

An Analysis of Moral Values in The Zootopia Movie

Masyitah, Bunau Eusabinus, Rahmani Fajar Eka, Apriliawati Rahayu, Rosnija Eni

¹Universitas Tanjungpura Pontianak

Correspondent Email: hallo.masyita@gmail.com

ABSTRACT

This research aimed to identify the types of moral values and describe how these moral values are presented in the Zootopia movie, directed by Byron Howard and Rich Moore. The research design was a qualitative descriptive study; the data sources are the movie itself and the movie script of Zootopia. The SPEAKING Model (setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre) by Dell Hymes is used as a framework for assess the conversation in the movie. The research results showed that this movie contained twelve utterances classified based on the types of moral values defined by Josephson and Hanson, such as trustworthiness, respect, responsibility, fairness, caring, and citizenship. Also, the morals are analyzed more profoundly using the SPEAKING Model by Dell Hymes. The moral values described in this study have important implications for teachers and other researchers, which can encourage the use of tools in analyzing literary works and can be applied in life.

Keywords: Moral values, literature, movie, descriptive, the SPEAKING model

INTRODUCTION

Basically, the language is an abstract symbol scheme used for people to communicate. A *language* is an essential tool that allows people to communicate. People socialize and form communities through language. Language is the traditional and structured use of sound (or written signs or symbols) for speech or self-expression (Hoff, 2013). According to Rainsford (2014), literature is one of the most accessible materials for historical or social linguists who wish to investigate how English used in a particular location. Linguists must analyze literary works to determine how the author uses language, especially English, as the language of the work.

A movie is a kind of media that can educate people and improve their understanding of specific topics through vision. The movie has a significant impact in providing information and as a tool for conveying messages to people. The movie shows the audience through visualization; the message can be positive or negative depending on the audience. According to Yousuf and Dadabhoy (2013), A movie can display an image and thus present itself to its audience.

The moral is one's perception of other people's actions as positive. Furthermore, *morality* is defined as the right and wrong things to do in terms of the act's principles, behavior, responsibilities, and so on. Morality is determined by the dominant field of society's customs or guides, and values are primarily a topic of ethics (Bednarek-Gilland, 2015). As a result, moral values are inextricably linked to real human feelings and interactions that profoundly inspire us. Similarly, decency guidelines can be derived from a story in the form of books, movies, songs, poems, and so on.

Moral education has been an important objective of education. Moral education refers to anything that schools undertake to impact how people think, feel, and act about issues of right and wrong. It was believed that the purpose of school was not just to make people educated, but also to make them good. The resurgence of moral education is a result of the fact that modern cultures are increasingly confronted with troubling trends both within schools and in general society (Kaur, 2015).

Zootopia is one of the best movies proven by The Academy Award statuette ("Oscar") for Best Animated Film. Children and adults also like this movie, so it is essential to identify the moral values in the story as a lesson and can be applied in daily life. Zootopia was produced by Walt Disney Animation Studios and published by Walt Disney Pictures. Zootopia is a film about comedy-adventure movies.

The study of moral values in literary works has been analyzed in several prior studies. The first research, Analysis of Moral Values in the Film "Coco," was conducted by Nasir, Samad, Jannah, and Sharudin (2019). This study described the moral values contained in the Coco film. They learned nine moral values: honesty, courage, peace of mind, confidence and potential, loyalty and dependability, respect, love and compassion, selflessness and sensitivity, kindness, and friendliness. This study used a qualitative descriptive method that does not specify what indicators to determine which sentences or dialogues refer to a moral value.

Another research was conducted by Setiawan and Irvany (2015). The goals of the study, "An Analysis of Moral Values as Seen in "Rise of the Guardians" Movie," were to investigate the moral values in the movie "Rise of the Guardians" and to revealed the movie's social-cultural background. The movie "Rise of the Guardian" has a theme of teamwork, belief, sacrifice, and honesty. The director used the first-person point of view. Responsibility, honesty, love, and affection are the film's moral values: strong belief, enthusiasm, bravery, goodheartedness, loyalty, peace-loving, perseverance, sacrificing for others, sincerity, and self-assurance.

In this study, the researcher used the SPEAKING Model by Dell Hymes 1974, which described the speech's components. The components are setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre. The SPEAKING Model is essential to assess the conversation in the movie. This research could help to develop good character, teach moral values to students, and become an inspiration and role model as future teachers.

METHOD

To analyze Zootopia, the researcher employed a descriptive qualitative method combined with a data analysis methodology to know what moral values are implied in the movie and what are types of moral values presented in the Zootopia movie. Bogdan and Biklen (1992), said qualitative research is descriptive; the information gathered is expressed in words or images. The researcher used a table to make it easier to collect the data, and the table was made into five columns to make it easier to read and more organized. The first column contained the movie's time, the second column contained utterances, the third column contained speaking analyzing by Dell Hymes. The fourth is interpretation. The last column consists of the types of moral values based on Josephson and Hanson's six pillar of morality. There are trustworthiness, respect, responsibility, fairness, caring, and citizenship—the data collected by watching and reading the movie script of Zootopia Wiki Fandom (2016).

An ethnography of a communication event summarizes of all related variables to explain how the specific communication event achieves its goals (Wardhaugh & Fuller, 2014). Hymes uses the term SPEAKING as an acronym for the several aspects that are involved in communication. The setting and scene refer to the time and location. It refers to the specific physical conditions under which expression takes place. The participants refer to specific roles that are socially determined by the participant's age, gender, status, age, or profession. Ends refers to the expected outcomes of the speech event and the personal goals that participants hope to achieve on specific occasions. Act sequence refers to the actual form and content of what is said. Key refers to the tone, manner, or spirit with which a message is delivered. The message's tone, manner, and intent are all examples of instrumentalities. Norms, interaction norms or rules and how the interlocutor's speech is interpreted. Genre refers to kind of speech act that clearly defined types of utterance, such as poems, proverbs, riddles, sermons, prayers, lectures, and editorials.

Data collection included observations and analysis of reports, records, document, and photographs. Qualitative descriptive research is purely data-driven because codes are generated from data collected during the study. Like the other qualitative research methods, the qualitative descriptive study is also distinguished by synchronous data collection and analysis (Vikie & Clinton, 2012).

Observation and analysis are the process of collected the data in this research. The data collected from the Zootopia movie, such as phrases and statements with moral values, are classified by the researcher based on the specifications. The data analysis in this research is to match the movie transcript of Zootopia Wiki Fandom with the minutes it appears in the movie and categorize it according to moral values. Miles and Huberman defined analysis with three steps: data condensation, data display, and conclusion drawing/verification. (Miles, Huberman, & Saldana, 2014).

FINDING AND DISCUSSION

In this research, twelve utterances that have been divided into six moral types based on Josephson and Hanson's theory and then the data presented below has been classified using the SPEAKING Model by Dell Hymes.

1. Trustworthiness

Trustworthiness is being able to keep promises, be honest and dependable, and have strong morals without ever betraying confidence inappropriately. The integrity and character of a person are what make them trustworthy.

Scene 2 (Judy Confronts Gideon)

Sharla: Are you okay, Judy?

Young Judy Hopps: Yeah, yeah. I'm okay. *[holds up tickets]* Here you go.

Sharla: *[takes the tickets back, impressed]* Wow! You got our tickets!

Gareth: You're awesome, Judy.

(Transcript by Zootopia Wiki Fandom)

As shown above, the setting and scene took place in Bunny Burrow at Carrot Days Festival. There were three participant, Young Judy Hopps, Sharla, and Gareth. The purpose or ends is Young Judy Hopps wants to help her friends because Gideon Grey, a wolf, has taken her friend's ticket. For the act sequence is Sharla, a friend of Young Judy Hopps, asks how Judy is after she gets into an argument with Gideon Grey. The key is fear and happy. The instrumentality is assertive, and the norm is do not take what is not yours. The dialogue is the genre of this scene.

Scene 5 (Judy Travels to Zootopia)

Bonnie Hopps: We're real proud of you, Judy.

Stu Hopps: Yup and scared too.

Bonnie Hopps: Yes.

Stu Hopps: Really, it is a - it's kind of a proud-scared combo. I mean, Zootopia, so far away, such a big city.

Judy Hopps: Guys, I have been working for this my whole life.

Bonnie Hopps: We know, and we are just a little excited for you, but terrified.

Judy Hopps: The only thing we have to fear is fear itself.

(Transcript by Zootopia Wiki Fandom)

The setting for this scene was taken in the Bunny Burrow Train Station. The participants are Bonnie Hopps, Stu Hopps, and Judy Hopps. The end of this conversation is Judy's parents are afraid to let Judy go to Zootopia, a big city. For the act sequence, in the train station, Judy's parents said they were proud that Judy was the first rabbit to become a police officer and afraid that Judy would go to Zootopia. The key is a little pride, but more fear. The instrument is assertive. The norm is as adults, we need to take risks in life. The genre is dialogue.

2. Respect

Traditions and those with status are valued. Elders such as parents, teachers, and leaders are examples of these figures. Social conservatives have a stronger foundation for authority than social liberals.

Scene 8 (Enter Nick Wilde)

Nick Wilde: Officer, I can't thank you enough. So kind, really. Can I pay you back?

Judy Hopps: Oh no, my treat. It just - you know, it burns me up to see folks with such backward attitudes toward foxes. I just wanna say that you are a great dad and just a... A real articulate fella.

Nick Wilde: Well, that is high praise. It is rare that I find someone so non-patronizing.

(Transcript by Zootopia Wiki Fandom)

The scene above was in the Jumbeaux's Café. The participants are Nick Wilde, Judy Hopps, and Finnick. The end of this conversation, Nick Wilde thanks Judy for getting Finnick a Jumbo-Pop ice cream because Nick forgot about his wallet. The act sequence was Judy, Nick, and Finnick walking outside the parlor, Nick holds the Jumbo-Pop ice cream, and Judy holds Finnick's hand. The key is a happy feeling. The assertive is the instrumentality. The norm in this speech is to be kind to someone regardless of who that person is. The genre of this speech is dialogue.

Scene 23 (Nick's Childhood)

Nick Wilde: If the world's only gonna see a fox as shifty and untrustworthy, there is no point in trying to be anything else.

Judy Hopps: Nick, you are so much more than that. *[Judy places her paw on Nick's arm. Nick looks at her and pulls back.]*

(Transcript by Zootopia Wiki Fandom)

The setting for this scene was taken in sky tram. The participants are Judy Hopps and Nick Wilde. The end of this speech is Judy encouraged Nick, who was not confident at that time. Judy watched Nick and places her paw on Nick's arm is the act sequence. The key is feeling sad and the instrumentality is passive. The norm is Judy wanted Nick to know that he was enough and worthy, and the genre is dialogue.

3. Responsibility

Responsibility is doing what is supposed to or being concerned when making decisions or doing things. Being responsible for someone or something is also being responsible for that person or thing.

Scene 8 (Enter Nick Wilde)

Judy Hopps: Boom! Two-hundred tickets before noon. *[Judy's own meter expires]* Ugh... *[prints out a ticket and gives it to her own vehicle]* two-o-one.

(Transcript by Zootopia Wiki Fandom)

The setting and scene of this part were in in the Zootopia city, surrounded by many parked cars. The participant was Judy Hopps. The end is Judy wanted to say that she completed her work on time given by Chief Bogo. The act sequence is Judy looks at the clock, which points to noon, and the ticket pad, which shows 200. Excitement is the key is excitement and the instrumentality is assertive. The norm of this scene is Judy wants to prove that she is more than Chief Bogo thinks. The genre is monologue.

Scene 12 (The Chase in Little Rodentia)

Judy Hopps: *[triumphantly happy]* I popped the weasel!

(Transcript by Zootopia Wiki Fandom)

The scene and setting were in Little Rodentia to ZPD (Zootopia Police Academy. The participants are Judy Hopps and Duke Weaselton. The end is Judy successfully caught the thief. For the act sequence of this scene is Duke moans, stop rolling, and lands into ZPD. Judy jumps through the open doorway heroically and happily. The key is excitement. Then, the instrumentality is expressive. The norm of this scene is Judy proved herself to be good and useful police. Monologue is the genre.

Scene 28 (Judy's Interview)

Chief Bogo: Ladies and gentle-mammals, fourteen mammals went missing, and all fourteen have been found by our newest recruit, who will speak to you in a moment.

Judy Hopps: Ohh, I am so nervous.

Nick Wilde: Okay. Press conference 101. You wanna look smart, answer their question with your own question and then answer *that* question. Like this: *[pretends to have a news reporter voice while pretending to hold a microphone]* "Excuse me, Officer Hopps, uh, what can you tell us about the case?" *[in a flutey impression of Judy's voice]* "Well, was this a tough case? Yes, yes, it was." *[normal voice]* You, see?

(Transcript by Zootopia Wiki Fandom)

The setting and scene were in ZPD. Chief Bogo, Judy Hopps, and Nick Wilde are the participants. The end is to tell how Judy can solve the case of the missing 14 mammals. The act sequence is Judy stood over Nick, Judy was nervous, and Nick gave directions on how to make a speech. The key is nervous. The instrumentality is assertive. The norm of this scene is trying to be confident in public and the genre is dialogue.

4. Fairness

Involves justice in that everyone receives their just wages and is appropriately rewarded. Fairness is expressed when one strives for people to receive what they deserve and is negatively affected when others do not receive what they deserve.

Scene 20 (Mr. Big)

Fru Fru: Wait. Wait! *[the polar bears stop again]* She's the bunny that saved my life yesterday! From that giant donut!

Mr. Big: This bunny?

Fru Fru: Yeah! *[waves to Judy]* Hi!

Judy Hopps: Hi. I love your dress!

Fru Fru: *[curtsies]* Aw... Thank you!

Mr. Big: Hm. Put 'em down. *[the polar bears close the trap door and put Judy and Nick down; to Judy]* You have done me a great service. I will help you find the otter. I will take your kindness and pay it forward.

(Transcript by Zootopia Wiki Fandom)

As shown above, the setting and scene took place in Mr. Big house. Fru Fru, Mr. Big, Judy Hopps and Nick Wilde are the participants. The end of this scene is to find Mr. Otterton, unfortunately, Judy and Nick are caught by Mr. Big, but in the end, they are helped by Mr. Big to find Mr. Otterton. The act sequence is Mr. Big will be icing Judy and Nick, but Fru Fru saves them because Judy once saved Fru Fru from a giant donut. The key is tense. For the instrumentality is commissive. The norm in this scene is kindness will be rewarded with kindness too. The genre is dialogue.

Scene 32 (Judy's Epiphany)

Bonnie Hopps: You've always been a trier.

Judy Hopps: Oh, I tried. And I made life so much worse for so many innocent predators.

[A van horn sounds, and a van pulls up]

Stu Hopps: Oh! Not all of them, though. Speak of the devil, right on time. *[The van has the words 'Gideon Grey's Real Good Baked Stuff with Fresh Produce from Hopps' Family Farm' and Gideon Grey, grown up, walks out of his van]*

Judy Hopps: Is that... Gideon Grey?

Stu Hopps: Yep! Sure, it is. We work with him now.

Bonnie Hopps: He's our partner, and we never would have considered it had you not opened our minds.

Stu Hopps: That's right, I mean Gid's turned into one of the top pastry chefs in the Tri-Burrows.

Judy Hopps: *[amazed]* That's... That's really cool, you guys.

(Transcript by Zootopia Wiki Fandom)

For the setting and scene of this part were in Bunny Burrow. Judy Hopps, Stu Hopps, and Bonnie Hopps are the participants. The end is to convince Judy that what she

said was wrong, the predators could be kinder and side with the mammals. The act sequence is Judy's parents have proven that they (mammals) can get along well with Gideon Grey, a predator. Key is feeling happy and compassion. The instrumentality is assertive. The norm of this scene is something bad is not always bad, it could be a good thing. The genre is dialogue.

5. Caring

A predisposition to empathize with those suffering and care for the weaker and need assistance. Care is thought to have been evolutionarily significant because caring people are more likely to protect the young. It is frequently expressed as a form of empathy for the weak, elderly, sick, and young.

Scene 13 (Judy Takes the Otterton Case)

Chief Bogo: Ma'am, our detectives are *very* busy.

Mrs. Otterton: *Please!* There's gotta be *somebody* to find my Emmitt.

Chief Bogo: Mrs. Otterton-

Judy Hopps: I will find him. [*She gets down off the chair.*]

Mrs. Otterton: [*happily and gratefully*] Oh, thank you! [*with a light chuckle of relief, she rushes over to hug Judy*] Bless you, bless you little bunny! [*she sobs for a moment. Judy, mildly surprised at first, returns the hug, chuckling a bit as well. Chief Bogo grunts furiously at her.*] Oh! Heh. [*Mrs. Otterton gives Judy her picture.*] Take this, find my Emmitt. Bring him home to me and my babies, please.

(Transcript by Zootopia Wiki Fandom)

The setting and scene were taken in Chief Bogo's office. The participants are Chief Bogo, Mrs. Otterton and Judy Hopps. The end is to help Mrs. Otterton to find Mr. Otterton. For the act sequence is Judy gets off the chair and walks to Mrs. Otterton and agrees to help her find Mr. Otterton. The key is compassion, and the instrumentality is expressive. The norm of this scene is there is nothing wrong with helping people who are in trouble. The genre is dialogue.

Scene 23 (Nick's Childhood)

Judy Hopps: Thank you.

Nick Wilde: Never let 'em see that they get to you.

Judy Hopps: So... things do get to you?

(Transcript by Zootopia Wiki Fandom)

The scene and setting were in sky tram. The participants are Judy Hopps and Nick Wilde. The end of this dialogue is Nick did not want Judy to feel belittled by anyone. The act sequence is Judy seems amazed at what Nick has done for her. She looks at Nick. The key is the way of communication, Judy and Nick seemed to be calm. The instrumentality is assertive. The norm of this dialogue is you are valuable, do not let others underestimate you. The genre is dialogue.

6. Citizenship

Citizenship means that we are free and have responsibilities that come with that. Each citizen has certain rights, responsibilities, and duties. A good citizen's traits include being honest and telling the truth, having moral integrity, taking responsibility for ourselves and our actions, and respecting and treating others how we want to be treated.

Scene 38 (Judy's Speech)

Judy Hopps: "When I was a kid, I thought Zootopia was this perfect place, where everyone got along, and anyone could be anything". Turns out, real life is a little bit more complicated than a slogan on a bumper sticker. Real life is messy. We all have limitations, we all make mistakes, which means - hey, glass half full! - we all have a lot in common. And the more we try to understand one another, the more exceptional each of us will be. But we have to try. So, no matter what type of animal you are; from the biggest elephant to our first fox, I implore you - try. Try to make the world a better place. Look inside yourself and recognize that change starts with you. It starts with me. It starts with all of us."

(Transcript by Zootopia Wiki Fandom)

The setting and scene of this part were on a podium, surrounded by many police. The participant was only Judy Hopps. The end of this scene is to conclude the story. The act sequence is Judy standing on the podium, giving a speech. She talked about the differences that unite all animals. The key is happiness. Direct speech is the instrumentality. This scene's norm is to be confident and not be afraid to try anything. The genre is epilogue.

For the SPEAKING Model analyzing by Dell Hymes explained below:

NO	Utterances	SPEAKING analyzing
1	Sharla: Are you okay, Judy? Young Judy Hopps: Yeah, yeah. I'm okay. <i>[holds up tickets]</i> Here you go. Sharla: <i>[takes the tickets back, impressed]</i> <u>Wow! You got our tickets!</u> Gareth: You're awesome, Judy.	The setting and scene took place in Bunny Burrow at Carrot Days Festival. There were three participant, Young Judy Hopps, Sharla, and Gareth. The purpose or ends is Young Judy Hopps wants to help her friends because Gideon Grey, a wolf, has taken her friend's ticket. For the act sequence is Sharla, a friend of Young Judy Hopps, asks how Judy is after she gets into an argument with Gideon Grey. The key is fear and happy. The instrumentality is assertive, and the norm is do not take what is not yours. The dialogue is the genre of this scene.

<p>2 Bonnie Hopps: We're real proud of you, Judy. Stu Hopps: Yup and scared too. Bonnie Hopps: Yes. Stu Hopps: Really, it is a - it's kind of a proud-scared combo. I mean, Zootopia, so far away, such a big city. Judy Hopps: Guys, I have been working for this my whole life. Bonnie Hopps: We know, and we are just a little excited for you, but terrified. Judy Hopps: <u>The only thing we have to fear is fear itself.</u></p>	<p>The setting for this scene was taken in the Bunny Burrow Train Station. The participants are Bonnie Hopps, Stu Hopps, and Judy Hopps. The end of this conversation is Judy's parents are afraid to let Judy go to Zootopia, a big city. For the act sequence, in the train station, Judy's parents said they were proud that Judy was the first rabbit to become a police officer and afraid that Judy would go to Zootopia. The key is a little pride, but more fear. The instrument is assertive. The norm is as adults, we need to take risks in life. The genre is dialogue.</p>
<p>3 Nick Wilde: <u>Officer, I can't thank you enough. So kind, really.</u> Can I pay you back? Judy Hopps: Oh no, my treat. It just - you know, it burns me up to see folks with such backward attitudes toward foxes. I just wanna say that you are a great dad and just a... A real articulate fella. Nick Wilde: Well, that is high praise. It is rare that I find someone so non-patronizing.</p>	<p>The scene above was in the Jumbeaux's Café. The participants are Nick Wilde, Judy Hopps, and Finnick. The end of this conversation, Nick Wilde thanks Judy for getting Finnick a Jumbo-Pop ice cream because Nick forgot about his wallet. The act sequence was <i>Judy, Nick, and Finnick walking outside the parlor, Nick holds the Jumbo-Pop ice cream, and Judy holds Finnick's hand.</i> The key is a happy feeling. The assertive is the instrumentality. The norm in this speech is to be kind to someone regardless of who that person is. The genre of this speech is dialogue.</p>
<p>4 Nick Wilde: If the world's only gonna see a fox as shifty and untrustworthy, there is no point in trying to be anything else. Judy Hopps: <u>Nick, you are so much more than that.</u> <i>[Judy places her paw on Nick's arm. Nick looks at her and pulls back.]</i></p>	<p>The setting for this scene was taken in sky tram. The participants are Judy Hopps and Nick Wilde. The end of this speech is Judy encouraged Nick, who was not confident at that time. Judy watched Nick and places her paw on Nick's arm is the act sequence. The key is feeling sad and the instrumentality is passive. The norm is Judy wanted Nick to know that he was enough and worthy, and the genre is dialogue.</p>

<p>5 Judy Hopps: <u>Boom! Two-hundred tickets before noon. [Judy's own meter expires] Ugh... [prints out a ticket and gives it to her own vehicle] two-o-one.</u></p>	<p>The setting and scene of this part were in in the Zootopia city, surrounded by many parked cars. The participant was Judy Hopps. The end is Judy wanted to say that she completed her work on time given by Chief Bogo. The act sequence is <i>Judy looks at the clock, which points to noon, and the ticket pad, which shows 200. Excitement is the key is excitement and the instrumentality is assertive. The norm of this scene is Judy wants to prove that she is more than Chief Bogo thinks. The genre is monologue.</i></p>
<p>6 Judy Hopps: <u>[triumphantly happy] I popped the weasel!</u></p>	<p>The scene and setting were in Little Rodentia to ZPD (Zootopia Police Academy. The participants are Judy Hopps and Duke Weaselton. The end is Judy successfully caught the thief. For the act sequence of this scene is <i>Duke moans, stop rolling, and lands into ZPD. Judy jumps through the open doorway heroically and happily. The key is excitement. Then, the instrumentality is expressive. The norm of this scene is Judy proved herself to be good and useful police. Monologue is the genre.</i></p>
<p>7 Chief Bogo: <u>Ladies and gentle-mammals, fourteen mammals went missing, and all fourteen have been found by our newest recruit, who will speak to you in a moment.</u></p>	<p>The setting and scene were in ZPD. Chief Bogo, Judy Hopps, and Nick Wilde are the participants. The end is to tell how Judy can solve the case of the missing 14 mammals. The act sequence is Judy stood over Nick, Judy was nervous, and Nick gave directions on how to make a speech. The key is nervous. The instrumentality is assertive. The norm of this scene is trying to be confident in public and the genre is dialogue.</p>

<p>8 Fru Fru: Wait. Wait! <i>[the polar bears stop again]</i> She's the bunny that saved my life yesterday! From that giant donut! Mr. Big: This bunny? Fru Fru: Yeah! <i>[waves to Judy]</i> Hi! Judy Hopps: Hi. I love your dress! Fru Fru: <i>[curtsies]</i> Aw... Thank you! Mr. Big: Hm. Put 'em down. <i>[the polar bears close the trap door and put Judy and Nick down; to Judy]</i> <u>You have done me a great service. I will help you find the otter.</u> I will take your kindness and pay it forward.</p>	<p>the setting and scene took place in Mr. Big house. Fru Fru, Mr. Big, Judy Hopps and Nick Wilde are the participants. The end of this scene is to find Mr. Otterton, unfortunately, Judy and Nick are caught by Mr. Big, but in the end, they are helped by Mr. Big to find Mr. Otterton. The act sequence is Mr. Big will be icing Judy and Nick, but Fru Fru saves them because Judy once saved Fru Fru from a giant donut. The key is tense. For the instrumentality is commissive. The norm in this scene is kindness will be rewarded with kindness too. The genre is dialogue.</p>
<p>9 Bonnie Hopps: You've always been a trier. Judy Hopps: Oh, I tried. And I made life so much worse for so many innocent predators. <i>[A van horn sounds, and a van pulls up]</i> Stu Hopps: Oh! Not all of them, though. Speak of the devil, right on time. <i>[The van has the words 'Gideon Grey's Real Good Baked Stuff with Fresh Produce from Hopps' Family Farm' and Gideon Grey, grown up, walks out of his van]</i> Judy Hopps: Is that... Gideon Grey? Stu Hopps: Yep! Sure, it is. We work with him now. Bonnie Hopps: <u>He's our partner, and we never would have considered it had you not opened our minds.</u> Stu Hopps: That's right, I mean Gid's turned into one of the top pastry chefs in the Tri-Burrows. Judy Hopps: <i>[amazed]</i> That's... That's really cool, you guys.</p>	<p>For the setting and scene of this part were in Bunny Burrow. Judy Hopps, Stu Hopps, and Bonnie Hopps are the participants. The end is to convince Judy that what she said was wrong, the predators could be kinder and side with the mammals. The act sequence is Judy's parents have proven that they (mammals) can get along well with Gideon Grey, a predator. Key is feeling happy and compassion. The instrumentality is assertive. The norm of this scene is something bad is not always bad, it could be a good thing. The genre is dialogue.</p>
<p>10 Chief Bogo: Ma'am, our detectives are very busy. Mrs. Otterton: <i>Please!</i> There's gotta be <i>somebody</i> to find my Emmitt. Chief Bogo: Mrs. Otterton- Judy Hopps: <u>I will find him.</u> <i>[She gets down off the chair.]</i> Mrs. Otterton: <i>[happily and gratefully]</i> Oh, thank you! <i>[with a light chuckle of relief, she rushes over to hug Judy]</i> Bless you, bless you little bunny! <i>[she sobs for a moment. Judy, mildly surprised at first, returns the hug, chuckling a bit]</i></p>	<p>The setting and scene were taken in Chief Bogo's office. The participants are Chief Bogo, Mrs. Otterton and Judy Hopps. The end is to help Mrs. Otterton to find Mr. Otterton. For the act sequence is Judy gets off the chair and walks to Mrs. Otterton and agrees to help her find Mr. Otterton. The key is compassion, and the instrumentality is expressive. The norm of this scene is there is nothing wrong with helping</p>

	<p>as well. Chief Bogo grunts furiously at her.] Oh! Heh. [Mrs. Otterton gives Judy her picture.] Take this, find my Emmitt. Bring him home to me and my babies, please.</p>
<p>11 Judy Hopps: Thank you. Nick Wilde: <u>Never let 'em see that they get to you.</u> Judy Hopps: So... things do get to you?</p>	<p>people who are in trouble. The genre is dialogue.</p> <p>The scene and setting were in sky tram. The participants are Judy Hopps and Nick Wilde. The end of this dialogue is Nick did not want Judy to feel belittled by anyone. The act sequence is <i>Judy seems amazed at what Nick has done for her. She looks at Nick. The key is the way of communication, Judy and Nick seemed to be calm. The instrumentality is assertive. The norm of this dialogue is you are valuable, do not let others underestimate you. The genre is dialogue.</i></p>
<p>12 Judy Hopps: When I was a kid, I thought Zootopia was this perfect place, where everyone got along, and anyone could be anything. Turns out, real life is a little bit more complicated than a slogan on a bumper sticker. Real life is messy. We all have limitations, we all make mistakes, which means - hey, glass half full! - we all have a lot in common. And the more we try to understand one another, the more exceptional each of us will be. But we have to try. <u>So, no matter what type of animal you are; from the biggest elephant to our first fox, I implore you - try. Try to make the world a better place. Look inside yourself and recognize that change starts with you. It starts with me. It starts with all of us.</u></p>	<p>The setting and scene of this part were on a podium, surrounded by many police. The participant was only Judy Hopps. The end of this scene is to conclude the story. The act sequence is Judy Judy standing on the podium, giving a speech. She talked about the differences that unite all animals. The key is happiness. Direct speech is the instrumentality. This scene's norm is to be confident and not be afraid to try anything. The genre is epilogue.</p>

From the findings of the trustworthiness value, Zouboulakis (2010) said trust is the concept of trusting oneself and others. These values show that Judy is brave and believes that she can exceed her parents' expectations because she is only a little bunny. According to Lysaught (2004), respecting others means giving space for that person to be themselves and respecting and honoring them. This value showed that they could respect each other.

It was portrayed by the characters Judy Hopps and Nick Wilde in the Zootopia movie—the value of responsibility. Rudnick (2019) said that responsibilities are something like a set of duties or obligations, then in Zootopia movie describes that Judy is responsible and can carry out her roles and responsibilities. The value of fairness concluded that to do good and the effort will pay for it with kindness. Clarified by a statement from Bothman, Peters, & Bischl (2022) that fairness frequently correlates with how people are treated by other people rather than with concepts like equality, justice, or being free of prejudicial views. According to Schroeder (2019), caring means prioritizing and caring for something or someone. Then, the value of caring is illustrated by Judy Hopps's character, who cares deeply about her friends and the people around her. Last, the value of citizenship describes that people have access, have rights, and are wise and responsible. Josephson & Hanson (2002) also said that good citizens obey the law and carry out their rights, duties, and obligations. Shown by the character in the Zootopia movie, Judy, who succeeded in making the city of Zootopia which was previously chaotic, discriminating against predators, is now peaceful again, and mammals and predators coexist. Animals can be what they want and make the world a better place. Do not be afraid to try anything.

CONCLUSION

The researcher drew two conclusion points based on the research findings and discussion. First, there were six types of moral values found in the movie based on Josephson and Hanson's theory. There are trustworthiness, respect, responsibility, fairness, caring, and citizenship. Then, the researcher categorized twelve utterances based on the type of moral values. Every moral contained two utterances, except the responsibility; the responsibility contained three utterances. Second, these twelve utterances are more profoundly analyzed using the SPEAKING Model by Dell Hymes.

The analyzing data using the SPEAKING model makes the results of this research more detailed, in-depth, and organized. The SPEAKING Model also helps in analyzing conversations using its six components. Dell Hymes' SPEAKING model is used to describe the components of speech. These components are setting and scene, participants, ends, act sequence, key, instrumentalities, norms, and genre. The difference between this research and previous research is that the movie is based on the journey of a strong female rabbit who proves that minorities can also become something big.

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