

DIDACTIC VALUE IN DISNEY'S MOVIE TURNING RED

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ABSTRACT

This study analyzes the didactic value in the Turning red film by using a classification that divides it into: religious value, social value, moral value, and cultural value. Using qualitative descriptive s and an objective approach. The results of the study found that there were 15 data, points: 2 on religious values describing the Meilin family regarding their beliefs; 5 on social values describing the social behavior of the characters in the film; 5 on moral values regarding the good and bad actions of the characters; 3 on cultural values regarding the red panda ritual that the Meilin family underwent.

Keywords: Animated movie, Didactic value, Turning Red movie

INTRODUCTION

A literary work is a creation that is conveyed communicatively about the author's intention in achieving the purpose of the work. Literary works include several types, such as short stories, poems, novels, plays and films. Film is one of the mass communication media, a means of conveying various types of messages in modern times. Film becomes an artistic expression, which is a tool for film artists to express ideas through a qualified media, in the midst of technological developments, film is one of the media in the distribution of literary works that are in great demand because viewers can not only see or read but can also hear and enjoy a work as a whole, especially when every detail is described in real terms by the cast, film is a form of literary work created with the aim of producing interesting art.

According to (Salamina, Lugina Ayu. Tawami, 2023) Nowadays, movies have become one of the literary works that can have a significant impact on people's lives. There are several types of movies, including narrative, documentary, and animated films. The development of movies is very rapid every year, providing many spectacles from various countries and various movie genres. According to (Putra, I Komang Agus Astiana. Suastini, Ni Wayan. Resen, 2023) Film is a kind of visual communication using images or sound to tell or teach something. This can be the most suitable medium for understanding human conversation because it resembles the real world of humans. Film is a kind of visual communication that uses images or sound to tell or teach something. This can be the most suitable medium for understanding human conversation because it resembles the real world of humans.

Walt Disney Pictures is a film producer that has annually produced animated films for a long time until it finally collaborated with Pixar Animation Studios, which made the quality of its films

widely recognized to have increased rapidly, the first work of their collaboration was the film *Toy Story* and in 2021 Disney and Pixar released a new film entitled *Turning Red (2020)*. *(2020)Turning Red (2020)*, has an interesting story about a teenage girl named Mei Lee who has the hereditary power to turn into a red panda whenever she feels too emotional. This animation-based movie has many hidden messages that are expressed both implicitly and explicitly, with an Imdb rating of 7, attracts a lot of attention because the main character is interactive and has two opposing sides.

A work is created not only to fulfill aesthetic elements or performance needs, but the process of creating a literary work has a very broad purpose, according to E. Kosasih (2008) a literary work as a means for entertainment and as a means to educate or be didactic. The didactic aspect of a movie refers to the movie's ability to provide moral, educational, or knowledge-teaching messages to the audience through its narrative or visuals. Although movies have various types of genres, each movie must have a value that is deliberately folded as a didactic or educational value, movies can also provide knowledge about culture, history, or the environment, and can help improve language and reading skills in children.

DATA SOURCE

In this study, the data source is taken from dialog and scene descriptions from a film produced by Disney with the title *Turning Red*, the film released in 2022 raises a lot about learning and education that can be used as examples in everyday life, therefore this film was chosen as a source in this study.

METHODS

The method in this study is descriptive qualitative According to Sanjaya (2015) qualitative descriptive method is a method that is able to describe social reality and various events that occur in the object of research completely and in depth. The choice of this method is because it is able to describe the research results in detail by focusing on the sharpness of words and meaning through data collection and analysis in the form of textual descriptions.

This research uses an objective approach, that focuses on researching the intrinsic elements of a literary work. In line with that according to Wiyatmi (2017) This approach is a research activity that focuses on the object under study by orienting to the literary work alone without connecting the author, reader or anything else outside the literary work itself, in this approach it can also limit the subject to be studied without linking to other elements.

THEORETICAL REVIEW

Semi (1993, p. 71) argues that "Didactics is education by teaching that can lead readers to a certain direction. Therefore, good literary works are literary works that show characters who have wisdom and wisdom so that readers can take them as examples". The behavior of the characters in each literary work can be a good example for readers if the behavior is good then it becomes a reference to living life with goodness, but if a literary work presents an action that is not good then

the reader can see the consequences of what he did, the unkindness can be an example that does not have to be followed but is a reminder.

In line with that Aminuddin (2010, p. 47) argues that didactic value is an approach to life, the good and bad of life that is influenced from outside and within humans. We can learn the good and bad of something by looking at either directly or through a work that we can then take lessons and learn to live a better life.

Didactic value or educational value in a work has various types, according to Ismail (2021) This educational value is generally divided into four parts, namely:

1. Religious value, seen from the presence of messages or lessons about religious values in a work, religious value refers not only to the external aspects of life, but also concerns the entire human person as a unit in relation to the oneness of God. In literary works, religious value aims to get inner reflection in life sourced from religious values in literary works, religious value is individual and personal.
2. Social values, social education values are lessons that can be taken from social behavior and social living procedures, as well as form of attitudes towards events that occur in the environment that have to do with other people, mindsets, and social relationships between one individual and another individual and individual relationships with society. Meanwhile, in literary works, it can be seen in the reflection of interpreted community life. The value of social education aims to realize the importance of social life in family ties between one individual and another.
3. Moral values, morals are all related to human customs that are said to be good if they are in accordance with the customs of ethics, so morality includes the good and bad of a person's actions.
4. Cultural value is something that is considered good and valuable by a society or ethnic group. The cultural value system is the core of culture and basically influences and regulates the basic elements of human life, which include behavior as a unified symptom and objects as a material unit. The cultural value system consists of ideas that exist in the minds of most citizens regarding things that are considered very valuable in life. Therefore, in general, the cultural value system serves as the highest guideline for human behavior.

RESULTS AND DISCUSSION

The author focuses on the didactic value or educational value in the movie *Turning Red* with a classification: Religious, social, moral, and cultural values.

1. Religious Value



"Sun Yee, revered ancestor, guardians of the red panda, we humbly to thank you protecting and guiding us especially mei-mei. May we continue to serve and honor you and this community. Always" (07.25)

The Meilin family believes in the goddess Sun Yee who is the ancestor of the red panda who later became the ancestor of the Meilin family, their family worshiped and blessed her by building a temple as a form of respect, Sun Yee is considered an ancestor who guarded their family from generation to generation.



"instead of honoring a god we honor our ancestors and not just dudes either. Our ancestor sun yee was a scholar, poet, and defender of animals She dedicated her life to the creatures of the forest. Especially the red panda"(08.37)

Describing how the Meilin family highly respects the goddess Sun Yee, in contrast to other beliefs that mostly honor gods and goddesses, they believe more in Sun Yee who, although female, is educated, is an animal lover, and dedicates her life to protecting the forest, especially the red panda.

2. Social Value



"I accept and embrace all labels" (03.09)

Describes how the main character, Meilein Lee, accepts all the labels that people give her, these labels are caused by the main character's behavior in her daily social life, where she is known as someone chatty, diligent, strange or annoying. Meilin accepts all these labels because she feels that what she does is good. It's not an easy choice between to hang out with friends or go home.



"Yeah. No matter what. Panda or no panda."(34.35)

Meilin's friends Mariam, Priya and Abby who stayed by Meilin's side even though she became a red panda, they loved each other and supported each other in everything no matter what, panda or not they sang to each other.



"It's easy. When I start to get emotional, all I do is imagine the people I love most in the whole world."(37.38)

Describing how the influence of the social environment is important in controlling Meilin's emotions, when Meilin's emotions are not controlled then the panda in her will appear but if she is able to control it by imagining how the people she loves are there and give their affection to Meilin then she will remain human.



"Guys, if we can't all go, then none of us should go."(54.00)

During the 4th town concert Meilin, Mariam, Priya and Abby tried as hard as possible to be able to watch their favorite group, asking for permission, looking for fees all done together and when there was one person not going they decided not to go at all. Helping each other and thinking about each other's feelings is one of the social education where a good social environment affects a good person.



"I couldn't take losing it, but losing you guys feels even worse."(01.12.09)

Meilin realized that her friends were very precious to her, she didn't want to lose them no matter what, after going through a difficult time together giving their best spirit to Meilin, the times of being a panda and neutralizing the panda's chaotic emotions, she realized her social environment was very good and taught her many things.

3. Moral Value



"honor your parents" (00.52)

Respecting both people, is one of the moral values in the film, one of the behaviors regarding the attitude of a child towards his parents, respect is the same as giving respect, attention, and respect to parents, and parents who have educated and guided children from childhood to adulthood should respect both parents.



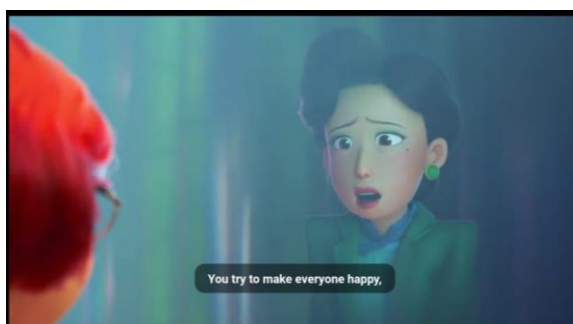
"like most adults, I have responsibilities" (06.29)

In this context, Meilin is invited by her best friend to go karaoke but she chooses to go home because she has to guard the temple, this action includes moral education because the main character knows good things and has a responsibility to do when faced with two tough choices.



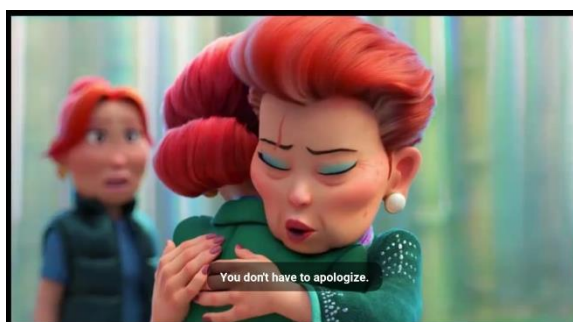
"Mommy, I'm so sorry" (14.35)

Meilin who apologized to her mother as a result of her actions that made her mother disappointed and ashamed, promised that she would not disappoint her again, Meilin realized that her actions were wrong and disappointed her parents. One form of moral education, where one realizes the mistakes one has made and will not repeat them again.



"You try to make everyone happy, but are so hard on yourself."(01.25.40)

Realizing that what she is doing is not good, Meilin's mother Mrs. Ming decides to let her daughter choose her own path, not an easy thing to do, Mrs. Ming loves Meilin very much and being a part of her child's life she finally realizes that demanding her child be happy is under her power but the child has difficulty dealing with it all.



"You don't have to apologize. I'm your mother."(01.23.50)

Ming's mother, or Meilin's grandmother, eventually realized that she had frustrated her son with her stressful life, and they both apologized for everything that had happened.

4. Cultural Values



"On the next red moon, you'll undergo a ritual that will seal your red panda spirit into one of these."(28.56)

In the tradition of the Meilin family, when someone is chosen to become a red panda, they perform a special ritual to turn the red panda into a whole human again, the process must be carried out during the full moon with a series of processes that must be followed.



"And then you'll be bound to it forever, and the ritual will fail."(52.14)

Being a red panda is not an easy thing to do, but in the process of releasing the panda in a person, sometimes the two of them form a bond that is so strong that it is difficult to release, in the rituals that must be carried out as much as possible, the panda must be held to come out so that the ritual process is carried out successfully.



"For as long as the red moon shines, the astral realm will be open."(01.06.17)

In the Meilin family's belief, the ritual for the red panda must be performed during the full moon, believing that the full moon is the link between the human world and the red panda and the presence of Sun Yee is believed to bring goodness and smooth the ritual process.

CONCLUSIONS

Based on the research conducted, the data found in the research on the didactic value contained in the film *Turning Red* contains 15 data point, namely religious value as much as 2 data point, describing how Meilin's family worships the gods he adheres to, 5 data point on social value describing Meilin's social life with his friends and family. There are 5 moral values regarding the good and bad behavior of the characters and there are 3 cultural values regarding the rituals carried out by the Meilin family in the process of removing the red panda in Meilin.

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