture a lot. Ethnography is a description, picture, painting, explanation of country, ethnicity, race (Endraswara, 2015: 22). Ethnography is the study of the life and culture of a society or ethnicity, for example about customs, habits, law, art, religion, language (Endraswara, 2015: 38). Ethnography is writing that become the capital of ethnological researchers. Ethnography can be developed into ethnology, meaning from a cross-section of Sundanese ethnicity compared to Javanese. So, ethnography whose roots are anthropology is basically a research activity to understand how people interact and work together through the observed phenomena of everyday life (Endraswara, 2015: 39).

Ethnology is always related to the cultural environment. The environment is also a determinant of people learning Javanese culture. How to think and behave usually influenced by their environment. The cultural environment has always been a supporter of a person's mindset (Endraswara, 2015: 16). According to Foley (in Abdullah and Pitana, 2016: 17), ethnolinguistics is a branch of linguistics that pays attention to the position of language in a wider social and cultural context to promote and maintain cultural practices and social structures.

Operationally, ethnolinguistics can be defined as a branch of linguistics that can be used to study the language structure and/or vocabulary of a particular ethnic community's language based on the perspective and culture of the speaking community in order to uncover or reveal the culture of a particular community

(Baehaqie, 2013: 15). In this case, ethnolinguistics utilizes ethnoscience, methodologically it is considered sufficient to reveal aspects of human knowledge that guide their daily behavior. Ethnoscience emphasizes on systems or knowledge tools which are typical knowledge of a society that shows the group survives in a certain ecological niche. certain. In connection with entnoscience, knowledge of language is the easiest way to arrive at the knowledge system of a society. Through language various knowledge, both hidden (tacit) and not (explicit) are revealed by researchers (Abdullah and Pitana, 2016: 17).

2.5 Concept of Value

Ali Mudhofir (2009: 486) states that value comes from Latin which means valuable or powerful, firstly something that makes it suitable, secondly advanced or something reputable, valuable, or reputable and considered good. In this way, value is associated with something important and valuable. It has become suitable as a valuable and powerful value. Values here are included in the study of ethnolinguistics which means culture which includes ideas or ideas of values that are in the mind and their representations in real form, so culture is also a sign system. In discussing semiotics in cultural studies, Masinambow explains the sign system according to Saussure, Pierce, and Moris, it can be concluded that the sign system includes what is in the mind (meaning, inference), signs, and objects both concrete and abstract. (Rahyono, 2015: 103).

Value can be said as something that is valuable, has standards, shows quality, and is useful for humans. Value can be any quality that is desirable, useful, good, attractive, and important because value is related to good and bad.

It's like the criteria for judging and selecting. There are even some expressions in positive and negative values. Moreover, Uno (2007: 34) states that values are part of the intrinsic nature of a thing or simply a matter of how humans respond to things is controversial. Different groups may hold or prioritize different kinds of values influencing social behavior.

According to Ibnu Sina (2014: 18), value means the value of something. Sometimes used as an abstract name. In a narrow sense covering what it is, the term "good" or "beneficial" is applied well, and in a broad sense also includes all kinds of rights, obligations, virtues, beauty, truth, and purity. That is, the above statement explains the meaning of value in a narrow sense or takes the metaphor of the meaning of the value of an item as something that is truth, duty, virtue, beauty, or purity.

The principles outlined above can help achieve peace and also prevent harm or hardship for yourself or others, as it is an effective way to form clear and strong morals in children. Different groups of people may own or prefer different securities. behavior. Also, values that are part of the inner nature of something or how people react to something are controversial. Thus, values are very important in society, especially for children in etnolingustics theory.

2.6 Concept of Education Value

Education is considered to have the greatest value. All of these activities are neat, useful, and valuable in terms of education, even believed to have educational value (OECD, 2012:6). Education has a purpose to extrude the character of training and now no longer simply to offer a positive quantity of knowledge. The

value of successive education is to develop rational critical thinking, educate emotions, and cultivate imagination. According to Taylor (1996: 16), believes that the promotion and development of values in the context of education is a lifelong process, to help individuals develop as responsible and caring persons and live as participating members of a pluralist society. Value education is the spirit of education, so that wherever they are taught the value of education will be present directly without being expected.

According to Michael Farrel (2009: 2), education is the system of instilling something into human beings. In the improvement of the technology of globalization, education is very crucial for society because education is an attempt with the aid of using human beings to do their improvement and development in their lives. As we recognize that education is a scientific system by which a child or person acquires knowledge, interaction, experience, skills, and attitudes. Education is crucial for a person to develop up and increase in line with preference and ability, with the purpose that has been completely knowledgeable human beings can advantage knowledge, confidence, and salvation. Education takes location in all kinds, forms, and tiers of ordinary human life.

Value education is an education that deals with the development of an individual's personality thoroughly on an intellectual, social, emotional, aesthetic, moral, and spiritual level (James, 1992: 29). It develops a sensitivity to the good and the beautiful, the ability to choose the right values according to thought and action (Seshadri, 2005: 12). Furthermore, the value of education is to develop rational critical thinking, educate emotions, and enhance imagination.

According to Darmadi (2007: 67), assessing means weighing, an activity humans to relate something to something else, then then a decision is made. Education is a process where a person develops the ability of attitudes and forms of behavior other behaviors in the society in which they live, the social processes in which people are exposed to the influence of a selected and controlled environment, so that he may acquire or experience the development of social skills and optimum individual abilities. Displayed educational values in a literary work are advice and an example for the reader. Through the message and example of the writer in his work, the reader will benefit which is educational. The values of life that are educational include problems of human life and livelihood. The educational value is divided into three categories, namely the value of religious education, the value of social education, the value of individual education.

According to El Mubarok (2008: 7) on His book *"Membumikan pendidikan nilai"*, the value of education can be divided into two igroups:

1. The value that is within evolved human beings into the behavior and the way we treat others, which includes the values of existence, namely: honesty, courage, trust, protection, discipline, honesty, chastity, and purity.

2. The value of giving is the value that must be practiced or given, which is accepted as a gift. These include loyalty, respect, love, compassion, pleasure, selfishness, kindness, and justice.

In summary, value education can also define the boundaries of something or something that educates mature-minded people with good or bad personalities to help human life that can be achieved through the educational process.

2.6.1 Types of Educational Value

As explained in the previous discussion, the value of education is important designed specifically for children to learn. Values in education help parents teach and allow children to have good personalities and refer to them in real life. According to El Mubarok (2008: 7), educational values are divided into two groups. There are values of being and values of giving:

a. Values of Being

The value of being is a value that is within envolved human beings into the behavior and the way we treat others. Which include:

1) Honesty

Honesty defines as a human mind-set whilst being confronted with some thing or phenomenon and inform the records with out converting the records. It can also outline as an mind-set or conduct which seems and is primarily based totally on our deep heart. Honesty is one of the manners for human beings to educate themselves to courageous confess, say, or provide records suitable to truth and reality. Honesty may be executed closer to others, institutions, society, ourselves. Strength and self belief come from deep due to the fact there has been not anything to hide. The feature of honesty is telling the fact whilst a query is asked, having a now no longer fake mind-set, announcing what he/she thinks and believes to be right, even if his/her pals disagree. He/she is robust sufficient to inform others that they're wrong. In this movie, honesty may be measured from the declaration and moves that the actor say and do.

2) Brave

Courage is the attitude born of someone who can do his best with courage even in difficult times. Courage can also be interpreted as the act of overcoming dangers, difficulties, and weaknesses and struggling and maintaining something that is considered good and right.

3) Self Confidence

Self Confidence is a human attitude that manifests itself as the limit of ability recognition. The characteristics of self-confidence mean that believing in them means that confident people believe in themselves and are very confident that their lives have a specific purpose.

4) Purity

Purity is a situation in which a condition or quality to maintain value. Understanding the meaning of life, awareness of long-term consequences.

b. Values of Giving

Value of giving is that values need to be practiced or provided which would then be accept ed as a given. Those included in the group of values giving are loyal, trustworthy, respectful, loving, love, sensitive, unselfish, kind, friendly, fair, and generous (Webster, 1981:1342). Because morality and value-based behavior help a child develop self-reliance, freedom, and self-belief. Values of giving include:

1. Loyalty

Loyalty is the state or quality of loyalty, loyalty to an obligation or commitment. Loyalty can be shown to our families, workplaces, schools,

and other organizations and institutions responsible for us. Faithful people are usually willing to help, ready to serve, and trust to keep their promises consistently. The characteristics of people who have this trait are honesty, trustworthiness, daring to do the right thing, building a good reputation, and being loyal.

2. Respect

Respect is the way a person treats or thinks about something or someone. It can also be interpreted as an act that shows awareness of the rights and desires of others. Respect can be applied to property rights, respect for fathers and mothers, respect for the elderly, respect for nature, and respect for the beliefs and behavioral rights of others who are civilized and courteous. Respect yourself and avoid being offended. The characteristics of respect for others, tolerance and acceptance of differences, courtesy, not using profanities, paying attention to other people's feelings, not threatening, hitting or hurting anyone anger, insults, discussions.

3. Love and Affection

Love and Affection are positive feelings that can be embraced and expressed towards other people and things. Compassion is defined as caring for someone or something. Love is more than loyalty and respect. You can show your love to dear friends, dear neighbors, and dear friends who love to hate us and emphasize the lifelong responsibility to convey to the   family.

4. Kindness and Friendlyness

    Kindness is a person's friendly attitude towards others and things. He admits that good and loving attitudes are more commendable than rude attitudes. It can be demonstrated through tenderness, especially in young and weak people. Kindness is shown by starting a conversation with a stranger or someone new to know. Kindness and hospitality to forge and retain new friends.

2.7   Movie

Movie is a short story that is displayed in the form of images and sound that is packaged in such a way with camera games, editing techniques, and existing scenarios. The movie moves quickly and alternately so as to provide a continuous visual. The movie's ability to paint vivid images and sound gives it its own charm. This media is generally used for entertainment, documentation, and entertainment purposes education. It can present information, describe processes, explain complex concepts, teach skills, shorten or lengthen time, and affect attitudes (Arsyad, 2015). According to Joseph V Maschelli in Anggriani (2016), structurally movie is formed from many shots, scenes, and sequences.

On the other hand, Vera (2014) said that movie in Greece is also known as cinema, cinema is an abbreviation of cinematograph (camera brand from Lumiere). In English, the word movie is also known as movies (from the word move) meaning motion pictures. Josseph M. Boggs and Dennis W. Petrie's said in their book "The Art of Watching Movie" (2000), the movie is a unique art production and has a strong influence toward its viewer because it combines paint,

technology, music, literature and drama, and becomes interesting to be watched. According to Oey Hong Lee in Sobur (2009), the movie was also the second media of communication in the last of 19th century. It means that from the beginning of the history of movie, movie is easier to be a media of communication than newspaper in the middle of 18th century until the early 19th century.

As the media of communication, movie is divided into some types and genres. According to Trianton in Salyla Karimai and Maylanny Christin (2015) movies or movies can be classified into two categories, story movie or fiction and nonstory or non-fiction movie. Vera Nawiroh (2014) explained that fiction movie is a movie based on a fiction story, and fiction movie is divided into two kinds, long story and short story movies. On the other hand, non-fiction story like a documentary movie, shows us about the documentation of an event like nature, human and animals. There are several genres of movie including drama, action, horror, comedy, animation, science-fiction and cartoon.

2.7.1 Marvel's Movie

The Marvel Cinematic Universe (MCU) has presented the latest movie and series of one of the works is Eternals. However, the release in Indonesia has been postponed from November 3 to November 10, 2021. Eternals lasts up to 157 minutes, which like most other Marvel movies is always more than two hours long. The reason for this is that they not only focus on the action but also have some interesting storylines.

Eternals begins the story when the members are first formed and get to know each other. They are known from a planet called Olympia and are tasked with

protecting Earth from pagan attacks (enemies resembling giant lizards). Eternals consists of 10 members, each with different superpowers. Eternals members are Sersi (Gemma Chan), Ikaris (Richard Madden), Thena (Angelina Jolie), Gilgamesh (Don Lee), Ajak (Salma Hayek), Kingo (Kumail Nanjiani), Sprite (Lia McHugh), Phastos (Brian Tyree Henry), Makkari (Lauren Ridloff) and Druig (Barry Keoghan).

The team is led by Ajak, the only member who can communicate with the Eternals creator, Celestial Arishem (voiced by David Kaye). He used the golden stone to do just that and put him fully in charge of the Eternals mission. Deviants are creatures that are also created by Celestials. However, there was little damage to them. To be able to change a good attitude to bad by destroying the earth and exterminating all who live there. Furthermore, Eternals divides missions by dividing their members into several zones. Remember, Deviant, don't just attack one place at a time. After thousands of years, giant lizards continue to disturb the peace of creatures on earth.

One of the Deviant attacks London, leaving Sersi and Sprite confused. Both were placed in the British capital by posing as citizens there. Deviant Kro can regenerate itself, which it originally could not. Sersi and Sprite who Ikaris then visited immediately found out the reason Deviant Kro can do this. A situation like this means that it will further trigger chaos on earth.

Finally, they tried to visit Ajak. Not as expected, Ajak looks pale and lying in the front yard of his house. He looks lifeless and there is speculation that his power that can regenerate is sucked in by Deviant Kro. The increasingly

dangerous situation makes Sersi, Sprite, and Ikaris angry. They go to the other Eternals members to reunite and fight Deviant Kro. It was awkward for each other because most of them have been comfortable with life as normal humans.

2.8   The Previous Research

In conducting research, several relevant research references can be used as guidelines in conducting this research, among others:

Elfarissyah (2017) Analyzed Of Educational Values In Spiderman 2 Movie. This studies objectives to discover and describe the instructional values in Spiderman 2 movie. The creator used the descriptive technique in doing this studies. In gathering the data, the writer used sources, the ones have been number one and secondary sources. The end result of the studies confirmed that there have been ten academic values in Spiderman 2 movie, there have been support, optimist, bravery, by no means provide up, respect, care, confidence, motivation, responsibility, and sacrifice.

Mafiroh and Eko (2017)   investigated "Educational Values' Analysis Related To Khd's Principle In The Ron Clark Story Movie". The writer used document evaluation and literary have a have a take a observe due to the fact the information collection techniques. Meanwhile, qualitative evaluation grow to be used due to the information assessment technique. The end result of this has a have a take a observe showed that the situation subjects of the story have been social and private. The educational values have been hard work, love, powerful attitudes, and gratitude. Finally, the educational values related to Sistem Among have been drawn thru the familial relationship, private freedom, and natural law.

Shodikin (2020) uncovered Character Education Values In Movie Big Hero 6. This research is included in qualitative studies the use of the semiotics approacsh of Roland Barthes's principle and collectively with the type of file studies. In gathering records the method of assertion and documentation are used. The outcomes of this have a look at suggest that the person values withinside the movie "Big Hero 6" are the values of social caring, discipline, spirit of nationality, creativity,honesty, and responsibility. These values are superior simply so people can live and exercising them. There are three strategies of formation, mainly the approach of conversation,habituation, and examplary.

Pratama and Nurmala (2021) researched Educational Value In Bilal Movie : A New Breed Of Hero. The goal of the studies is to locate the academic value and blessings of a movie. The supply of the movie mentioned in this study is Bilal: A New Breed of Hero. The form of studies on this movie is descriptive qualitative to reply to the questions withinside the studies hassle and maybe supplied withinside the shape of a description. Based on the outcomes of the study, it's miles recognized that there are numerous instructional values found, including: honest, brave, peaceful, assured and potential, disciplined, dependable and trustworthy, respectful, loving and caring, kind and friendly, honest, and humanist.

Batubara (2021) exposed Aspects of Educational Values Found in an Indian Movie. The research objectives to investigate the elements of Educational Values evaluation the usage of Taylor's concept and interpret the reference which means this is located withinside the Hickhi Movie. This studies became performed via way of means of the usage of a descriptive qualitative method. The form of studies

is content material evaluation. The records used Hickhi Movie script. The end result of this studies confirmed that the 9 elements of Educational Values the usage of Taylor's concept such us Never provide up, Self-confidence, Friendly and be polite, Love, Forgiveness, Optimistic, Help every other, Responsible and Hard paintings withinside the Hickhi Movie. Therefore, In Hickhi movie, there have been seventy six records at the Aspects of Education Value that the writer located.

Esianita and Widyawati (2020) uncovered Character Educational Values On "Aquaman" Movie. The data of this have a look at are individual academic values withinside the communique of the diverse characters of the "Aquaman" movie. The facts supply for this have a look at is a movie entitled "Aquaman". The end result shows that there are 15 forms of individual academic cost spoken with the useful resource of the usage of the characters. They are: honesty, tolerance, dicipline, hardworking, creativity, curiosity, country wide spirit, patriotism, friendly/communicative, peacemaker, environmental care, responsibility, loyalty, respect, love & afferction. Then, the most dominant Educational values on this movie are responsible and peacemaker values.

Arbi (2021) studied Character Education Values Used in the Avengers: Endgame Movie". The data of this study have been the phenomena and information categorized into the man or woman training values. The deliver of records had been the information or phenomena confirmed withinside the movie scenes and the movie transcription of Avengers: Endgame. This exam used units called: the writer himself and the documentation. The object of this take a look at have become a movie entitled "Avengers: Endgame". In collecting the records of

this research, the writer used documentary strategies which include looking the movie, studying the movie screenplay, and taking a note. Based at the effects of the exam, the writer determined eight kinds of character schooling values covering: responsibility, honesty, hardworking, tolerance, curiosity, patriotism, creativity, and communicativeness.

Masroni (2020) investigated Educational values in The "Karate Kid" Movie. The objective of the study was to find and describe all of the educational values in the karate kids movie. For collecting the data, it was obtained by using the qujjj'documentation method. This research uses descriptive qualitative research. The primary data to be analyzed is taken from the movie "The Karate Kid" and the transcript of the movie "The Karate Kid" is secondary data. From the results of the data shows that there are eight educational values in the movie "karate kids", there were honesty, brave, peace, discipline, respect, love and affection, unselfish, and also kind and friendly. In conclusion, it showed that watching movie can give inspiration and imagination for us because movie can be an effective tool to tell a moral message for everyone who watches it and it was as good media in learning process because movie can be a source and tool of teaching and learning.

Cahya (2019) investigated Educational value in Moana Movie. This study is a descriptive qualitative approach and human studies are an important tool of this research. In collecting information, the writer took a documentation approach. Researchers use theoretical triagulation to make the information valid. After analyzing Moana movie, this study determined twenty utterances that include varieties of instructional value. They had been inclusive of in 8 departments

together with honesty, brave, self-worth, purity, loyalty, respect, love and friendliness. The most dominant kind that seemed withinside the movie become self-worth and the decrease kinds become friendliness.

Aisah (2015) investigated Educational values of ''Nim's Island '' movie. A qualitative study is a search in which written notes or spoken phrases are analyzed descriptively. The number one note is taken from the audiovisual (movie) and script from the movie "NIM's Island". Secondary notes are drawn from many literary books and some materials that can be applied to guide and are all number one sources of notes. The final result of this observation is that there are several academic values in the movie "NIM's Island", including: never give up, confident, friendly and polite, loving, forgiving, optimistic, helping, and being responsible as a human society..

Hidayah (2017) investigated Educational values on the Teacher's Diary movie. In this study, the researcher chooses ''The Teacher's Diary'' movie. The aim of this research is to investigate the essence of instructional values as part of our life and education which is taken from the movie. The test method is descriptive qualitative. The final result of the evaluation of information shows that there are several learning values that appear in the movie ''The Teacher's Diary'', namely: honesty, loyalty, love and compassion, courage, patience, self-confidence, and sensitivity. And there are some implications of ''The Teacher's Diary'' movie approximately instructor professionalism, they are: attitude, behavior, and communication.

Ashwad (2019) investigated Educational values in " The Rewrite" movie directed by Marc Lawrence". In this have a look at the writer chose "The Rewrite" movie, this movie is selected to research the importance of instructional values as part of our life. There is a studies trouble proposed. The technique of the have a look at is qualitative have a look at. In this paper, the writer studies approximately educational values in "The Rewrite" movie. Qualitative research is a seek of which the records written or oral phrase are descriptively analyzed. The number one record is taken from audiovisual (movie) and script from "The Rewrite" movie. The secondary records are taken from many literary books and a few applicable substances to help and whole the number one records sources. The result of this have a look at is there are a few educational values in "The Rewrite" movie, for examples: optimist, confident, peace, respect, honesty, brave, love and affection as human society.

Suryati (2018) researched An Analysis Of Educational Values In "Life Of Pi" Movie. The methodology of this research is descriptive qualitative method. The results of this researchare some educational values in the "Life of Pi" movie like: never give up, grateful, religious, peace, loyalty, diligent, not selfish, purity, respect. Furthermore, there are three benefits of watching "Life of Pi" movie; they are medium of education, medium of entertainment, source of inspiration.

Fabru (2021) researched Analysis Of Educational Value In Bilal Is A New Breed Of Hero Movie. This research was the descriptive qualitative method and the main instrument of the research is the researcher herself. In collecting the data, the researcher used the documentation method. To validate the data, the researcher

used investigator triangulation. After analyzing Bilal a New Breed of Hero Movie, this research found thirty-five utterances that contain types of educational values. They were included in eleven divisions such as honesty, brave, selfconfidence, self-discipline, purity, loyalty, respect, unselfishness, love, kindness, and humanist. The most common types that appeared were purity and love, the lower types were honesty and unselfishness.

Rahmadani (2020) investigated Educational Value in Finding Nemo Movie. This research was descriptive method. In collecting the data, the writer used two sources, those were primary and secondary sources. After analyzing finding nemo movie, this research found nine utterance that contain types of educational value. They were nine educational values in Finding Nemo movie, there were brave, self confidence, honest, sacrifice, love, respect, loyalty, kind and friendly, also not selfish.

The writer does not know to analyze the value of education if the writer does not use other studies as a reference. Based on the research above, each movie has important points that can be used as reflections in life and teaching. This study has the same discussion as the writer that will be conducted on identifying the value of moral education in movie. However, there are differences, in this study the writer analyzes the socio-cultural background of each character in the movie.

2.9 Conceptual Framework

Linguistics is divided into five branches of science, namely phonology, syntax, sociolinguistics, semantics, and pragmatics. In this study, the writer departs from the semantics theory in the analysis of educational values in movie.

Semantics focuses on the literal meaning of words, phrases and sentences. It has to do with how the grammatical process builds complex meaning of simple. Signals as semantic objects that humans can used in analyzing a language meaning.

The concept of the study can be described using the following conceptual framework.
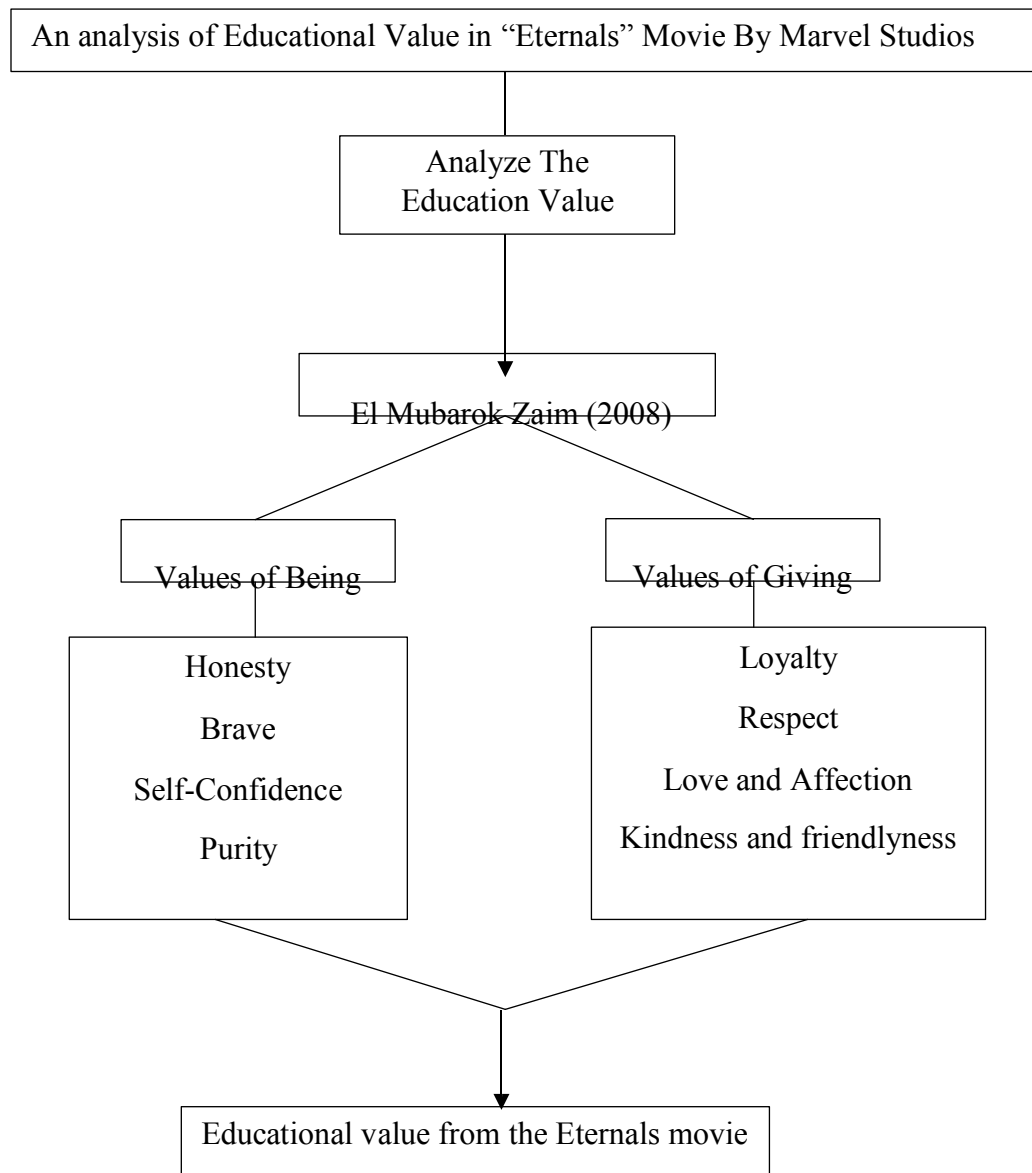
```
┌──────────────────────────────────────────────────────────────────┐
│  An analysis of Educational Value in "Eternals" Movie By Marvel Studios │
└──────────────────────────────────────────────────────────────────┘
                              │
                              ▼
                    ┌──────────────────┐
                    │   Analyze The    │
                    │ Education Value  │
                    └──────────────────┘
                              │
                              ▼
                ┌──────────────────────────┐
                │   El Mubarok Zaim (2008)  │
                └──────────────────────────┘
               /                            \
    ┌──────────────────┐          ┌──────────────────┐
    │ Values of Being  │          │ Values of Giving │
    └──────────────────┘          └──────────────────┘
    ┌──────────────────┐          ┌──────────────────────┐
    │     Honesty      │          │      Loyalty         │
    │      Brave       │          │      Respect         │
    │  Self-Confidence │          │  Love and Affection  │
    │     Purity       │          │ Kindness and friendlyness │
    └──────────────────┘          └──────────────────────┘
               \                            /
                    ┌──────────────────────────────┐
                    │ Educational value from the    │
                    │ Eternals movie                │
                    └──────────────────────────────┘
```

Figure 2.1 Conceptual Framewok " An Analysis of Educational Value in"Eternals" Movie by Marvel Studios", Panjaitan, Endang.

CHAPTER III

RESEARCH METHODOLOGY

3.1 The Research Design

This section qualitative descriptive describes the research design which was used in the research and to be considered when applying the researchrdesign. Researchrdesign can be understood as the overall plan and strategy ofithe writer to solve the research problem under consideration. Donald Ary (2018: 372) states that research design is a the writer plan on understanding a particular group or phenomenon.

Research techniques are usually described as methods or techniques of asking questions and preparing for behavioral studies and obtaining study objectives. In this study, the writer use descriptive qualitative research to describe the educational value contained in the Eternals movie. Data is collected in the form of words or images, not numbers. Process data from various sources, copy movies and articles. Sequentially, the study uses descriptive methods to collect data.iIt is intended to illustrate the educational value of the movie Eternals.

The writer analyzed and present what is in the movie based on the above explanation. The writer uses library research to complete the research.

3.2 The Source of Data

Data is information and especially facts or statistics that can be evaluated. A data source is a source where the data is located. Data sources can be divided into two types: primary data and secondary data. The sources of the data in this research were the recording result and transcripts of the Eternals movie. The eternals movie script was taken by writer from https://marvelcinematicuniverse.fandom.com/wiki/User_blog:Ewysgarcoyustcroui wetsnro/Eternals_Transcript. The writer also collected secondary data from other resources such as books, journals, and theses that are related to the application of the semantic theory.

3.3   The Technique of Collecting Data

Data collection techniqu that was be process in collecting and measuring information about targeted variables, which then allows one to answer questions and evaluate results.

Donald Ary (2018: 419) argues that there are several ways used in qualitative research to collect data: observations, interviews, documents, or analytical artifacts. In this study, the data obtained be formed into a written document to gain an understanding of the phenomenon under study. Documentation is a method used in scientific research to collect data by using a list of evidence documents.

In collectingidata, the writeriwas do some steps, as follow:

1) Watching the Eternals movie.

2) Download transcripts the Eternals movie

3) Analyze the dialogues and classify them according to their categories based on educational value.

4) Write the dialogues between the characters that are relevant to the research.

3.4 The Technique of Analyzing Data

Data analysis is an information technique how the textual content of information and images can then be a solution to a research question. Robert Bogdan (2007: 159) explains the data analyzed in the process of finding and compiling interview transcripts, field records, and other materials that researchers collect to improve their understanding of them and to allow them to present what he finds to others. In analyzing the data, there are three concurrent flows of activity: (1) data condensation, (2) data display, and (3) conclusion drawing/verification (Miles and Huberman, 2021).

1. Data Condensation

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus (body) of written-up field notes, transcriptions, documents, and other empirical materials. In this study, the writer selecting the data from the transcript of film and then focus in the data consist of semiotic, and then the writer simplifying and abstracting the data that have been analyzed. The next step will be put the data into data display.

2. Data Display

A display is an organized, compressed assembly of information that allows conclusion drawing and action. Looking at data displays helps us understand what

is happening and to do something-either analyze further or take action-based on that understanding. The displays discussed in this book include many types of matrices, graphs, charts, and networks. The data display which is used in this study is in the form of table.

3. Conclusions Drawing and Verification

Conclusion drawing is only half a Gemini configuration. Conclusions are also verified as the analyst proceeds. Verification may be as brief as a fleeting second thought crossing the analyst's mind during writing, with a short excursion back to the field notes, or it may be through and elaborate, with lengthy argumentation and review among colleagues to develop "intersubjective consensus" or with extensive efforts to replicate a finding in another data set. When analyzing the data, each lyric of the song that shows the illocutionary act will be underlined and then adjusted according to the semiotic