AN ANALYSIS ON MORAL VALUES
AS SEEN IN “RISE OF THE GUARDIANS” MOVIE

GRADUATING PAPER

Submitted to the board of examiners as a partial fulfillment of the requirements
for the degree of Sarjana Pendidikan Islam (S.Pd.I)

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SALATIGA
2014
DECLARATION

_In the name of Allah, the most Gracious and the most Merciful_

Hereby the writer fully declares that this graduating paper is composed by the writer himself, and it is not containing materials written or has been published by other people, and those from other references.

The writer is capable to account for the graduating paper, if in the future this can be proved of containing other’s ideas, or in fact, the writer imitates the other’s graduating paper. Likewise, this declaration is made by the writer and the writer hopes that the declaration can be understood.

Salatiga, September 2014

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Dear:

The Head of State Islamic Studies Institute (STAIN) of Salatiga

Assalamu’alaikum, Wr. Wb.

After reading and correcting IbnuSinaIrvanySetiawan’s graduating paper entitled “AN ANALYSIS ON MORAL VALUES AS SEEN IN “RISE OF THE GUARDIANS” MOVIE”. I have decided and would like to propose that if could be accepted by educational faculty, I hope it would be examined as soon as possible.

Wassalamu’alaikum, Wr. Wb.

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“O you who have believed, when you are told, "Space yourselves" in assemblies, then make space; Allah will make space for you. And when you are told, "arise," then arise; Allah will raise those who have believed among you and those who were given knowledge, by degrees. And Allah is acquainted with what you do.”

(Q.S. AL-MUJĀDILA : 11)
DEDICATION

This graduating paper is whole heartedly dedicated to:

1. Thanks my God, Allah SWT, Who always blessing me every time and everywhere, who always caring me, loving me and ...... I can say nothing except AlhamdulillahiRobbil'alamin.

2. Thanks for my parent, my beloved mother (NanikSitiHasanah) and my father (IrwanSetiawan), thanks all support, trust, finance, encouragement, praying and I just can say thank you, I love you so much! (God Bless You)


5. My friends in B class, Saeful Anwar, Sri Sudarni, Asri, Prayuni, Sugiarti, Arbain, Eko, Ita and the other. Thanks for your joke, brotherhood, love, and smile and soon I will never forget it............ Keep in touch even we cannot get together anymore.

6. My friends in STAIN Salatiga from every academic year, thank you.

7. All my friends who helped in finishing this graduating paper, thank you so much.
ACKNOWLEDGEMENT

In the name of Allah, the most gracious, the most merciful, the lord of universe, because of him, the writer could finish this graduating paper as one of the requirement for SarjanaPendidikan in English Department of Education Faculty of State Islamic Studies Institute (STAIN) Salatiga in 2014.

Secondly, peace and salutation always be given to our prophet Muhammad SAW who has guided us from the darkness to the lightness.

However, this success would not be achieved without those supports, guidance, advice, help and encouragement from individual and institution, and I somehow realize that an appropriate moment for me to deepest gratitude for:

1. Dr. RahmatHariyadi, M. Pd, the Head of State Islamic Studies Institute (STAIN) Salatiga.

2. Suwardi, S.Pd, M.Pd. as the Chief of Educational Faculty.

3. Rr. DewiWahyuMustikasari, M. Pd., as the Chief of English Department.

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7. My beloved father and mother, thanks all support, trust, finance, and encouragement.

8. My beloved brothers and my best friend’s thanks for your helps and support.

9. All my friends who have helped me to finish this graduating paper.

Finally, this graduating paper is expected to be able to provide useful knowledge and information to the readers.

Salatiga, Juni 2014

The Writer,

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ABSTRACT

Irvany, IbnuSina. 2014. *An Analysis on Moral Values As Seen In “Rise Of the Guardians” Movie*. STAIN Salatiga: Graduating Paper

The objectives of the research entitled “An Analysis on Moral Values as Seen in “Rise of the Guardians” Movie were: (1) To analyze the moral values in “Rise of The Guardians” movie. (2) To reveal the social cultural background used in the movie. The writer used descriptive qualitative method in this research. The instrument of this research was the movie of Rise of the Guardian. The population of this research was all the dialogues among the characters. The theme of movie entitled “Rise of the Guardian” is about teamwork, believing, sacrificing, and honesty. The plot of this movie is about a lonely man that rebirth by the moon and become part of the guardians. The director uses the first person point of view. The moral values of the film are responsibility, honesty, love and affection, strong believe, enthusiasm, Bravery, Goodhearted, loyalty, peace loving, perseverance, sacrificing for other, sincerity and self-confidence. From analyzing moral values hopefully it can build the good character for us as a future teacher and finally we can give an inspiration to the students.

Keyword: Moral Value, Socio-Cultural, Movie, Literature.
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CHAPTER I

INTRODUCTION

A. Background of the Study

One of the ways to share human thought that are real events or fictions is a literary work. It has a role as media of communication that transferring valuable messages to audiences. It can entertain and inspire everyone. Literature has become a part of human life. Besides that, they (novels, film, dramas, poetry) are not only entertainments, but also a means of teaching life philosophy in order to educate us.

According to Graham Little who takes Matthew Arnold’s statement in his book entitled “Culture and Anarchy” sees a literature as a principal element of its culture. It contains the record of people’s value, their thoughts, problems, and conflicts as the reflection. Whether it is transmitted through the spoken or the written words, literature may fairly be regarded as the chief art of mankind. By mean of this art, each generation tries to pass on to next “the best which has been thought and said” (Little, 1970: 1) Therefore literature can be one of the source or media for delivering the messages of moral and education to the reader. As it has been explained in the statement, literature is a written message that contains experience, idea or opinion of the author.

One of the forms of literary works is a film. A film is the medium of a message that want to be presented for the moviegoers. Movie becomes a media to entertain, educate, and improve knowledge. As a medium, movie is a
good solution of some life problems. Movie shows another life that closed to the real life. The moviegoers can watch all the part of the story, mostly all the films have conflict inside and people can learn anything about life from there.

As described above, the literature as an element of the film has become a media culture that is evolving. The film is able to summarize and present the social culture that existed long ago in the form of mythical tales into a story that can be enjoyed in the form of audio-visual equipment. The message and the existing cultural values can be channeled into a moral lesson for movie lovers.

Film is a powerful medium to visualize educational values, social critics although it is only an art product. Movie has a special meaning and a significance to teach about human being to see themselves, their situations, their hopes, their problems, and their fears in real world.

Film as a medium of education is exciting to be presented to the children. Not all movies have positive values that build character of children. Many films are bad and should not be the children’s consumption aired on television every day be a major spectacle for children but not a few good movies for moral education of children. In this case the important role of parents in choosing entertainment for children in the form of films. One is the movie Rise of The Guardian which can be one option.

This paper is going to deal with the moral values in the myth film telling about a Guardian called Jack Frost. He becomes a part of American myth Guardians who protects children happiness and dream. Nobody believes
in him and make him invisible. Jack has to cooperate with the other Guardians to make everyone believe in him and protect children from the nightmare. Based upon the explanation above, it can be deduced that the purpose of this study is to analyze the moral values in the film “Rise of The Guardians”.

Rise of the guardians abbreviated ROTG is a representation of the mythical stories of Americans who have long existed. The film became one of the results of modern media in conveying cultural values of the past as a moral lesson for children. Many moral values that can be learned from this myth, especially the main character in this film. One of the interesting moral values is when a character named Jamie keep his believing in bunny eastern in this moment.

Data Tabel 12A [01:00:41 → 01:00:53]

**Jamie’s Friend:**
– Forget it, Jamie.
– There's just no Easter this year.

**Jammie:**
– He really is real!
– I know he is.

This American Myth and Legend movie provide valuable moral lessons such cooperation, the spirit to fight and Strong believe. As illustrated by the main character is Jack Frost who always gives happiness and keeps the hope of children. In addition this film also keeps as cultural stories are often told from that course has become messages of moral education for children.
B. Statements of the Problem

In this research, the writer would like to focus on the following problems:

1. What are the moral values found in “Rise of The Guardians” movie?
2. What is the social cultural background of the “Rise of The Guardians” movie?

C. Objectives of the Study

Based on those problem statements, the objectives of the study are:

1. To analyze the moral values in “Rise of The Guardians” movie.
2. To reveal the social cultural background used in the movie.

D. Benefits of the Study

The benefits of the study are as follow:

1. Academic benefit

   The benefit on the study is expected to be beneficial to the world of literature and the complement to the study in “Rise of The Guardians” movie.

2. Practical benefits

   a. The writer expects that this study will contribute to the development of literary study, especially for people who are interested in the literary study.
   b. For the movie lovers can take the moral values included in the movie.
c. For English teachers it can be used as media in teaching.

d. For parents, this movie can be used as media to give example for children what should be done by children, students, teachers and parents.

e. It also can be use as media for people to study about moral values and moral education through drama movie.

E. Clarification of Key Terms

The writer gives clarification of key term as the limitation of this study.

1. Moral

   Moral comes from Latin word mores, meaning manners, customs, and folkways. Moral behavior means behavior in conformity with the moral code of the social group.

   It’s controlled by moral concepts the rules of behavior to which the members of a culture have become accustomed and which determine the expected behavior pattern of all group members (Elizabeth Hurlock, 1977:386)

2. Value

   A moment’s reflection will reveal that this infinitive means both to value and to evaluate. The same different appears in to price and to appraise, to esteem and to estimate (Brubacher, 1962: 101).
The immediate and natural answer to this question is to say that value is a determination or quality of object which involves any sort of appreciation or interest (American People Encyclopedia, 1955: 963).

3. Rise of the Guardians

Rise of the Guardians is a 2012 American 3D computer-animated fantasy film based on William Joyce's The Guardians of Childhood book series and The Man in the Moon short film by Joyce and Reel FX. Peter Ramsey directed the film, while Joyce and Guillermo del Toro were executive producers. Produced by DreamWorks Animation and distributed by Paramount Pictures, it was released on November 21, 2012 and received mixed reviews, but was disappointing financially, contributing to a studio write down of $83 million for the quarter and the layoffs of 350 employees.

Set about 300 years after the book series, the film tells a story about Guardians Santa Claus, the Tooth Fairy, the Easter Bunny, and the Sandman, who enlist Jack Frost to stop Pitch Black from engulfing the world in darkness. It features the voices of Chris Pine (Jack Frost), Alec Baldwin (Santa Claus), Hugh Jackman (the Easter Bunny), Isla Fisher (the Tooth Fairy) and Jude Law (Pitch). The film was nominated for the Golden Globe Award for Best Animated Feature Film. This is the last film by DreamWorks Animation to be distributed by Paramount Pictures. (Nikki Finke, http://en.wikipedia.org/wiki/Rise_of_the_Guardians : August 2012)
4. Movie

A film, also called a movie or motion picture, is a series of still or moving images. It is produced by recording photographic images with cameras, or by creating images using animation techniques or visual effects. The process of film making has developed into an art form and industry.

F. Review of Previous Research

The writer knows well that this research is not the first time done. The writer reviews the thesis from Wakhidatur Rofiqoh, 2010, entitled “The analysis of Moral Values of the Kung fu Panda Movie.” She found the moral values from the main character of Po. Character Po in Kung Fu Panda story illustrates the strong character and did not give up on its shortcomings.

The writer also reviews her thesis on the research written by Agustina Yasintawati, 2011, entitled “A Descriptive Study about Education Values in the Slum dog Millionaire Movie Thesis”. She found some moral values for self character building (such as responsibility, commitment, hard work, revival, optimism, self confidence, courage, struggling to survive, thinking positive, and modestly), human relation (such as respect each other, help each other, and appreciating each other).

Now, the authors also examined on a movie called "Rise of The Guardian". In this research the authors will describe the moral values that exist
in the film in depth and detail. Complex value will exposed more. That is the different results obtained with existing research.

G. Research methodology

In analyzing the “Rise of the Guardians” Movie, the writer takes a certain procedures as following:

1. Type of Research

This graduating paper has no calculation or numeration for the research. The writer used the qualitative research to explain the content of this graduating paper. According to Moleong, qualitative research is a research of which data in the forms of written or oral word are descriptively analyzed, which does not include any calculation or numeration (2002: 3).

2. Research Object

Basically, qualitative research begins from something that is not empty, but is based on a person's perception of the problem. In the book of Moleong (2011:93) who refers to the views of Guba and Lincoln, they explained that the problem is a situation from the relationship between two or more factors that result in a situation that raises a question on its own and requires effort to find the answers.

From the explanation above, the writer would like to discuss the problem from the “Rise of The Guardians” movie. There are two
problems consist of some kind of moral value in the movie, then the social background found in the movie.

3. Data Source

According to Lofland and Lofland (1984:47) as quoted by Moleong (2011:157) explains that the main data sources in qualitative research is words and actions, the other is additional data such as documents and others.

In this research, there are two data sources; it is the primary data and secondary data. The primary data is from movie and the movie script of “Rise of The Guardians” movie. A secondary data source is the data which is support and complete the primary data source. The writer gets other sources such as books, essays, articles, magazines, journals and all the printed matters, which related to the study. The writer also takes sources from internet (www.riseoftheGuardians.com; en.wikipedia.org/wiki/Rise_of_the_Guardians; http://subscene.com/subtitles/rise-of-the-guardians;). It provides valid and up to date information. It is hoped that it will help to support and verify facts gained from the main sources.

4. Method of Collecting the Data

Documentation Method is founding data about the object or variable from the note, transcript, book, newspaper, magazine, and the others. This method is not difficult; its mean if has a mistake, the source of data still
constant. Because of the documentation method observed the data from the lifeless object (Arikunto, 2010:274).

In this research, the writer uses documentation as the way to collect the data. Documentation is a written or printed original paper, official or legal form of something and can be used to deliver important evidence or information. Documentation in this case is the “Rise of The Guardians” movie script.

The authors taking note that it is necessary in the film with a screenplay print "Rise of the Guardian". When watching the film, the author marks the parts of the conversation that is the subject of research and then recapitalize into a table.

The ways of collecting data are as follows:

a. The writer selects the “Rise of The Guardians” movie.
b. The writer watch the “Rise of The Guardians” movie.
c. The writer selects the “Rise of The Guardians” movie script.
d. The writer reads all of “Rise of The Guardians” the movie script.
e. The writer collects and takes notes about certain element of intrinsic and extrinsic, and then the moral values from the “Rise of The Guardians” movie script. According to Sudaryanto (1993:134), that Observation Technique is to pay good attention to the dialog but not to take apart in the dialog. After that, the researcher taking notes from the dialog.
5. Techniques of Data Analysis

To analyze data, the writer uses Referential Method. Referent or what was discussed orally and in writing. In this case the object of research is the essence or identity that is determined based on high levels of conformity, harmony, conformity, suitability, or similarity, with a tool to determine the standard (Sudaryanto, 1993:13). The objects are; discourse, writing, talk, conversation, communicative, event, etc.

The procedures of analyzing the data are as follows:

a. The writer watches the “Rise of The Guardians” movie.

b. Reading and learning all sentences from the movie script.

c. Identifying the element of intrinsic and extrinsic from the movie, and then looked for the moral values from the movie.

d. Describing the data.

e. Making conclusion based on data analysis.

H. Paper Outline

To make easier for the reader to understand the contents of the graduating paper, the writer decides to organize this paper into five chapters.

Chapter I is Introduction, consist of Background of the Study, Statement of the Problem, Objectives of the Study, the Benefits of the Study, Classification of Key Terms, Review of Previous Researchers, Research Methodology and Thesis Outline. Chapter II is certain elements in “Rise of The
*Guardians*” movie; the contents are the biography of the director of movie, the writer of movie, the synopsis of movie and theoretical review.

Chapter III presents the data analysis; the contents are literary elements and moral values of the “*Rise of The Guardians*” movie. Chapter IV is Closure, which consist of conclusion and suggestion. The last part is Bibliography and appendix.
CHAPTER II
CERTAIN ELEMENTS OF
THE RISE OF THE GUARDIANS MOVIE

A. Biography of the Director

Peter Ramsey is an American film director, illustrator and storyboard artist, whose directorial debut was *Rise of the Guardians* in 2012. He grew up in the Crenshaw District of South LA, and graduated at 17 from Palisade Charter High School. He studied painting at University of California, Los Angeles for two years before enrolling in film classes at Los Angeles City College.

His first job in Hollywood was painting a mural, but soon he was working as a storyboard artist and production illustrator on 26 films including *Predator 2, Backdraft, Independence Day, Fight Club* and *A.I. Artificial Intelligence*. He was a second unit director for *Poetic Justice, Higher Learning, Tank Girl* and *Godzilla*. Aron Warner, the producer of *Tank Girl*, suggested he join DreamWorks Animation. After initially being uninterested, Ramsey joined DreamWorks Animation as a story artist for *Shrek the Third* and *Shrek the Halls*.

He was chosen to direct *Rise of the Guardians*, based on William Joyce's *The Guardians of Childhood* books, making him the first African-

B. Biography of the Writer.

William Edward Joyce (born December 11, 1957) is an American author, illustrator, and filmmaker. His illustrations appeared on numerous New Yorker covers and his paintings are displayed at museums and art galleries. Joyce won an Academy Award for Best Animated Short Film with Brandon Oldenburg.

William Joyce lives with his wife Elizabeth Baucum Joyce and son Jackson Edward Joyce in Shreveport, Louisiana. His daughter, Mary Katherine, died from a brain tumor at the age of 18 on May 2, 2010. *Rise of the Guardians*, a film inspired by stories Joyce told her while young and later resulted in the *The Guardians of Childhood* book series, was dedicated to her memory. The main character of *Epic*, which is also based on Joyce's book, *The Leaf Men and the Brave Good Bugs*, was named after her.

He has written and illustrated over fifty children's books including *George Shrinks, Santa Calls, Dinosaur Bob and his Adventures with the Family Lazardo, Rolie Polie Olie, The Leaf Men and the Brave Good Bugs* and *A Day with Wilbur Robinson*. Joyce is currently working on a series of novels and picture books, *The Guardians of Childhood*, consisting of a total of 13 books. (http://en.wikipedia.org/wiki/William_Joyce_(writer))
C. Synopsis of the Movie

Jack Frost. The spirit of winter is lifted with lost memory from the depths of a frozen pond by the Man in the Moon, only to discover that no one can see, hear, or touch him. Three-hundred years later, at the North Pole, Santa Claus, becomes aware that Pitch Black has returned and is threatening the children of the world. After alerting fellow Guardians the Tooth Fairy called Tooth, the Easter Bunny, and the Sandy of the problem, Santa learns that the Man in the Moon has been selected Jack as the newest Guardians. Jack declines the invitation because frustrated and hurt by centuries of isolation, but Santa explaining their mission and the Pitch Black’s threat to persuades him and cooperate.

Meanwhile, Pitch and his Nightmare minions raid Tooth's palace, taking all the memories stored in children's teeth and captures Tooth’s helper. A single fairy named Baby Tooth is rescued by Jack. This attack affects the child's trust to the tooth fairy, thus weakening the power of fairies. To prevent this, all Guardians cooperate replace the helper’s job to help the tooth fairy. On the expedition, a young boy named Jamie Bennett is delighted to discover the Guardians in his room. He believes in all of them except for Jack, whom he cannot see. Pitch learns of the Guardians' resistance and attacks Jack and Sandy. Despite Jack's efforts to save him, Sandy is overwhelmed and seemingly killed by Pitch.

The Guardians rallies by helping Bunnymund prepare his eggs for Easter to prevent more weakening. The memories stored in Jack's teeth
heard in the Jack’s mission trip. It destroys all plans to save Easter and weakened the power of the Guardians especially for Bunny.

After facing the disappointed Guardians, a despondent Jack departs in disgrace to Antarctica. There, Pitch tempts him to join forces, but Jack refuses, claiming that he does not want to be feared. In retaliation, Pitch threatens to kill Baby Tooth unless Jack relinquishes the source of his power which is his staff. Pitch breaks the staff, and he throws both Jack and Baby Tooth down into an ice crevasse where Baby Tooth convinces Jack to unlock his memories in an attempt to counter his despair. Long ago, his memories teach him, he was a mortal teenage boy who died saving his little sister from falling through the ice of the pond in which he awakened at the film's start. Because of that sacrifice, the Man in the Moon changed him into a spirit and chose him as a Guardian. Inspired by the revelation, Jack restores his staff and returns to help the Guardians.

Due to the power of Pitch's Nightmares, only one child (Jamie) still believes. Jack races to the boy first and strengthens Jamie's wavering faith in the Guardians, but by creating snow in Jamie's room, he causes the boy to believe that Jack Frost is real. Jamie is finally able to see him much to Jack's delighted surprise. The weakened Guardians arrive to confront Pitch, while Jamie gathers his friends to support them. Pitch's seemingly overwhelming power proves no match against the children's faith, which allows the Guardians to battle Pitch. Sandy is resurrected by this belief and joins the fight, leaving Pitch defeated, the children's faith restored, and Jack with
believers of his own. Upon seeing that he is no longer believed because of his defeat, Pitch attempts to escape, but his Nightmares track down his fear and drag him away into his lair.

At this victory, Jack accepts his place as the Guardians of Fun and resolves to protect the world's children with his new friends.

D. Theoretical Review

1. Moral

According to Earle (1992), Moral is almost synonymous with ethics. Ethics and moral have meaning usage, character, personality, manners. Moral specifically talked in term of right or wrong.

The opinion also clarified Sigelman (1995) into 3 components of morality:

1. An Affective, or emotional component, consisting of the feeling (guilt concern for other feeling and so on) that surround right or wrong action and that motivate moral thoughts and actions.

2. A cognitive component, centering on the way we conceptualize right and wrong and make a decision about how to behave.

3. A behavioral component, reflecting how we actually behave when. For example, we experience the temptation to cheat or are called upon to help a needy person.

Morality is conformity to the moral code of the social group. The term comes from the Latin word mores; meaning manners, customs, or
folkways. To act in a moral way means, thus, to act in conformity to group standards of conduct. Unmoral or non moral behavior, on the other, is behavior which, even when unfavorable to the group, is so, not because of intend harm on the part of the individual, but rather owing to ignorance and lack of knowledge of what is socially approved. (Hurlock, 1985: 386)

Then, Hurlock (1956) states True Morality is behavior which conforms to social standards and which is also carried out voluntary by the individual. It comes with the transition from external to internal authority and consists of conduct regulated from within. It is accompanied by a feeling of personal responsibility for the act.

Based on the above theory I can conclude that the moral is almost synonymous with ethics. Moral specifically talk about right or wrong. It is based on the social agreement which are becoming a common standard.

2. Value

Value means the worth of the thing. Value in the singular is sometimes used as an abstract noun. In a narrower sense to cover that to which such terms as “good” or “worthwhile” are properly applied and in the wider sense to cover, in addition all kinds of rightness, obligation, virtue, beauty, truth, and holiness (Edwards, 1967).

Value is a term or an expression in logic that may replace a variable in a proportional function so that the resultant is a true or false statement (Webster: 1981:2530). A principle, standard, or quality considered
worthwhile or desirable: "The speech was a summons back to the values of self-control and responsibility" (Jonathan Alter)

The true value and universally accepted is the value that produces a behavior, and it is behaviors that have a positive impact for both the run and for others. (Linda and Eyre, 1997: 27).

3. Moral Value

Moral values are the result of process comprehension implementing of God and humanity values in life. These values will guide human knowledge and creativity appropriately (Linda and Eyre, 1997).

Moral values can be divided into two groups as follows:

a. The value of being is a value within human being involved into the behavior and the way we treat others, which include values of being are: honesty, bravery, peace, love, confidence, protection, discipline, sincerity, knowing boundaries, and suitability.

b. The value of giving is a value that need to be practiced or provided which would then be accepted as giving, which include values of being are: loyalty, trustworthy, respect, love, affection, sensitive, altruism, kindness, friendliness, fair, and humane.

According to Linda’s explanation, the writer can take the moral values to this paper that can be analyzed from the “Rise of the Guardians” movie, as a follow:
a. Responsibility: the obligation of a person as a rational being and not to escape and provide an explanation of his actions, the retrospective or prospectively. (*Bertens, 1993:133*)

b. Honesty toward others, institutions, society and ourselves. Strength and confidence that comes from deep because there was nothing to hide. (*Linda and Eyre, 1997:03*)

c. Love and Affection

Loving to themselves is more than just a loyal and respectful. Dear friends, dear to the neighbor, who also love to hate us. And emphasizes the lifelong responsibility for saying to the family. (*Linda and Eyre, 1997: 124*)

d. Strong Belief

Strong is able to bear or endure; able to with-stand stress or violence; having or exhibiting moral or intellectual force, endurance or vigor (*Webster, 1981: 2265*). Belief is a state or habit of mind in which trust, confidence, reliance, is place in some person or thing. Belief is something believed, statement or body of statement held by the advocates of any class of views; conviction of the truth of some statement or the reality of some being or phenomenon, especially when based on an examination of the ground for accepting it as true or real (*Webster, 1981: 200*)
e. Enthusiasm

Enthusiasm is strong excitement of feeling on behalf of a cause of subject, something that inspires or is pursued or regarded with ardent zeal or fervor. Enthusiast is a person who is or believes to himself to be inspired or possessed by divine power or spirit, or a person who is visionary, extravagant, or excessively zealous in his religious views or emotion. While enthusiastic is relating to enthusiasm or inspired preaching. Enthusiasm is having an ardent, reception, responsive, temperament or tending to give oneself wholly to whatever engages one’s interest or liking (Webster, 1981: 757)

f. Bravery is doing something that is difficult but correct and is the best choice for long-term period. (Linda and Eyre, 1997: 56)

g. Goodhearted

Conscious that of friendly and attention laudable instead of rough attitude and tough attitude (Linda and Eyre, 1997: 156)

h. Loyalty

Loyal to family, job, state, school, and other organization and institutions to whom we are responsible. Prepared to support, serve, and help. Reliable and consistent in carrying out the promise (Linda and Eyre, 1997: 101)

i. Peace Loving

Peace is harmony in human or personal relation. A mental or spiritual condition marked by freedom from disturbance or oppressive
thoughts or emotion (Webster, 1981: 1660) Loving word is from love, a lover section or attitude (Webster, 1981: 1340)

j. Perseverance

Perseverance is the action or the fact or an instance of persevering, continued or steadfast pursuit or prosecution of an undertaking or aim. Perseverance is the condition or power of persevering, persistence in the pursuit of objectives or prosecution of any project. Perseverant is able or willing to persevere (Webster, 1981: 1685)

k. Sacrificing for Others

Sacrifice is process by which the world become flesh. An idea has no force in the world until someone or some community is willing to take a stand with respect to it. (Kahn, 2000: 95)

l. Sincerity

Sincerity is saying and doing what is true without pretending or hiding anything. (Ellen, 1995: 3)

m. Self Confidence

Self-Confidence is Confident in one self. Self-confident is confident of one’s own strength or ability (Webster, 1981: 2059)

From all the explanation above, shortly it can be concluded that education is the process of learning and teaching to the others which give a knowledge and information, not only give to the others but take. Value is qualities that give benefit to the others and us, to give to others as much as we take. Then the education value is the value that can give positive
behavior to the others. Education values were developed by practicing to the others. Many people also can get it in everywhere and anywhere.

4. Movie

Movie or film can explain that closely related to drama in term of behavior, and most closely related to painting in term of visual arts. A sequence of photographs projected onto a screen with sufficient rapidity as to create the illusion of motion and continuity (Zeng Xuelai, 1990:40).

Today, many people like to watch the movie, for entertainment or get some information. A movie can give many beneficial things for many people. According to the usage, movie can tell that someone doing in other country or it can show what the people wish.

E. Socio-Cultural Background of Rise of The Guardian

Each story has a background. The idea of a story is usually influenced by socio-cultural background. Likewise in the movie "Rise of the Guardian" whose story is a compilation of several myths worldwide. The myths include Jack Frost, Pitch Black (Boogey Man), Santa Claus, Easter Bunny, Fairy Teeth, and the Sand Man.

1. Jack Frost

Jack Frost also called old man winter. In British fairy lore Jack Frost is a singular individual SEASONAL FAIRY being, a nature Spirit of the cold and frost and personification of winter. In many Russian tales of Jack Frost he is portrayed as a hero who live
in hut of ice and snow. He bestows gift to the good and deserving people while delivering misfortune to the evil ones. Jack Frost is especially fond of Children who are singled out and harassed; he has a particular and singular hatred for hypocrisy, pride, and selfishness. (Bane, 2013 : 192)

2. Pitch Black

Pitch Black is antagonist character on the Rise of the Guardian Movie. He also called Bogeyman in this story.

A Bogeyman is any type of injurious fairy, while some are just slightly more than a minor nuisance other can be deadly. Shape-shifters who cause disruption and move object about. A boogeyman usually attaches itself to and then consequently plagues a specific family.

Their Appearance is often vague and usually they are described as looking like nothing more than a puff and dust. The only known way to see a boogeyman is to look through a keyhole of a wooden door; if one of the other side, you may be able to catch the gleam of it dull eyes. (Bane, 2013 : 63)

3. Santa Claus

Santa Claus has other name Sante Klaas also called Saint Nicholas. Santa Claus is a singular, benevolent, happy and smiling fairy being who has always been portrayed as being portly, symbolic of the abundance he delivers onto others. Dressed in
either green or red winter clothing he sport a spring of holly in his hat.

The mythology of Santa Claus as a guardian of children who gives them presents once a year may have originated in Durope, Turkey, he is said to live in a grand palace high up in the sky or in the further reaches of the North. Deer are sacred to him and elves are in his service. Santa visits house during the Fairy Hour, which is mid night and uses a fairy whip to dive his team as he flies through the night sky crying out the call of Robin Good Fellow “Ho, ho ho!” (Bane, 2013: 295)

4. Easter Bunny

The figure of the Easter Bunny is loosely linked to the doctrinal meanings of Christian holyday of Easter but plays a greater part in secular folk practices conducted in conjunction with the day’s celebration each year. It symbolized renewal and rebirth of Jesus Christ.

It is believed that the concept of the Easter Bunny originated in Germany, and that the image was first introduced to United States by German Settlers in Pennsylvania Dutch communities. As a result, many American children began to look forward to the treats the Easter Bunny would give when visiting the homes of good boy and girls each Easter. Children also consider that the item in use at special Easter festivities, such as
egg rolls and egg hunt, were provided or hidden by the Easter Bunny for their benefit. (Watts, 2006: 122)

5. Tooth Fairy

The Tooth Fairy is a Cherished figure in American’s lore of childhood, marking with her visits the loss of each baby tooth as child matures.

The Tooth Fairy may be described as a specialized spirit who possessed the power to discern when a boy or girl has lost a baby tooth. When a child loses a tooth, if he or she places in beneath the bed pillow (or, in some case, a vessel specifically reserved for this occasion), the Tooth Fairy will visit while the child sleeps to reclaim the lost tooth. In exchange, the Tooth Fairy leaves behind a small payment for the tooth.

The specifics origins of the legend of the Tooth Fairy as it is witnessed in American society, although it seems likely that history of this figure originate in England or Ireland. This myth belief that children’s milk teeth are source of power and have a mystery that guard by Fairy. (Watts, 2006:386)

6. Sandman

Originally, in Scandinavian folklore, the Sandman is was a Nursery Boogey used to frighten children into going to bed willingly; those who did not were likely candidates to be victimized by this fairy. First he would rub sane in their eyes until their eyes popped out of
their heads, then he collect their eyeballs and take them home to feed to his own children who lived on the crescent moon. Over time, the Sandman is a household fairy with a clown like appearance that threw sand into the eyes of children who would not go to bed and go to sleep; the sand had magical properties making them sleepy. (Bane, 2013: 295)
CHAPTER III

DATA ANALYSIS

This chapter is the main part of the whole research. In this research, the writer presents the data as the data presentation. The data is very important for the writer to show the object being researched. Therefore, this chapter will explain about intrinsic and extrinsic elements of the movie and the moral values of the movies.

A. Moral Values as Seen in “Rise of The Guardians” Movie

In this subchapter the writer would like to present the analysis of the moral values of the “Rise of The Guardians” Movie. The moral values of the movie are as follows:

1. Bravery

“Bravery is doing something that is difficult but correct and is the best choice for long-term.” (Linda and Richard Eyre, 1993:56)

This quotation above conveys the best choice is the correct difficult options. People can take some of the choices in life and certainly has consequences that are comparable with the results that will be found. Therefore, people must boldly determine a correct choice even though it was very difficult.
Jack is a lonely boy, but he has big Bravery. One day when he was resurrected he was afraid of the cold and dark that is around. When he looked at the light of the moon, his courage was rising.

*Jack Frost (monolog):* [00:00:50 – 00:01:11]
– *Then... then I saw the moon.*
– *So big and so bright!*
– *It seems that it chased the darkness away.*
– *I wasn't scared anymore.*

This quote show the bravery is rising when jack feel afraid to the darkness. Although he feels lonely on the night, the moon make him brave to facing the world.

Dialogs also display Bunny courage to deal with Pitch Black at the first attack on the tooth fairy residence. Although Pitch brings fear to the Guardian and the fairy helpers, Bunny said that no one was afraid to pitch.

*Pitch:* [00:32:08 – 00:32:14]
– They smell *fear*, you know.

*Bunny:*
– No one's been afraid of you, since the dark ages.

A children has named Jammie is also Bravery. Although only a child, he dared to face stronger opponents from him. He was also able to evoke the courage of his friends.

*Pitch:* [01:17:58 – 01:18:20]
– *Oh. You protect them?*
– *But who will protect you?*
Jamie:
– I will.

Jamie’s Friends:
– I will.
– I will!
– And me.

Bravery that shown on the movie is good for the children to learn to be brave on life. The character can inspired to moviegoer as gui

2. Enthusiasm

Enthusiasm is a big spirit in facing all the things. Jack as the main character has big spirit. He always tried hard to achieve something. He never felt down. One day when pitch stole all the teeth, Jack shows the spirit to take it back. He makes the other motivated to fight against him. Jack said in a dialogue:

Tooth Fairy: [00:35:42 – 00:35:46]
– I can’t, Jack. Pitch has them

Jack Frost:
– Then we have to get them back!

The scene illustrates Jack’s enthusiasm to get his wish. This can be an example for the audience in getting everything he wants.

3. Honesty

Honesty is telling the truth. And everyone likes it. Telling the truth allows everyone to know what is exactly happened and help people feel safe and peaceful inside.
It is described in conversation between Jack and Santa. The story is when Jack is taken by Yetis to Santa House. Yetis catch Jack, bring him on the sack, and take it through a magic portal.

**Santa:** [00:19:42– 00:19:50]
– *I hope the Yetis treated you well.*

**Jack Frost:**
– *Oh, yeah!*
– *I love being shoved in a sack and tossed through a magic portal.*

**Santa:**
– *Oh, good. That was my idea.*

Jack also honestly tell the truth that he had tried to sneak into Santa House. It is surprising Santa, but Jack insists that he was never able to pass the Yetis.

**Jack Frost:** [00:24:06 – 00:24:12]
– *Slow down, would ya? I've been trying to bust in here for years,*
– *I want a good look!*

**Santa:**
– *What do you mean, bust in?*

**Jack Frost:**
– *Oh, don't worry, never got past the Yetis.*

Honesty is the most valuable thing in life. Each person must be honest if he wants a good life. Because honesty is the key for others to believe in ourselves. This is what the scene depicted on the Jack with Santa.

4. **Kindhearted**

Kind-hearted is needed by all people. In life, people always need help. If people did not have kindhearted, they will not get help from
others. This dialogue may be able to describe the kind-hearted of Jack and to Baby tooth that saved from pitch’s attack. Kindhearted means giving goodness to other either.

**Jack Frost:** [00:34:21 – 00:34:27]
– *Baby Tooth.*
– *Alright, you're all right?*

5. Love and Affection

People lives with their own problems, life is not easy. God never gives problem outside of human capability. God always give His love for the human. According to the Holy Quran said Al- Fatihah verse 3:

“Most Gracious, Most Merciful.”

It showed when Jammy and his sister called Shopie playing around the house. Shopie is fall again by the snow. And mom show her reaction like dialog bellow:

**Jammie:** [00:12:19– 00:12:22]
– Mom, Sophie fell again.

**Mom:**
– You okay, Soph?

It also happen when Jack guarding Jammy playing snow shooting and surfing with their friend. Jammie surf by Jack Ice track and jack said:

**Jack Frost:** [00:13:42– 00:13:44]
– Don't worry Jamie, I gotcha, hold on!
– It's gonna be alright!
Love is the basic thing that is common to all people. As described in the above dialog. A mother's love will always be there for her, likewise to others.

6. Loyalty

Loyalty holds on promise to other for example loyalty between two best friends. It happens between Jack, the other guardian and every child in the word. Santa makes jack promise to be a new guardian.

Santa: [01:25:21 – 01:24:44]
– Will you, Jack Frost, vow to watch over the children of the world, to garden with your life their hopes, their wishes and their dreams, for they are all that we have, all that we are, and all that we will ever be.

Jack Frost:
I will.

Honesty is not only makes a person believes, but also makes a person loyal. in this case, jack swear to be faithful to all guardians and children. This teaches the audience about the preciousness of loyalty.

7. Peace Loving

Peace-Love is pure intention to make everyone united in diversity. Bunny is a guardian who has peace within. Although the jack screw up the Easter season, He can make peace between them and the problem is finished.

Bunny: [00:18:45 – 00:18:57]
– Been a long time. Blizzard of 68, I believe.
– Easter sunday, wasn’t it?

Jack Frost:
– Bunny.
– You're not still mad about that. Are you?

**Bunny:**

– Yes.

– But this is about something else.

Life is full of competition sometimes leads to hostility. Although friends become like family, he could be enemy in our lives. Excerpt conversation between Bunny and Jack teaches the audience about peace, because peace will reunite the broken relationship.

8. Perseverance

Perseverance is about struggle without give up for probably achievement. Jack tried to make him visible to others. He never gave up making other people look at him. Although 300 years have passed, Jack still trying for it.

**Jack Frost (monolog):** [00:15:43– 00:15:52]

– can you just tell me what it is?

– Because I've tried everything.

– And no one ever sees me.

Perseverance is one of the values that teach us to keep trying. The spirit becomes an integral part of the effort taken. The scene teaches us to keep trying even though it feels difficult to live.

9. Sacrificing for Other

Sacrifice means giving help to other without expecting counterclaim. It’s like the entire weak guardian that always protecting every child from Pitch’s nightmare. Look at Jack and Bunny dialogue.

**Jack Frost:** [01:17:54 – 01:17:57]
– They're just bad dreams, Jamie.

**Bunny:**
– And we'll protect you, mate.

In this scene, a small-sized Bunny courage to sacrifice for the people he loved. The sacrifice does not mean we are able to do much for someone, but the sacrifice is our sincerity to dare to provide all capabilities. Bunny indirectly teaches the audience to dare to make sacrifices for others if it is a good thing.

10. Sincerity

Sincerity has related with love. People cannot do sincerity without having love. Sincerity comes from heart that makes pleasure after doing it. It is described from Santa. He keeps everyone’s cheer. Even he is bad or good people.

**Santa:** [00:22:00 – 00:22:06]
– A child who believes...
– And good or bad, naughty or nice,
– we protect them.

Moral values are always associated with other moral values. After Honesty, loyalty, sacrifice, this time depicting the scene of sincerity. Santa Caluse give an idea to the audience that he is sincerely doing his job for anyone. Although he was a bad boy and a good kid.

11. Self Confidence

Self-Confident is a good though that will affect someone what he/she do will make happiness. He/she will ignore all words from other, but if it makes a good thought he/she will do it.
Bunny has a nice thought. He remained confident when Jack teased and insulted. He mentions that he is the Easter bunny and everyone believed it.

**Jack Frost:** [00:23:39 – 00:23:48]
– If you're not a kangaroo, what are you?

**Bunny:**
– I’m a bunny...
– The Easter Bunny...
– People believe in me!

We need to be confident in doing a variety of things such as exemplified by the Easter Bunny in helping the tooth fairy. Self-confidence is the initial capital for the totality of us in doing something. This scene gives indirect impact to the audience to confidently perform a task in life.

12. Strong Belief

Strong belief is about big expectation. When someone has little pessimists to do something, they will have many ways to ignore it. They will motivate their selves to still believe their selves. It is difficult to do but they could through it. Jammie is the character who has it. He believes of the Easter bunny. He believes that the Easter bunny is real though his friends had not believed it.

**Jamie’s Friend:** [01:00:41– 01:00:53]
– Forget it, Jamie.
– There's just no Easter this year.

**Jammie:**
– He really is real!
I know he is.

Jammie still trying to believe in the bunny when all the kids have lost confidence. To strengthen his conviction, he was talking to a stuffed bunny and begging to show signs. In this monologue she said in a statement that he has believed it for a long time. this shows how strong jammie keep things he believes.

**Jammie:** [01:09:21 – 01:09:41]

– If it wasn't a dream, if you are real,  
– then you have to prove it.  
– Like... right now.  
– I've believed in you for a long time, okay?

Strong belief is also displayed when Jammie faced Pitch Black is also called bogeyman. Although Pitch is a nightmare, jammie keep on believing.

**Pitch:** [01:18:28 – 01:18:43]

– Still think there's no such thing as the Boogeyman?

**Jamie:**

– I do believe in you...

Everyone has a level of trust, respectively. As well as trusting God that created the universe. On this occasion a strong belief shown by the children to the guardians. Strong confidence is indispensable in life. moreover menyakut about our faith.

13. Responsibility

Responsibility can be defined as assuming accountability for a task, decision or action. A person is said to be responsible for something when he or she accepts the consequences of something.
When the guardian weakened by losing the trust of children Bunny become angry with Jack that thwart the Easter season but Jammie responsible and explain to the jack rabbits that keep him believe.


– Did you tell him to say that?
– That's it, let's go,
me and you. Come on!

*Jammie*:

– No, actually he told me you were real.
– Just when I started to think that maybe you weren't.

Choices always have consequences. Whatever the consequences are obtained must be accounted for. The responsibility of making someone more powerful to show identity. He dared to be responsible for what he was doing. In this excerpt. Jammy shows that Jack is responsible for the mistakes he has done in the past. Viewers were also able to assess and adjust the attitude of the responsibilities they have. Overview on this film was to be an example and self-improvement on the audience.

**B. Socio-Cultural Background Used In the Movie.**

Every movie has social and cultural backgrounds of its own. Most films have a cultural background when war era, the development of that technology into the culture or lifestyle, some are based on myths worldwide. One is the film Rise of the Guardians (ROTG) is lifted from the western myth and partly worldwide to be part of a celebration. The story in this film is more
especially as a Western Christian culture but many moral values can be taken as its own viewpoint than religious views.

In the story of ROTG there are several mythical figures shown. They are Santa Claus, the Tooth Fairy, the Easter Bunny, a nice dream maker Sand Man, and the main character Jack Frost and Pitch Black or often called Boogeyman nightmare maker.

1. Jack Frost

Jack Frost also called old man winter. In British fairy lore Jack Frost is a singular individual \textit{SEASONAL FAIRY} being, a nature Spirit of the cold and frost and personification of winter. Let’s see the depiction in films ROTG, like Bunny’s explanations listed in Table 15A describes about Jack Frost.

[00:10:21-00:10:29]

\textbf{Easter Bunny:}
– Jack Frost!
– He doesn't care about children.
– And all he does is freeze waterpikes, and...
– mess with my egg hunts.
– Right, he's an irresponsible, selfish...
– Guardian.

Another depiction is also demonstrated by the expression Jammie’s mother of Jack Frost. She explained Jack Frost’s habit that always nipping children nose by use a snow.

[00:12:24 \rightarrow 00:12:29]

\textbf{Mommy:}
– You don't want Jack Frost nipping at your nose.
\textbf{Jammy:}
40

– Who's Jack Frost?

Mommy:
– No one, honey. It's just an expression

The dialogues Quote pertaining to the character of Jack Frost in accordance with existing information story. Indeed, there is little difference in the interpretation and stories from different regions. the image in the film is enough to explain that Jack is a winter fairy like nipping children's nose.

2. Pitch Black

Pitch Black is antagonist character on the Rise of the Guardian Movie. He also called Bogeyman in this story. He is also known as the maker of a nightmare. These characters have become folklore scary for children.

A Bogeyman is any type of injurious fairy, while some are just slightly more than a minor nuisance other can be deadly. Their Appearance is often vague and usually they are described as looking like nothing more than a puff and dust. The only known way to see a boogeyman is to look through a keyhole of a wooden door. In another story, Boogeyman explained that he stay under bed and make a nightmare.

Boogeyman or also called pitch black portrayed by Santa Claus on the film as black sand and darkness or shadows. Look at the quote in Table 14A.
Santa: 
– The Boogie Man was here. 
– At the pole!

Tooth Fairy: 
– Pitch? Pitch Black? 
– Here?

Santa: 
– Yes. 
– There was black sand covering the globe.

Easter Bunny: 
– What-what do you mean black sand?

Santa: 
– And then a shadow.

Another depiction is also explained by the own character, pitch about his habit under the bed and feared figure. We can see in Table 14B and 14C.

Pitch: 
– Maybe I want what you have... 
– To be believed in. 
– Maybe I'm tired of hiding under beds.

Pitch: 
I am the Boogeyman, and you will fear me!

Dark fairy named Pitch Black are also frequently called upon by the Boogeyman according to the story in the movie "Rise of the Guardian" dongen and exactly the same story told from several countries. Slight differences in the portrayal has become commonplace from several regions. The Guardian in the film also illustrates the darkness and shadows. Pitch even as the antagonist in this story also
describes the habit hiding under the bed. It is the same story perss with that of the book.

3. Santa Claus

Santa Claus is a figure which is commonly known as Christmas. Red-robed, riding a sleigh pulled by reindeer, laughing tone "ho, ho, ho" and sneak through the chimney into homes to give a gift. He seemed to have become a mascot that provides excitement on Christmas day. Clothes that he uses is also a reflection of the cold weather during the celebration.

Santa Claus has other name Sante Klaas also called Saint Nicholas. Santa Claus is a singular, benevolent, happy and smiling fairy being who has always been portrayed as being portly, symbolic of the abundance he delivers onto others. Dressed in either red winter clothing he sport a spring of holly in his hat.

The mythology of Santa Claus as a guardian of children who gives them presents once a year may have originated in Europe, Turkey, he is said to live in a grand palace high up in the sky or in the further reaches of the North. Deer are sacred to him and elves are in his service. Santa visits house during the *Fairy Hour*, which is mid night and uses a fairy whip to dive his team as he flies through the night sky crying out the call of Robin Good Fellow “Ho, ho ho!” (Bane, 2013: 295)
The encyclopedia quote clearly illustrated in the film by the character itself. He revealed to a doll with different properties when dialogue with Jack Frost. We can see citations in Table 16A as follows.

[00:25:32 → 00:26:18]

Santa:  
– Here. This is how you see me. No?  
– Very big, intimidating...  
– But if you get to know me a little...  
– well, go on.  
Jack Frost:  
– You are downright jolly.

Santa Claus:  
– But not... just... jolly.  
– I am also mysterious, and fearless and caring...  
– And at my center...  
Jack Frost:  
there's a tiny wooden baby.  
Santa:  
– Look closer. What do you see.  
Jack:  
– You have big eyes.  
Santa:  
– Yes! Big Eyes. Very big!

Santa Claus is a figure which is very famous all over the world, especially the Christians. Santa clause is always present when Christmas arrives. Santa Claus figure embodiment is also very suitable to the description of some of the stories there. mythical figures at the beginning of this story describes himself as someone who is very big, intimidating, downright jolly, mysterious, fearless, caring, and have a big eyes. this is exactly the same as the stories that often arise about Santa clause.
4. Easter Bunny

Speaking of Christmas, there is also a day of rebirth or a new beginning of hope for the people of Christian. According to most Christian belief, it was the day Jesus Christ rebirth. Thus providing hope and a new beginning for life. This celebration is also identical with eggs and rabbit. Eggs are a symbol of new birth. While the rabbit is a symbol of fertility to expect a lot of people.

The figure of the Easter Bunny is loosely linked to the doctrinal meanings of Christian holyday of Easter but plays a greater part in secular folk practices conducted in conjunction with the day’s celebration each year. It symbolized renewal and rebirth of Jesus Christ.

It is believed that the concept of the Easter Bunny originated in Germany, and that the image was first introduced to United States by German Settlers in Pennsylvania Dutch communities. As a result, many American children began to look forward to the treats the Easter Bunny would give when visiting the homes of good boy and girls each Easter. Children also consider that the item in use at special Easter festivities, such as egg rolls and egg hunt, were provided or hidden by the Easter Bunny for their benefit. (Watts, 2006: 122)

In the film also depicted on matters relating to Easter, such as egg hunting and Easter as the meaning of hope, new life and a new beginning. See citations in Table 18A and 18B.
Children:
– There aren't any eggs.
– There's nothing here.
– Come on, let's go.
– I don't understand.
– Maybe he just hid them really well, this year.
– Kids, oy!

Children:
– I checked everywhere.
– There's nothing.

Bunny:
– Yes, there is. There is!
– I mean, these aren't my best looking

Children:
– googies, but they'll do in a pinch!
– I can't believe it.

Bunny:
– I- I know.

Children:
– There's no such thing as the Easter Bunny.

[00:59:29 → 00:59:36]

Bunny:
– Easter is... new beginnings. New life.
– Easter's about hope.

Still associated with the character Santa Claus, Easter Bunny is a character in the celebration of Easter. In myth, Easter story is always associated with the egg as a symbol of rebirth, hope, and new life. In this case addressed to Jesus told rebirth. Rabbits also symbolize fertility itself. In the dialog, Bunny adequately explain like the stories that have been there about the Easter bunny.
5. Tooth Fairy

The Tooth Fairy is a Cherished figure in American’s lore of childhood, marking with her visits the loss of each baby tooth as child matures. The tooth fairy is a good fairy who saves every children's teeth. Because in every missing tooth there is a mystery and the tooth save memories owner.

The Tooth Fairy may be described as a specialized spirit who possessed the power to discern when a boy or girl has lost a baby tooth. When a child loses a tooth, if he or she places in beneath the bed pillow (or, in some case, a vessel specifically reserved for this occasion), the Tooth Fairy will visit while the child sleeps to reclaim the lost tooth. In exchange, the Tooth Fairy leaves behind a small payment for the tooth.

The specifics origins of the legend of the Tooth Fairy as it is witnessed in American society, although it seems likely that history of this figure originate in England or Ireland. This myth belief that children’s milk teeth are source of power and have a mystery that guard by Fairy. (Watts, 2006:386)

Tooth Fairy habits took the tooth under the pillow and replace it as described in the above encyclopedia visible on the conversation in the film ROTG. His arrival is secretly also described through several excerpts in Table 17A and 17C.
Mom: Alright, you. Tooth under your pillow?

Jammy: Yeah. I'm ready.

Mom: Now don't stay up trying to see her, Jamie, or she won't come.

Santa: – We will collect the teeth.

Tooth: – What?

Santa: – We get teeth, children keep believing in you!

The myth of the teeth are also described in the encyclopedia. Baby teeth are said to have the power and mystery in it. It was described a mystical thing by character itself is a mystery that dental existing memories in children. In the conversation described in Table 17B in conversation with Jack Frost.

Jack: – Why would Pitch take the teeth?

Tooth: – It's not the teeth he wanted, – it's the memories inside them.

Jack: – What do you mean?

– That's why we collect the teeth, Jack. – They hold the most important memories of childhood.

In Christian culture myth also figure called the tooth fairy. Tooth fairy collects children's teeth that date. He explained that when a
memory storing gear early age. Dialogue scene above depicts the tooth fairy character in accordance with the existing culture.

6. Sandman

Originally, in Scandinavian folklore, the Sandman is was a Nursery Boogey used to frighten children into going to bed willingly; those who did not were likely candidates to be victimized by this fairy. First he would rub sane in their eyes until their eyes popped out of their heads, then he collect their eyeballs and take them home to feed to his own children who lived on the crescent moon. Over time, the Sandman is a household fairy with a clown like appearance that threw sand into the eyes of children who would not go to bed and go to sleep; the sand had magical properties making them sleepy. (Bane, 2013: 295)

Sandman is a kind of fairy with Boogeyman. Both are fairy dream but Sandman is a fairy that gives a beautiful dream. Counter to Pitch Black which always gives Nightmare. In the ROTG movie’s quote, sandman also described using sand that would make a person fall asleep. It is exactly as described in the encyclopedia. Look at the dialog quote on table 19 below.

[00:41:21 → 00:41:26]

**Tooth:**
– Shh, you guys! He's still awake.

**Bunny:**
– Sandy, knock him out!
– Huh?
– With the dream sand, you gumbies.
Last fairy character in this story is the sandman. He like Boogeyman but he is a fairy who brought sweet dreams to children. It uses the dust to make the kids shut his eyes and fell asleep. It is clearly visible from the actions he often did. Although he could not speak in this movie, picture beautiful dream figure with sand has represented from different cultures that exist in the previous story.

Socio-Cultural background is very influential in the way the story is presented. Just as "ROTG", socio-cultural background of long-standing used and continue to be preserved until now. Even the manner of presentation to an audience has been developing. The first myth as merely recited. Then developed in the form of a picture story, and eventually became a modern animated film.

Folklore remakes will changing in the story stream. It depends on the viewpoint of the story maker. For example, a different opinion with a Boogeyman elsewhere. He is described as puffs and dust in a room that could be seen from the keyhole but elsewhere we are told that he lived under the bed and make a nightmare.

Eventually researchers can tell that the story of the Rise of the Guardian to take socio-cultural background of the western, especially Christians. This can be seen clearly from the figures and stories depicting the symbols of religious celebrations. For example, is a celebration of the birth of Jesus Christ and his birth back to the Easter celebration. As well as other fairy stories are also associated with Western culture.
CHAPTER IV

CLOSURE

A. Conclusion

After analyzing “Rise of the Guardian” movie, in this chapter the writer would like to draw the conclusion as follows:

1. Moral Values

Moral values are the values that people can take and learn. Making a reference in determining the moral judgment, whether it is good or even a bad thing to do.

There are some moral values that can be learn by the Rise of the Guardian moviegoer. Based on researcher analysis, moral values in this film are responsibility, honesty, love and affection, strong believe, enthusiasm, Bravery, Goodhearted, loyalty, peace loving, perseverance, sacrificing for other, sincerity and self-confidence.

Each value is conveyed basic values of life. It will give effect to the audience directly or indirectly. Because all of the attitude and action on the movie is recorded and displayed will be the reference was bad and right and wrong.
2. Social Cultural Background

Socio-cultural background is often used as an idea in a story. Typically, the background used in connection with the author. Sometimes also taken from the stories that ever existed.

Just as Rise of the Guardian’s background story using myth that existed long ago. This film is a compilation of some of the fairy tales that are still popular today. The story of this film is a story of the Tooth Fairy, Santa clause, the Easter bunny, and Jack Frost.

Background story of this myth is not a new story for those who already know the lam. This story is only a story existing and retold. However, since the first story there would be boring to be heard. Rise of The Guardian Movie is a breakthrough for maintaining a culture that has long existed. Little development required in order for the story is still interesting to have a long cultural background.

B. Suggestion

In the end of this paper, the writer would like to give some suggestions as follows:

1. Watching movie are interesting and having many function. It’s entertains and people can get many benefit to educate the children. Because in the movie shows some messages of the
moral values to guide the children about the attitude to be applied in daily life.

2. Watching movies also provide new knowledge for the things that unknown before. Since most movies are made based on experience, folklore, and science that existed or being developed.

3. Moral is very important for all people in the world. Moral values should be taught to the children in early period. Family is the first place for children to grow up. People must be sure and be optimistic in enduring our life. It’s the main things if someone want the dream comes true.

4. Socio-Cultural background also become a reference in the story to the audience. It’s good for the audience to know about the culture and preserve it. Although it is just a fairy tale folk.
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APPENDIX