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Writer by :

Rizky Gilang Ramadhan
NIM. 147067

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Advisor

A handwritten signature in black ink, appearing to read 'Erma Rahayu Lestari', with a stylized, flowing script.

(Erma Rahayu Lestari, M.Pd)
NIK. 0104770159

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Rizky Gilang Ramadhan,

E-mail: rizkygilang1996@gmail.com,

Departement of English Language Education STKIP PGRI Jombang

Abstract

This study aims to determine the representation of character education values conveyed by Woody's character in Toy Story 3 film using Peirce's semiotic theory consisting of signs, objects, and interpretants. Data were collected by documentation analysis and analyzed by descriptive and qualitative techniques. The results of this study are moral messages that are shown by signs including in the form of leadership, respect and attention, friendly / communicative, fairness, and social care. Then the object in this film is the character Woody who is shown as a character who already has the rank of sheriff. Then the interpretant in this study is the behavior shown by the figure of Woody who describes the character with a type of leadership that is democratic, respectful and non-obsessive warmth, friendly / communicative, creative fairness, and social care that is helpful to other people.

Key Terms : Semiotic, Moral Message, Character Education, Film.

Abstrak

Penelitian ini bertujuan untuk menentukan representasi nilai-nilai pendidikan karakter yang disampaikan oleh karakter Woody dalam film Toy Story 3 menggunakan teori semiotik Peirce yang terdiri dari tanda, objek, dan interpretan. Data dikumpulkan dengan analisis dokumentasi dan dianalisis dengan teknik deskriptif dan kualitatif. Hasil penelitian ini adalah pesan moral yang ditunjukkan oleh tanda-tanda termasuk dalam bentuk kepemimpinan, rasa hormat dan perhatian, ramah / komunikatif, keadilan, dan kepedulian sosial. Maka objek dalam film ini adalah karakter Woody yang ditampilkan sebagai karakter yang sudah memiliki pangkat sheriff. Maka interpretant dalam penelitian ini adalah perilaku yang ditunjukkan oleh sosok Woody yang menggambarkan karakter dengan tipe kepemimpinan yang demokratis, penuh hormat dan kehangatan yang tidak obsesif, ramah / komunikatif, berkeadilan kreatif, dan peduli sosial yang bermanfaat bagi orang lain. orang-orang.

Kata kunci : Semiotik, Pesan Moral, Pendidikan Karakter, Film.

Introduction

Film is one genre of prose literary works. Film is one example for people who want to take values about human life through literary works. Literary works can offer moral messages relating to the noble nature of human beings, fighting for human rights and dignity. The nature of the noble man who was described by the attitude and behavior of the characters in a work of literature can help to shape a better person (Kinayati, 2006: 15). With the moral message in the film can help us in dealing with various social problems, especially personal problems in life. Film always influence and shape society based on the message content behind it without ever having the opposite effect. The criticism that emerges from this perspective is based on the argument that the film is a portrait of the society in which the film was made. Film always records reality that grows and develops in society, and then projects it onto the screen (Irawanto in Sobur, 2003: 127).

Many animated films that inspire the audience. But researcher chose Toy Story 3 film as research material because this film is a blend of drama, comedy, action and romance so that this animated film is not only favored by children, because it is entertaining, and adorable not infrequently adults like animated films and even make animated films become favorite films.

Toy Story 3 film also contain many moral messages including messages where the meaning of friendship is very important. This film teaches that we as humans must be able to have their nature even though they are only toys but they teach us positive qualities about many things. And the most important part of this animated film also teaches us the feeling of not taking revenge against bad people.

Moral education based on moral dimensions can be formed through the teaching of class literature through film media. The moral dimension in the form of moral values is a key component in the strategic process of taking action and describing ethics. Morals always relate to values, but not all those values is a moral value. There are various values, including logical (true-false), aesthetic values (beautiful), and ethical values / moral values (good and bad) (Salam, 2000: 74).

The moral message offered in the film relates to the nature of humanity expressed in the form of attitudes and behavior of the characters in the film. By

embracing moral values in a literary work, the author can reflect his life view of the values of truth so that the literary work can offer moral messages related to character education illustrated through the attitudes and behavior of the characters in a film can help forming a personal audience as creatures created by God with dignity and noble.

Character education is something important to form a generation of quality. Character education is one of the tools to guide someone to be a good person. Once they grow in good character they will grow with their capacity and commitment to do the best things and do everything right and tend to have a purpose in life Sjarkawi (2011: 29). Character education aims to form and build mindsets, attitudes, and behaviors in order to be positive, moral, noble, and responsible. In the context of life, character education is a conscious effort undertaken to form superior characters such as leadership, fairness, social care, respect and attention in accordance with character education issued by the Ministry of National Education so that it can be implemented in daily life. For that quality character needs to be formed and fostered as early as possible, because if it fails to instill the character of children it will form the problematic personality of his adult life later.

Research Method

This research was conducted by researcher using qualitative designs by applying descriptive analysis as a set of techniques to identify the representation of character education values conveyed by Woody's character in *Toy Story 3* film by using Peirce's semiotic theory consisting of signs, objects, and interpretants through analysis in several pieces of scenes selected by researchers that are considered to contain elements of moral messages. The researcher used himself as the main instrument to collect the data with using tables as supporting instrument that has function to identifying what category the datum belongs to. The data collection method used by researcher is the documentation technique. Researcher used this technique to obtain film data, namely dialogue or scenes and the use of signs in film. After the data successfully collected, the data analyzed through three stages, namely; data reduction; data analysis and conclusion.

Results

Leadership

The first scene taken in minutes 06 seconds 40 to minutes 07 seconds 45, shows the atmosphere of the plan of Woody and his friends to get Andy's attention to play them again.

The *sign* in this scene is Woody's behavior that shows the value of leadership by giving direction to his friends in carrying out a plan. The icon that is part of the sign is represented by Woody's attitude which gives direction to his friends with the support of the statement "All right, guys. We got one shot at this, everyone ready?". The index represented by Woody told Buzz to call Andy's cellphone to ring. This is a way to attract Andy's attention. Symbol is represented by Woody's attitude which has leadership value as a sheriff and for what he has directed to his friends to get Andy's attention.

The *object* in this scene is the figure of Woody who is depicted as having a sheriff's rank. Woody who is described as a person who has the rank of Sheriff is described as having leadership values towards his friends. As a leader Woody should have a role in directing and encouraging members so that the achievement of goals can be achieved and create a sense of security for the circumstances around him. The attitude shown by Woody is something that should be emulated as a leader.

Interpretant in this scene is Woody trying to give direction and encouragement to his friends in making plans to attract Andy's attention to play them again by bringing Andy's cellphone into a toy basket and then calling him to ring.

The second scene, Woody gathers and leads his friends to hold a staff meeting when their efforts fail to attract Andy's attention to play again.

The *sign* in this scene is Woody's behavior that shows the soul of a leader by gathering his friends and trying to convince his friends back. The icon that is part of the sign is represented by the attitude of Woody who tried to calm his friends with the support of the statement "You wait, Andy's gonna tuckus in the attic. It'll be safe and warm". Index in this scene when all the toys feel hopeless and afraid that Andy will really throw it in the trash. The symbol is represented by Woody's

attitude which still shows his leadership spirit even though Woody himself feels the same as his friends because as a leader he does not want to appear weak in front of his friends.

The *object* in this scene is the figure of Woody who is depicted as someone who has a leadership spirit towards his friends. The attitude shown by Woody is something that must be emulated as a leader. As a leader, it must play a role in encouraging members to carry out activities while providing advice and enthusiasm so that goals can be achieved and create a sense of security for the circumstances around them.

Interpretant in this scene is that Woody keeps trying to convince his friends that Andy still cares about his toys and will not throw them in the trash even though Woody himself feels the same way as his friends. As a leader Woody does not want to look weak in front of his friends.

Respect and Attention

The scene, taken from minutes 26 seconds 36 to minutes 27 seconds 10, shows Woody and his friends chatting in one of the play rooms in Sunnyside.

The *sign* in this scene is represented by Woody's behavior which shows his attitude of attention and respect to its owner Andy. Woody did not want to leave Andy because all this time Andy had cared for and played them with love. Because of that Woody invited his friends to go back to Andy's house. The icon that is part of the sign can be seen from the attitude of Woody who tried to explain to his friends by saying "I have a kid. You have a kid. Andy! And if he wants us at college, or in the attic, then our job is to be there for him!". This means that Woody is a toy that is loyal to its owner, this is seen in Woody's conversation with his friends at Sunnyside. The index in this scene is shown by all the toys who don't want to go back to Andy's house because they think Andy has thrown it in the trash. Then the symbol was represented by Woody who did not want to leave his employer Andy because of many days, stories and memories that had been passed with Andy. Therefore, Andy has been regarded as a family.

The *object* in this scene is the figure of Woody who has respect and attention to Andy. We all know that Andy is the owner of toys. Andy takes care and plays it lovingly. Because of this, Woody did not want to leave Andy because

Woody understood that even though Andy was older and in college, Andy would not throw it in the trash and would put his toys in the attic or take them to college.

Interpretant in this scene is Woody who does not want to part with his owner Andy just like that. Woody tried to invite his friends to return to Andy's house because all the toys were Andy's so their job was to support and accompany Andy even though Woody was resigned to whatever Andy would do to him whether Andy put his toys in the attic of his house or college.

Friendly/Communicative

The scene, taken from minutes 34 seconds 55 to minutes 35 seconds 25, shows Woody chatting with his new friend at Bonnie's place. At that time Woody was lost because he was taken by Bonnie to his home and used as Bonnie's toy. Woody wants to go back to Andy's house, because Andy is going to college.

The *sign* in this scene is Woody's behavior that shows friendly / communicative values by trying to communicate with other toys at Bonnie's house by getting to know each other and asking how to get out of Bonnie's house. The icon that is part of the sign is represented by Woody's attitude asking how to get out of Bonnie's house into another toy that has not been known before. Index is represented by Woody who doesn't know where he is and wants to go home to Andy because Andy is going to college. The symbol is represented by Woody's attitude which has a friendly / communicative attitude towards other toys that have not been known before.

The *object* in this scene is the figure of Woody who is described as having a friendly / communicative attitude towards other toys he doesn't know yet. Woody tries to ask Bonnie's toys to get out of Bonnie's house because Woody wants to go home to Andy's. At that time Woody did not know of his whereabouts because he was lost and taken by Bonnie to her house and used as Bonnie's toys.

Interpretant in this scene is Woody chatting with his new friend at Bonnie's place, at that time Woody was lost because he was taken by Bonnie to her house and made a toy for Bonnie. Woody wants to go back to Andy's house, because Andy is going to college. At that time, Woody did not know where he was. Woody tries to communicate with other toys at Bonnie's house, and asks them how to get out of Bonnie's house. This was welcomed positively by Bonnie's toys,

Woody was then introduced to other Bonnie's toys, they got to know each other and play together.

Fairness

The scene, taken from minutes 57 seconds 50 to minutes 58 seconds 20, shows when Woody reunited with his friends to help them get out of Sunnyside.

The *sign* in this scene are represented by Woody's behavior which will divide the jobs for their escape from Sunnyside. Woody wants cooperation from his friends so he can get out of the care of Lotso and his friends. The icon that is part of the sign can be seen from the attitude of Woody who wants to gather his friends by saying "Okay come here guys, here's the plan...". It means that Woody wants to plan strategies and share tasks with his friends according to their abilities each toy. The index in this scene is shown by Woody who works together and shares the task with his friends to escape from Sunnyside because the guard led by Lotso and his friends is very strict. Then the symbol is represented by the attitude of Woody who behaves fairly to his friends by considering the similarity of the burden that will be borne for each toy that must be the same later.

The *object* in this scene is that Woody's figure as a leader towards his friends shows an attitude of fairness in dividing the jobs into each toy. Woody considers the similarity of the burden or ability possessed by his friends. As someone who has the rank of Sheriff, it is appropriate that Woody must have a sense of fairness because the division of jobs in cooperation will make the team better.

Interpretant in this scene is that Woody led the escape to get out of Sunnyside by strategizing and collaborating with his friends, Woody dividing the jobs fairly based on the abilities possessed by his friends because Woody understood the safeguards carried out by Lotso and his friends very strict and impossible to get out of Sunnyside. Because of that, Woody considered the similarity of the burden that would later be borne by his friends.

Social Care

This scene shows the setting in a landfill. At that time Woody and his friends managed to reach a metal object that was attracted by a magnet to survive

the rubbish destroyer, but on the other hand Lotso was still wedged in a golf bag. Lotso shouted for help so that Woody saw Lotso and tried to save him by lifting a golf bag and trying to pull Lotso out of the garbage shredder.

The *sign* in this scene is represented by the behavior of Woody who tries to care about Lotso by saving him from the golf bag that happened to him. The icon in this scene is derived from Woody's words directly after Lotso thanked him "We're all in this together. Right, guys...?" seen in it Woody tried to care and regard all toys as a team, including Lotso. Index in this scene when Woody saved Lotso from a garbage shredder because nobody helped him. Because of that the symbol in this scene Woody still cares and helps Lotso even though Lotso is cruel to him.

The *object* in this scene is the figure of Woody who is portrayed as someone who cares for each other, in this case Lotso, a bear who has been cruel to every toy that will escape from Sunnyside. The attitude shown by Woody is something that must be emulated as a social creature. In addition, Woody shows concern for others without having a grudge against anyone despite acting maliciously towards him.

Interpretant in this scene is Woody who is assisted by Buzz trying to save Lotso from a garbage shredder by lifting a golf bag that is pinning Lotso because no one helped him even though Lotso was cruel towards Woody and his friends. The caring attitude Woody showed to Lotso is an example of good character.

Discussion

As explained in the previous discussion, that the film has a lot of influence on the audience. Film as a mass media has been used as a tool to convey certain messages by those who have an interest, for example commercial interests, promotion, and even as a tool to convey certain ideologies. So the researcher needs to explain that only the moral message delivered by Woody's character in Toy Story 3 film is in accordance with character education or moral approach. Based on the findings, in Toy Story 3 film there are five character education delivered by Woody's character namely democratic leadership, respect and attention (*nonpossessive warmth*), friendly/communicative, creative fairness, and social care (*helping others in need*).

The first is the attitude of the leader shown by Woody's character included in a democratic leadership style because every time there is a problem Woody always includes his friends as a whole team. A type of democratic leadership is a type of leadership that refers to relationships. Leaders embrace, persuade, and convince their subordinates with all kindness, will encourage subordinates to always be loyal and to be in the same goal as their leader. The second is the attitude of respect and attention shown by Woody's character included in the aspect of *nonpossessive warmth*, which is a form of seeing one's own reality with a sincere trust and love for him. The condition of the value of respect in which there is attention, appreciate, judge and like. Other people are valued as humans beings who they need in respect for themselves. Respect will not be separated from the feelings of love for one another because without respect, there will not grow a sense of love but always underestimate or underestimate others. The third is the attitude of friendly/communicative shown by Woody's character towards other toys at Bonnie's house. In the scene, Woody tries to get acquainted and asks other toys how to get out of Bonnie's house because Woody wants to go home to Andy's. Friendly / communicative itself is one of the values of character education that must be accustomed to children from an early age because it has very good benefits. Among them, can adapt to all situations, such as people, respect differences, be sensitive to social problems and be able to reduce negative behaviors such as harassment. The fourth is the attitude of fairness shown by Woody's character included in the value of *creative fairness*. What is meant by creative justice itself is justice which gives each person based on his part in the form of freedom to create creativity or the ability he has in various fields of life. A person cannot do all the work only by himself. Even if it's finished, the results will definitely not be as maximal as they should. Because, the person is not focused on doing it. And the fifth is the attitude of social care shown by Woody's character included in the value of social care in helping others in need. Caring for others is a teaching that is also recommended in every religion to help one another. A sense of caring for everyone does not come just like that, but can also be generated through the learning process. Caring for other people is a very important attitude

because human nature is a social creature that requires humans to interact with each other.

From the scene that has been analyzed using Peirce's semiotic model, the values of character education in the *sign* are represented through dialogue and behavior or actions taken by Woody's character in *Toy Story 3* film. This action is a response to the current conflict or situation.

Woody who plays a role in the movie *Toy Story 3* is an *object* that represents the values of character education because it is in accordance with the understanding that the *object* is something that refers to a *sign*. Woody acts as the *object* that gives rise to character. Woody's figure must regulate emotions and respond through an action. That action or behavior will be seen as a character. These actions can result from interactions with the surrounding environment.

Furthermore, the *interpretant* which is the meaning of the *sign* shown by the *object* in this film tries to explain the message to be conveyed. In representing the values of character education in the *Toy Story 3* film, the interpreter is useful in accordance with the understanding that the *interpretant* is the meaning of the sign itself, so that in this study the researcher tried to interpret the meaning of the signs that appear in *Toy Story 3* film related to the character of educational values. The meanings contained in this scene, among others, shows Woody as a figure who has values of leadership, respect and attention, friendly / communicative, fairness and social care.

Conclusion

The values of Woody's character education in *Toy Story 3* film represented by the *signs* in the form of Woody's behavior that has a soul of leadership, social care, friendly / communicative, fairness, respect and attention. This behavior is seen through scenes and dialogues involving Woody's character. Then the values of Woody's character education in *Toy Story 3* film are represented by *object* through the figure of Woody who is displayed as a character who has the soul of a leader who has the rank of sheriff. The sheriff himself can be interpreted as the head of the local police (security), where the sheriff has a duty to protect the community. This means that Woody is the leader of all Andy's toys. Then the

values of Woody's character education in *Toy Story 3* film are represented by *interpretants* through Woody who are identified as having a soul of social care that is helpful to others, friendly / communicative, fairness that is creative, respect and attention that is nonpossessive warmth and having a soul of democratic leadership because whenever there is a problem Woody always includes his friends as a whole team. It is seen from what is referred to by *signs* and *object*.

After conducting research on *scenes* played by Woody in *Toy Story 3* film by Pixar, researcher concluded that Woody's character in the *Toy Story 3* film represents the values of character education including leadership (*democratic leadership*), respect and attention (*nonpossessive warmth*), friendly/communicative, fairness (*creative fairness*) and social care through the attitudes, behavior and dialogue delivered by Woody's character.

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