

## MORAL VALUE CHANGES IN THE MUSICAL MOVIE OF “THE GREATEST SHOWMAN”

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### ABSTRACT

A moral value changes involves changes in what we term moral norms, or conventions governing what we owe to one another. It also includes changes in what is considered to be a good human being. Moral value changes can be found in many ways. Movie is one of literary works that can be used as learning moral value changes in human life. Through movie, people can understand moral value changes in a fun way since it ables to attract attention. The aim of this research which has entitled "Moral Value Changes in the Musical Movie of The Greatest Showman" is to find out the changes in moral values experienced by the characters and to find out the reason of moral value changes occur the ways they do in movie. This research conducted with descriptive qualitative research design to describe the problems of the study. The data are the scenes, dialogues, utterances of the characters and songs in the movie which consist of moral values and moral value changes. The technique of collecting data is observation by recording the dialogues then transcribed it and the transcripts will be used as the data. Documentation technique will also be used to find the moral value changes in which the written dialogues are found. After analyzing the movie, it can be concluded that there were eight moral value changes experienced by the characters. Also, the moral value changes are caused by four factors, those are: (1) Emotional and non-rational processes, (2) Human touch orsocial circle, (3) Income Generating and (4) Self-interest.

**Keywords:** *Moral Value Changes, Literary, Movies*

### INTRODUCTION

Literary works contain the application of morals in the attitudes and behavior of the characters in accordance with the views on morals. The moral values conveyed in literary works are basically values conveyed by the author in the context of educating humans in all aspects or problems of life so that humans can regulate their behavior to become good human beings. Movie is one of the medias in literature that can be used as learning moral values in human life.

As stated by Rob Allison and Brian Chanen (2013:108), "literature can be defined as an intentional use of language in order to create effect and/or to provoke feelings rather than simply convey information.". In other

words, literary works contain moral values that originate from the emergence of feelings that influence the attitudes and behavior of characters. The moral values conveyed in literary works are basically the values conveyed by the author in order to educate humans in all aspects or problems of life so that humans can regulate their behavior to become good human beings.

According to Cecilie Eriksen (2020:10), moral value changes can be a change in the way we believe that we are best at taking care to something we value where its value remains the same, but we gain new knowledge about the world, which changes how well we manage to our lives up to this value. That we can say moral value changes are things that can change depending on what we value and

commitment to strive for by understanding the duties, obligations in what we are prepared to label as wrong and detrimental and how we deal with mistakes and bad deeds.

Therefore, the researcher took a topic related to changes in moral values that were believed to be important to understand and to study. Movies have a positive or negative impact depending on the viewer's point of view. The writer hopes that positive values can be applied and the negative one can be avoided if they are known.

One example of a movie that contains moral values is the movie produced by 20th Century Fox entitled *The Greatest Showman*. This movie is a musical drama genre. The movie tells the story of a man who rose from nothing to create a riveting spectacle that became a worldwide sensation. There are many twists and turns experienced by the main role of the movie, namely P.T. Barnum so that there is a moral value changes in every situation he experiences.

Thus, based on explanation above, the researcher tends to focus on analyzing the changes in moral values in the movie "The Greatest Showman", so the researcher will conduct a research entitled *Moral Value Changes in the Musical Movie "The Greatest Showman"*. The researcher hopes this research can emphasize the importance of the influence of moral values changes on the readers.

## THE NATURE OF MORAL VALUES

Moral comes from the Latin word "mores", meaning manners, customs, and folkways, which means custom or way of life of a person by doing good deeds and avoid bad actions. Moral concerns of what is right and wrong as people change throughout their lives as humans in life. Moral is an ethical norm, a concept of life upheld by most certain societies. Moral is primarily concerned with the understanding good and bad. What good is regarded as moral, while the bad ones are considered as immoral or amoral (Hurlock 1997 cited in Fajar 2017).

Value was formed from the Latin words "valeo", it means the strength, and also health and a natural transition, it came to mean being effective and adequate. Value is a mixture of three concepts such as an idea, quality, and the last is supervening. It can be defined as the fundamental of quite people's life and have varying significance. Sharma also argued that values are generally regarded as a moral standard of human behaviors in the society. Values is a kind of quality humans, which applied to human activities. It is transmitted to a circumstantial factor which depends upon the judgment of the fact (Sharma, 2015).

Thumma (2016:3) defined that moral values are the standards of good and evil, which govern an individual's behavior and choices. Individual's morals might come from society, the government, religion, or even from within. Moral values derived from society and the government, they, of necessity, may change as the laws and morals of the society change. Any situation can lead to someone choosing to break the law. As a result, if this person has moral values, transgressing them frequently makes them feel guilty. Moral values are taught to members of society in order to improve character development and promote good moral upbringing and moral health in individuals (George and Uyanga, 2014).

## Types of Moral Values

According to Webster 1981 cited in Sinaga: 2020, there were twelve types of moral values, those are:

1. Bravery  
Bravery is facing a possible unfavorable or disastrous consequence or enduring a difficult task with self-control and mastery of emotions.
2. 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.
3. Kindhearted  
Kindhearted is having sympathetic nature: Humane, compassionate.

4. Honesty  
Honesty is estimable character; fairness and straight forwardness of conduct or adherence to the fact.
5. Love and Affection  
Love is an intense, passionate affection for someone. Love is the code word for the letter. Affection is a strong emotion or passion (like anger, fear, or hatred), feeling aspect of consciousness (like pleasure or displeasure), or inclination to bend one's mind.
6. Loyalty  
Loyalty is the quality, state, or an instance of being loyal; fidelity or tenacious adherence.
7. Peace-Loving  
Peace is harmony in human or personal relations. A mental or spiritual condition marked by freedom from disturbance or oppressive thoughts or emotion.
8. Perseverance  
Perseverant is able or willing to persevere and a quality that allows someone to continue working or striving despite difficulties.
9. Sacrificing for Other  
Sacrifice is something consecrated and offered to God or to a divinity or an immolated victim or an offering of any kind laid on an altar or otherwise presented in the way of religious, thanksgiving, atonement, or conciliation.
10. Self-Confidence  
Self-Confidence is confident in one self. Self-confident is confident of one's own strength or ability.
11. Sincerity  
Sincerity is the quality or state of being sincere; an expression of a sincere feeling.
12. 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. Belief is a state or habit of mind in which trust, confidence, reliance, is place in some person or thing.

## MORAL VALUE CHANGES

Cecilie Eriksen (2020:7) argued moral value changes on a small scale are a constant part of human lives, manifesting themselves on the level of the individual's existence, behaviors, and entire societies. 'moral value changes' refers to, for instance, is when a law changes from encouraging human damage to not doing so. A moral value changes might also be in how we perceive is best to care for something we value (such as good health), where the value remains the same but our ability to uphold it changes as a result of new information about the outside world. A moral value changes can also be a change in what we morally value or condemn in our society, like the change from valuing 'obedience' in the education of children to putting more stress on 'an ability to critical thinking'.

According to Nora Hämäläinen (2018:50 -51) moral value changes is a multifaceted phenomenon, escaping definitions in terms of necessary and sufficient conditions. It involves changes in what we term moral norms, or conventions governing what we owe to one another. It also includes changes in what is considered to be a good human being, and more specifically, what is expected of a good human being in his or her mastery of many roles, such as the mother, the father, the child, the boss, the nurse, the priest. Changes in the assortment of virtues that people once regarded as essential are among them. Moral value changes, that is, alteration of the moral framework or system that guides our actions, judgments, and development as individuals, frequently occurs without abrupt or extreme changes. If the obligations, commitments, and ideals we have grown up with were to be abruptly subverted on a broad scale and replaced by others, it would produce great upheaval and disorientation. Many helpful examples of moral value changes can presently be derived from the realm of gender relations and sexuality, since these represent an area of our lives which has recently gone through considerable changes (Nora Hämäläinen, 2018:52). Moral value changes can, among other things be changes in what is

valued and strived for, in how we perceive our duties, obligations and commitments, in what we are willing to categorize as wrong and harming and how we deal with wrong and harming. (Cecilie Eriksen, 2020:16).

### **Factors Affecting Moral Value Changes**

Paul Bloom (2010) argued that moral value changes are clearly affected by emotional and non-rational processes. Human touch is, in fact, one of the primary drivers of moral value changes. We show affection to others when we associate with them and have mutual aims. We interact with far more individuals than our grandparents or even our parents did because of advances in travel and information accessibility as well as political and economic interconnectedness. As our social circle expands, so does our 'moral circle.' This means that the moral value changes are affected by our social circle.

Although moral values are a product of evolution, this does not mean that it has been fixed in place and cannot be altered at all. What we consider to be right and bad is influenced by the culture in which we live. (Decety, Jean and Cowell, Jason M. 2016). According to Stony Brook University's study (2014), people are ready to shift their moral values standards depending on which law generates more income for them rather than others. The restrictions of coordination serve to temper self-interest. People aim not merely to enrich themselves but also to convince others that what they are doing is morally correct.

Based on the explanation, factors underlying the moral value changes are identified as

- (1) emotional and non-rational processes,
- (2) human touch or social circle, (3) culture,
- (4) income generating, (5) self-interest.

### **DEFINITION OF MOVIES**

According to Rizal (2017), movie is a component that serves to provide information or various messages to the public. through the media of stories, and can also be interpreted as

media that describe expressions for artists to convey their ideas and story ideas. Movies is also known as live picture, theatrical movies or motion picture which when displayed on a screen creates a moving picture due to the effect of Television.

As people know, the movie has a greater influence on the minds of the general public than any other art. The name of a film originally came from the fact that photographic film has historically been the primary medium for recording and displaying motion pictures. Many other terms exist for individual motion pictures, including picture, picture show, motion picture, photoplay, and flick. General terms for the field include the big screen, movies, and cinema (Barsam & Monahan, 2010).

The theme of the film varies from the theme of animal life, animal world, friendship to everyday life. Each theme has many differences. Filmmakers are required to make interesting films so that the audience is interested in the film. The message of a film is told in a story the film shows. The audience is able to listen and see the message contained in the film. In a film or story, a writer always gives a message in the story, the goal is for the audience to take an example from one of the film's messages. We can take the example of values conveyed in a story such as moral education and moral values. The message conveyed in the film has a unique style of language, in instance through conversations and activities according to the attitude or character. Moral values are part of the message conveyed in the film. Moral values aim to build good character for the audience (Ibrahim, 2013). Even though the movie is a story that is not real or fictional, it is entertaining as well as educating also the audience can learn something from the messages contained in the movie. There are many moral values found in the movie. Movies are not only entertaining but also have moral teachings. A movie is said to be good if it has many educational messages. The purpose of educational messages is an

example of good behavior that reflects the message of religion, education and morality.

### **Musical Movie**

Musical is one of the oldest and most popular film genres with the presence of song and dance components in the film (Giannetti, 2014). Musical/dance films are cinematic forms that emphasize full-scale scores or song and dance routines in a significant way (usually with a musical or dance performance integrated as part of the film narrative), or they are films that are centered on combinations of music, dance, song or choreography (Bertens, 2013).

### **PREVIOUS STUDY**

There are some relevant studies which had conducted studies about analyzing of moral values. The author takes several journals and theses related to moral values as follows:

1. Setiawan (2014) on his thesis wrote about An Analysis on Moral Values as Seen in "Rise of The Guardians" Movie. He analyzed from Rise of The Guardians movie and reveal the social cultural background used in the movie. Then he found out the moral values, such as: responsibility, honesty, love and compassion, strong faith, enthusiasm, courage, benevolence, loyalty, love of peace and perseverance, sacrifice for others, sincerity, and self-confidence. From these research of moral values, the researcher hope it can build good character for teacher and students.
2. Mariyana (2013) in her thesis journal entitled Moral Messages in the Petualangan Sherina Film by Riri Riza A Study of Literary Sociology which aims to reveal the relationship between structural elements and reveal aspects of morality in the Sherina Adventure film. The data analysis stage was carried out by collecting the data obtained, after which it was analyzed by narrative analysis, cinematic, and morality studies. Morality is part of the sociological study of

literature that deals with customs and human behavior in society. This research adds to the author's insight in compiling the research framework.

3. Yenni (2018) in her thesis entitled Moral Values in Movies "Revolutionary Road" and "Pride and Prejudice" aims to line up kinds of Moral Values that found in both movies, also describe the importance of moral values. The researcher found out that there are nine kinds of moral values and the difference in terms of showing respect value in both movie. She also found out four reason of the importance of moral values, those are: as individual orientation, create social trust, easing social cooperation, and peaceful conflict resolution.

Previous studies also have differences with each other regarding moral values. From these moral values, researchers hope that they can be used as guidelines for understanding the actual situation. Meanwhile, this research is also related to moral values, specifically the change in moral values. That is the difference between existing research. Based on the previous studies above, the researcher chose to examine the musical film entitled The Greatest Showman to find out the changes in the moral values contained in the film. That's because this film is suitable for all ages and also the reason why this research is needed. Researchers will describe the moral values that exist in the film and the changes in these moral values. From the results of this research on moral values, the researcher hopes that it can make people think twice before act and can make people continue to learn anytime and anywhere since it makes people's lifestyles better than before.

### **METHODOLOGY OF RESEARCH**

This research will be conducted with descriptive qualitative research design. According to Nassaji (2015:129), descriptive research design is meant to describe a phenomenon and its characteristics. This design tends to focus on what and why something happened. This research intends to

describe the moral value changes and find the reason why the moral value changes happen.

In this research, the data are the transcript of the dialogues between the characters in the movie, which contains utterances showing moral value changes. The source of these data will be the movie entitled The Greatest Showman.

Technique of collecting data of the moral value changes will be observation using tape recorder as tool to record the dialogues between the characters used in the movie which describes the moral value changes of the characters. The recorded dialogues will be transcribed and the transcripts will be used as the data. Documentation technique will also be used to find the scenarios in which the written dialogues are found.

To analyze the data, data analysis model proposed by Miles, Huberman and (2014) will be used. The model consists of (1) data condensation, (2) data display and (3) drawing and verifying conclusions.

### RESEARCH FINDINGS & DISCUSSION Moral Value Changes & Underlying Factors

According to Paul Bloom (2010) Moral value changes affected by emotional and non-rational processes. Moral views make their impact by being translated into emotion. Our judgements of good and evil are influenced by emotional reactions such as empathy, disgust etc.

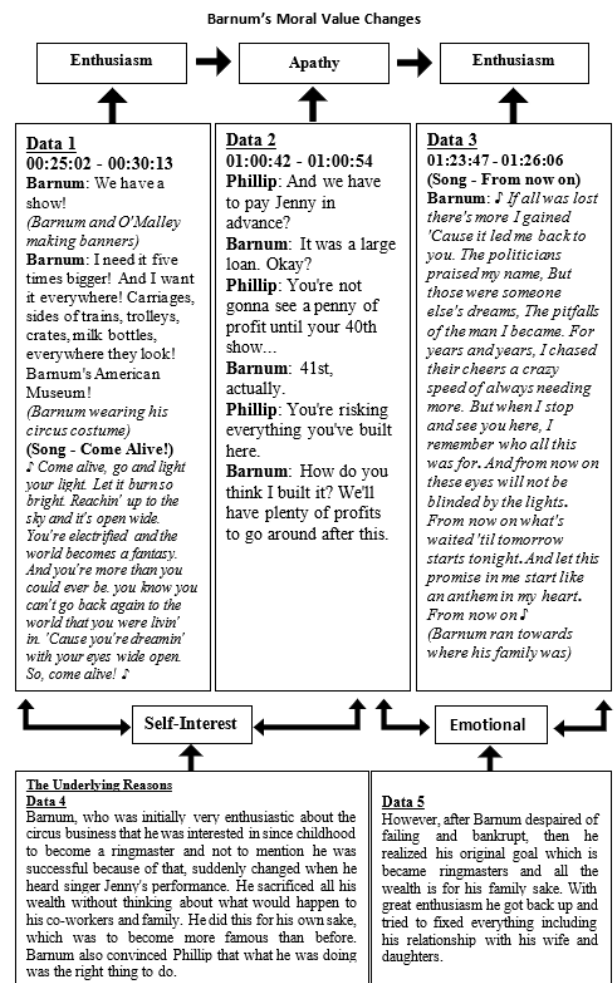
Not only that, moral value changes also affected by human touch or social circle. Human touch is, in fact, one of the primary drivers of moral value changes. We show affection to others when we associate with them and have mutual aims. As our social circle expands, so does our 'moral circle.' This means that the moral value changes are affected by our social circle.

Jean and Jason (2016) stated that although moral values are a product of evolution, this does not mean that it has been fixed in place and cannot be altered at all. It is dependent on the culture in which we grow

up. What we consider to be right and bad is influenced by the culture in which we live.

Stony Brook University's study (2014) stated that moral value changes can affect by income generating and self-interest. People are quick to change their moral values depending on which rule means more cash for them instead of others.

The restrictions of coordination serve to temper self-interest. People aim not merely to enrich themselves but also to convince others that what they are doing is morally correct.



From the five data above, it is known that self-interest is a factor that can affect the moral values of enthusiasm which can turn into apathy. However, emotionality is also a factor that can affect apathy which turn them back into enthusiasm. It can be seen if there are two rounds of moral value changes, enthusiasm which was initially turned into apathy and then changed back to the initial enthusiasm.

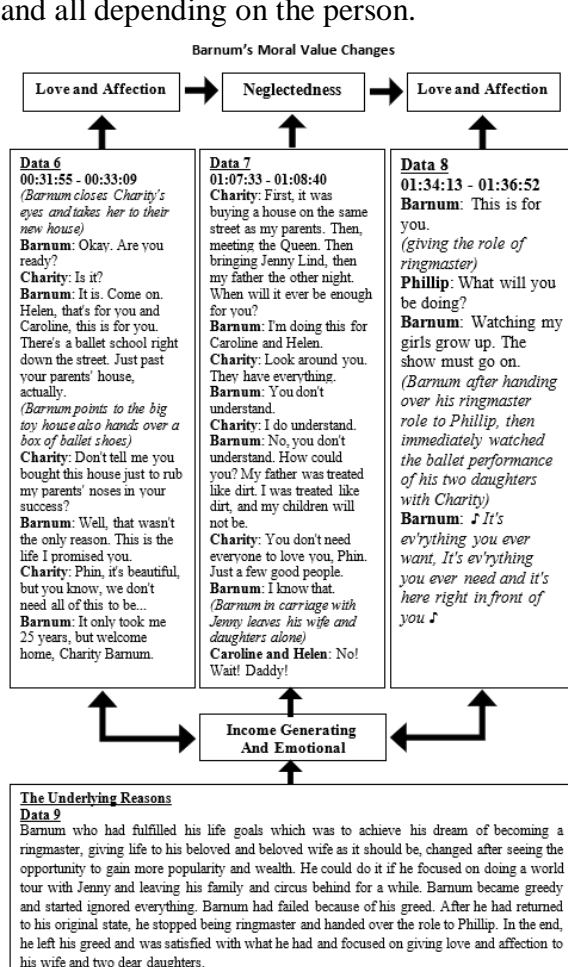
A person who initially has enthusiasm for something they are interested in can quickly change their moral values depending on their self-interests which are more in their favor. The person also convinces others that what they are doing is morally correct.

It can be seen that Barnum was initially very enthusiastic about the circus he was in suddenly turned away when he saw the opportunity to become more famous by using the famous opera singer, Jenny. However, after realizing that his apathy was driving him down, he became enthusiastic again when he remembered his original goal, which was his love for the circus and his beloved family. It can be concluded that emotional feelings have two sides which in positive or negative ways, and all depending on the person.

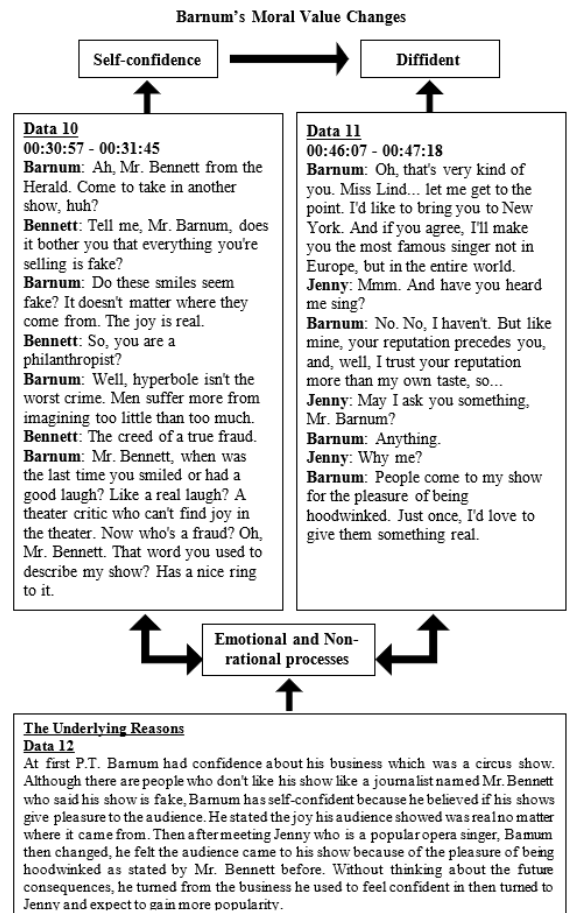
affection turned into neglectedness and finally turning back to love and affection.

Barnum, who initially had the goal of making his wife and two daughters live happily, changed when he faced a situation that might benefit his future as a successor. He became oblivious to his original purpose. However, after experiencing failure due to his actions and Barnum realized that he had neglected his love and affection towards his family, then he changed his moral values again by returning to the original goal.

It can be concluded that income generating accompanied by emotional can easily affect a person's moral values because people tend to change their moral values to things that are more profitable for them.

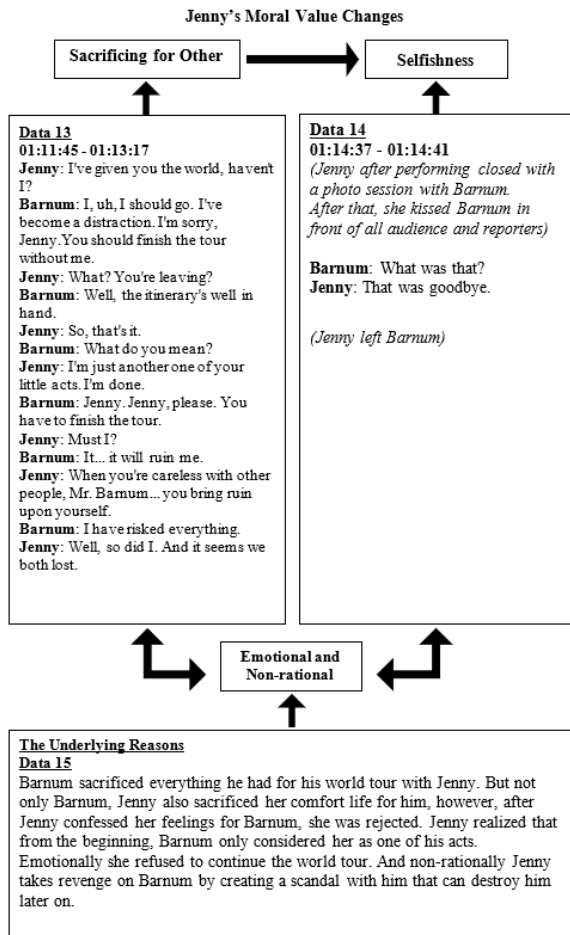


From the four data above, it is known that income generating and emotional are factors that can affect the moral values of love and affection. It can be seen if there are two rounds of moral value changes, which are love and



From the three data above, it is known that emotional and non-rational processes are factors that can affect self-confidence to diffident. Barnum, who was initially confident in what kind of business he was in, then changed when he saw someone who was able to change people's views of him. He felt that

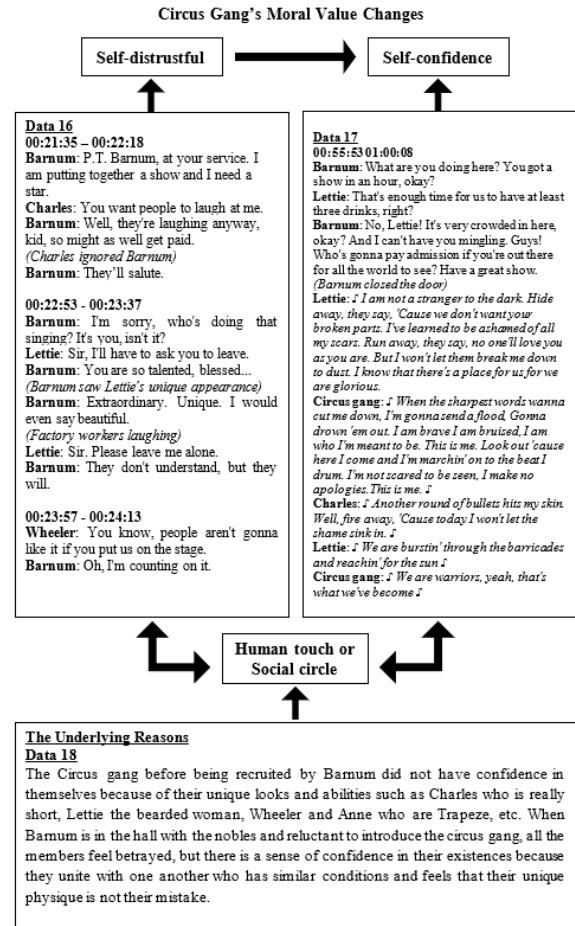
the business he had been in had embarrassed him. It was because of this emotional feeling that he then thoughtlessly tried to do business with Jenny without thinking about the circus business neither its employees. It can be concluded that emotional and non-rational processes can change a person's self-confidence.



From the three data above, it is known that emotional and non-rational processes are factors that can affect the moral value of sacrificing for others to be selfishness. Jenny who initially decided to start a world tour with Barnum as her business partner then fell in love with him. She sacrificed all the time and activities she used to do to be with Barnum. But Jenny changed when she realized Barnum doesn't have the same feelings and also only saw her as one of his employees. Jenny felt her sacrifice was in vain and then she decided to betrayed Barnum by unilaterally cutting off the world tour without Barnum's knowledge. Jenny knew that it would destroy Barnum

because Barnum sacrificed all his wealth for it, but Jenny didn't care.

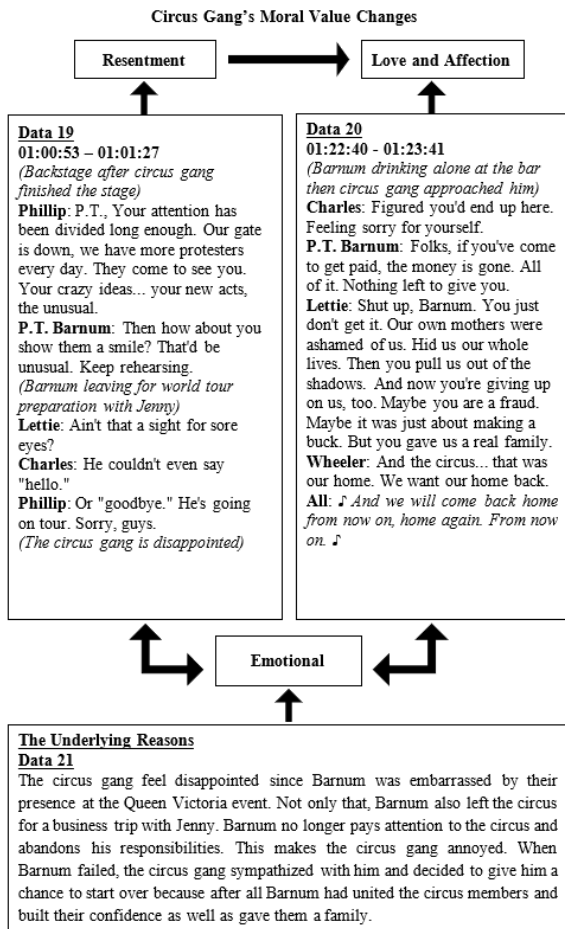
A person can change their moral values when they are overwhelmed with emotional feelings so that they cannot think rationally and if these moral values are no longer profitable for them.



From the three data above, it is known that human touch or social circle is a factor that can affect a person's self-confidence. The circus members who initially did not have confidence because of their unique physique or unusual talents became confident after getting to know each other as fellow circus members.

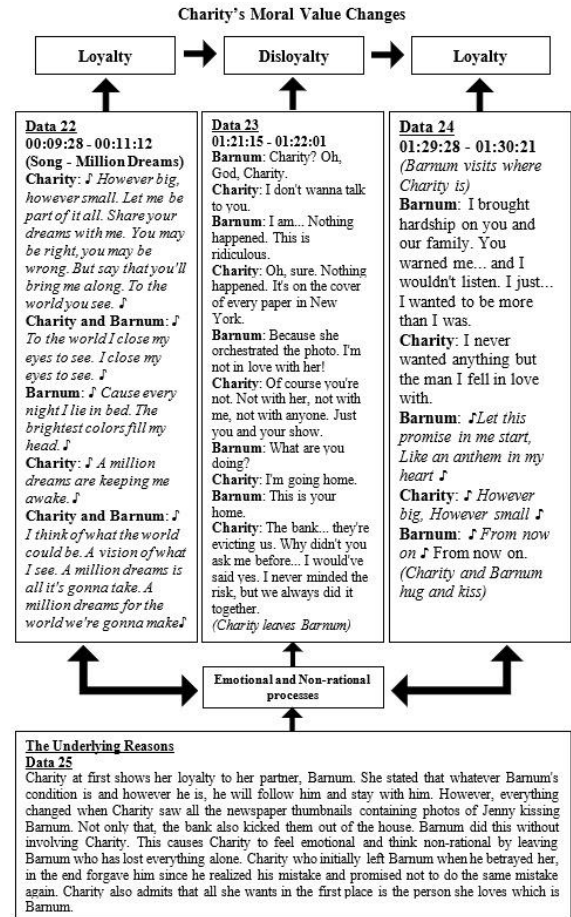
It can be seen if these changes can occur because of human touch or their wider social circle than before. After each member of the circus has the same thing which is the view of society that sees them as strange and freak person, they become more confident because they believe that their uniqueness is not a mistake at all. Human touch or social circles can change moral values into a positive

direction although sometimes it can become negative if you are in the wrong circle.



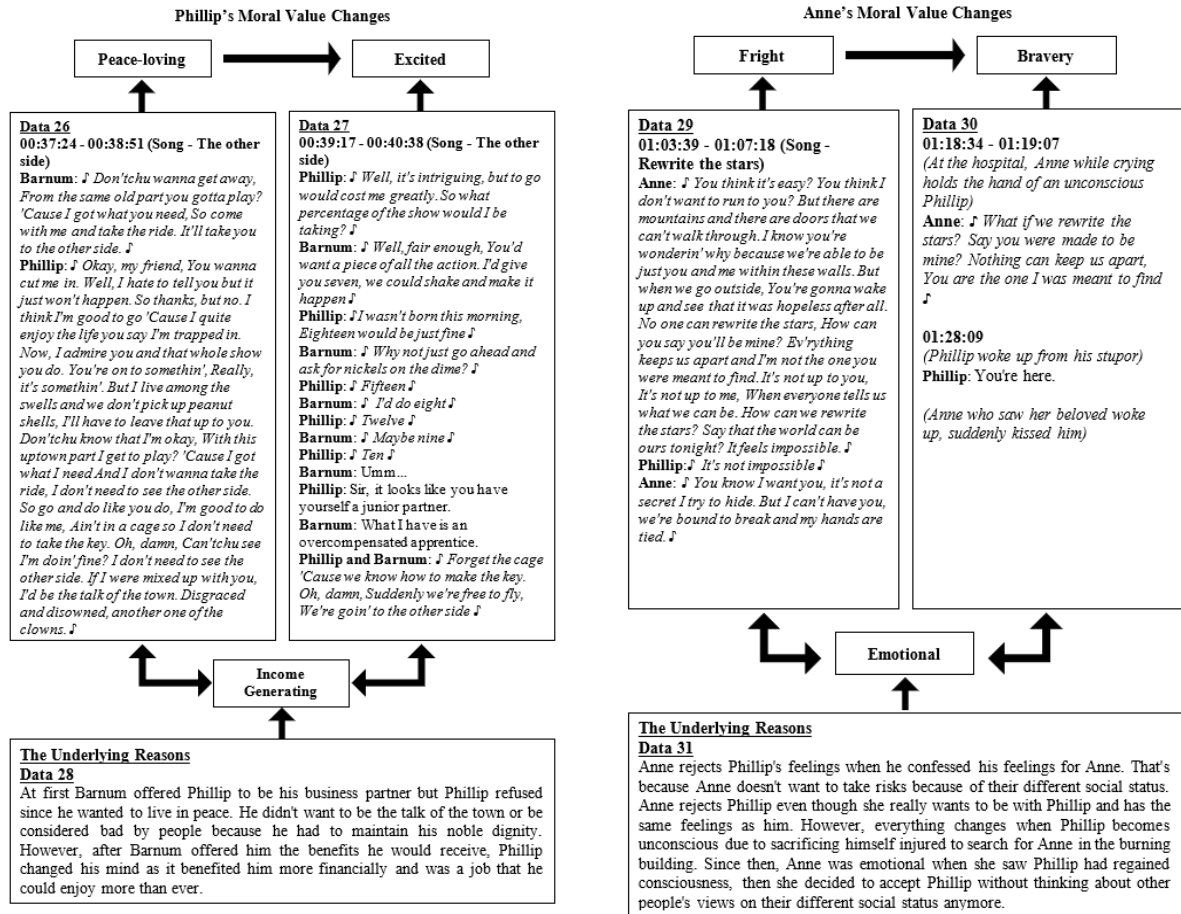
From the three data above, it is known that emotional is a factor that can affect someone's feeling i.e. love and affection. The circus gang who was initially disappointed at Barnum's unfair treatment, later forgave him.

It can be seen if all the actions taken by the gang circus are affected by emotional feelings. Circus gang still wants to be by Barnum's side even though he has failed and has nothing because Barnum brought them to a new world, changed their lives and felt no longer alone or had a family, called the circus. They would not be able to feel it all without the effort that Barnum had built and also Barnum himself that had made them find their identity.



From the four data above, it is known that emotional and non-rational processes are factors that can affect moral values of loyalty. It can be seen that there are two rounds of moral value changes, namely, initially loyalty then turns into disloyalty and finally becomes loyalty again. It can be seen if there are two rounds of moral value changes, which are loyalty to disloyalty and come back to loyalty again.

Charity changed her moral value of loyalty due to her emotional feelings when she saw her husband kissing her opera singer that was exposed all over the newspapers, and thought non-rationally when Barnum had gone bankrupt and mortgaged their house without telling her. Even so, Charity later became loyal again because she felt emotional when Barnum came to apologize to her. It can be concluded that emotional and non-rational processes can change moral values in a positive or negative direction.



From the three data above, it is found that the income generating factor changes a person's nature from negative to positive. Peace is harmony in human or personal relations. A mental or spiritual condition marked by freedom from disturbance or oppressive thoughts or emotion.

In short, peace-loving is when a person loves peace and avoids conflicts or disturbances that can harm that person. Like Phillip, who initially applied peace-loving moral values, he became excited and this could happen because he was influenced by income generating. The income sharing from Barnum that could benefit him made him leave his comfort zone.

However, income generating does not only affect a person to be positive but can also affect someone to be negative depending on the condition of a person, in instance, corruptor or thief. Thus, it can be concluded that income generating can actually be two-sided.

From the three data above, it is known that emotional is a factor that can affect the moral values of bravery. Anne, who at first was afraid to start a relationship with someone who was different from her social status, especially from noble, then changed because she was touched by Phillip's action which showed how important Anne was to Phillip. Phillip sacrificed himself for Anne's sake so Anne decided to change her moral values to bravery. This can be shown when Anne no longer cares about other people's views on her future relationship with Phillip, even though there are differences in social status between the two.

A person can change their moral values from fright to bravery when overwhelmed with emotional feelings or circumstances that make them emotional and that is a positive thing.

Table 4.2.2.1 Factor affecting moral value changes

No.	Factor Affecting Moral Value Changes	Frequency	Percentage
1.	Emotional and non-rational processes	7	63,63%
2.	Human touch or social circle	1	9,09%
3.	Income Generating	2	18,18%
4.	Self-interest	1	9,09%
Total		11	100%

### Research Findings and Discussions

After analyzing the data, the researcher found there were five factor affecting moral value changes based on Paul Bloom (2010), Decety and Cowell (2016) and Stony Brook University's study (2014). According to Paul Bloom, factor affecting moral value changes are emotional & non-rational processes and human touch or social circle. Meanwhile according to Decety and Cowell (2016), factor underlying the moral value changes is culture. In other hand, according to Stony Brook University's study (2014), factor affecting moral value changes are income generating and self-interest.

In The Greatest Showman movie, there are six characters found that applied moral value changes, they were P.T. Barnum, Jenny Lind, Charity, Phillip, Anne and the Circus Gang. The researcher found there were four factors affecting moral value changes: 7 (63,63%) emotional and non-rational processes, 1 (9,09%) human touch or social circle, 2 (18,18%) income generating and 1 (9,09%) self-interest.

After analyzing 31 data found in The Greatest Showman movie, it is concluded that the most frequent factor affecting of moral value changes shown by characters is emotional and non-rational processes.

Compared with the findings and previous studies on the types of moral values, the subject and research concern are different. In the research of Setiawan (2014) entitled An Analysis on Moral Values as Seen in "Rise of The Guardians" Movie, he found out twelve moral values, such as: responsibility, honesty, love and compassion, strong faith, enthusiasm, courage, benevolence, loyalty, love of peace and perseverance, sacrifice for

others, sincerity, and self-confidence. From this research of moral values, the researcher hope it can build good character for teacher and students.

Meanwhile, there is something difference between previous researcher and present researcher, which is in this research, researchers are not only examined the types of moral values, but also moral value changes that can be found or applied in people's lives as found in the movie, they are: emotional and non-rational processes, human touch or social circle, income generating and social interest that is based on theory of Paul Bloom (2010) and Stony Brook University's study (2014).

### CONCLUSIONS AND SUGGESTIONS

#### Conclusions

Based on the findings and discussion of the research, the conclusion can be drawn as follows:

1. The moral value changes experienced by the characters: (1) Enthusiasm to Apathy and back to Enthusiasm, (2) Love and Affection to Neglectedness and back to Love and Affection, (3) Self-confidence to Diffident, (4) Sacrificing for Other to Selfishness, (5) Self-distrustful to Self-confidence, (6) Resentment to Love and Affection (7) Loyalty to Disloyalty and back to Loyalty, (8) Peace-loving to Excited, and (9) Fright to Bravery.
2. The moral value changes are caused by: (1) Emotional and non-rational processes, (2) Human touch or social circle, (3) Income Generating and (4) Self-interest.

The most frequent factor affecting moral value changes found in the movie is emotional and non-rational processes.

#### Suggestions

The researcher hopes that this research findings will be beneficial to everyone who read it. The researcher also hopes it can help especially for further researchers who want to conducting the same field to use is as a

reference for their related research since they have understood about moral values and moral values changes. Not only that, there are some many kinds of literary works can be used as the subject of research in the literature such as others movie, novel, stories, drama, etc.

The researcher hopes it can help for lecturer of English department to teach further more about moral values and moral value changes. Not only that, the teacher can give assignment to students by watching movie and doing research about moral values and moral value changes contained in the movie.

On the other hand, teaching moral value changes can help students in further understanding about moral values and moral value changes while watching movies and then can be applied in their daily life in order to have a better personality than before. Last but not least, it is better for us to understand the moral value changes that we can experience at any time so then we can decide more wisely which moral values need to be applied better in our life.

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