

Characteristics and Moral Values From “Encanto” Disney as a Enhancing Strategy in Character Building

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ABSTRACT

This research focuses on key truths about a family matter that adolescents may start to absorb at specific educational age hence teachers can teach this using the literature film Encanto by Disney. We discovered 10 fundamental moral ideals in the film, as well as 7 individuals from whom we might learn. The data gathering approach being used is qualitative . The focus of this research is the film "Encanto" which was adapted from a cultural story from Colombia. The researchers as instructors using the film to embody things that can be learned with in the classroom.

***Keywords:* Encanto, Moral Values, Characteristics, Disney**

CHAPTER I

INTRODUCTION

According to scholars, literature, particularly cinema literature, represents the legacy of language that human use to interact. Despite various attempts, the concept is difficult to define adequately; it is clear that the accepted the academic meaning of literature is not static. The objective of art is not only to be appreciated but also to convey important information in education. his research may teach students about culture and representation in mainstream media, which is seldom seen throughout history, adding the assessing the moral values, needed to be learnt through the movie Encanto. Characteristics, moral values, and the entire narrative about bringing family together were all researched in a library. "Literature is a fundamentally nature by human born of man's unending longing to grasp, explain, and finally rejoices the experience," Pickering, James H., and Hoeper, Jeffrey D. (1981. 01:307).

Literary arts may be used as teaching instruments for the target objective. This topic used to be based on the premise that literary works include a humanist component. While predominant ideas may exist within the scheme work of literary pieces, the ideas permitted.

Encanto explores family, variety, choice, and acceptance. As the title suggests, the research will focus on the character students should develop and use in their daily lives; **Characteristics and Moral Value From "Encanto" Disney as an Enhancing Strategy in Character Building**. Discourses about the worth of personalities are crucial. Which character is it, and how much weight does each character have?

Film, as it is widely known, always been imprinted in the mainstream medias which consumed by large amount of masses. It is common knowledge, film or moving art has been imprinted on the public mind as an expressive real platmform for art and pleasure. However, as education progresses, educators make significant contributions via educational approaches, such as the use of video as a teaching medium.

The moral is derived from the Latin word mos, which signifies morals and values. This moral is focused on deciding what is good and wrong. The standard used to describe anything is referred to as its value, and it is considered a habit. In other words, moral values are attitudinal norms based on people who set moral standards determining what is good and

bad. According to Adisusilo (1990, p57) in the journal of Desfika Beti U, & Restu Arini (2017), An examination of moral values in Burnett's tiny lord Fauntleroy book to Esteban, "Moral values are universal truths."

Character refers to the psychological, moral, and character aspects that distinguish a person from other people. Possessing individuality is the same as maintaining consistency. In other words, every human being has a distinct personality. According to Handayani and Indartono (2016), the goal of character education is to encourage the development of moral young people.

Children who are nurtured with moral solid principles acquire the ability and determination to do their best in school and in other activities. Character development is a process or action that is carried out in order to nurture, improve, or build a person's personality, whether psychological, social, or cultural in nature. It is necessary to understand morality, a person's character, or the conduct of a community in order for it to display suitable temperament and behavior. This superstructure of character is a work of art.

It is essential to build the core ability for kindness, virtue, and appropriate behavior. The goal of character education is to help people become better people. Cultivating specific values for them to be reflected in children's behavior both within and outside of the school day along with disciplining students whose behavior does not conform to the values once they have graduated from high school to repair harmonic errors made by schools in partnership with families and communities to perform the musical instrument

We are all responsible for character education if we work together. Favorable character development will almost always lead to positive consequences. In addition, there is individual behavior to consider. Balanced individuals capable of taking responsibility for their actions are sought. It was taken down. After then, it is expected that this activity will be capable of steering people in a more positive direction and forward motion than they had previously. Personalities are being formed in the minds of today's children.

CHAPTER II

RESEARCH METHOD

The research applied qualitative descriptive as a method. *Qualitative research* is a study method that uses analysis the information form groups or individuals that conduct or in touch with social aspect. The field of qualitative research, which is focused on natural phenomenons rather than data, is where it all starts. It is necessary to employ written informations acquired from the related topic in order to build the meaning and notions presented in descriptive-analytical writing, which is typically done without the use of numbers since the processes that occur in the field are prioritized in this manner.

The subject in this research is the film and information gathered, "Encanto," adapted from the famous Disney studio. This research focuses on the authors as instructors who utilize literary work and turn it into a teaching model with themes of moral core.

Research Instrument

The instrument of research is primarily observation and documentation. Generally speaking, a "research instrument" is any equipment used to gather data from participants in a study to quantify and evaluate it. There are many applications for this tool, including collecting and acquiring data and the measurement and analysis of data relevant to the research topic. Participants in the research project who are knowledgeable about the topic matter provide the information for the study.

Instruments of research are often utilized in the social and health sciences. Additional applications include training patients, employees, teachers, and students via the utilization of various instruction techniques. A research instrument varies from questions, surveys, interviews, or simple tests used to collect data from research respondents on a certain topic. The researcher will decide the specific study instrument to be used. Additionally, it will be closely related to the specific approaches used in the research.

A non-experimental correlational strategy in which researchers track ongoing behavior is observation. Additionally, documents are a prominent example of research tools. This

strategy involves gaining information about a research topic by examining published literature.

Technique in Collecting Data

This study makes use of qualitative data collecting as a data collection approach. Qualitative research may be regarded as a means of acquiring relevant data via observation, open-ended questions, and dialogue. Rather than concentrating on the solution itself, they are more interested in gaining insight into the issue and diving a bit further to uncover the root cause. In this strategy, the most important concept is to find out why and how something happened rather than how many people were involved. Qualitative data refers to information gained through qualitative research.

Quality data is mostly textual, consists primarily of documents or texts or in this case a video recording (movie). Qualitative data does not include a numerical component. Additionally, qualitative research may be undertaken both online and offline. Apart from this, qualitative research serves a number of purposes:

1. To investigate the source or roots of an issue is to conduct an investigation
2. Gain an understanding of the human condition
3. Comprehension of relationships and significance

Technique in Analyzing Data

I collect data by doing a thoroughly evaluation of the film in detail and to evaluate each character's features and the progression of the characters moral and other characters' life aspect and trivias. First, I will examine the film to verify the contents and descriptions of the characters; we will then re-watch to assess each character by inserting information into the two key data table parts, moral value and characteristic table. We also use the library research design as we mainly used theory from documents and books to support our research and data.

CHAPTER III

RESULT AND DISCUSSION

1. Moral Value

No	Scene	Timestamp	Moral Value
1	When Abuela tries to show miracle	01.09	Family is important.
2.	When Abuela's husband dies protecting his family	01.33	Sometime you have to sacrifice to save your family.
3.	When Mirabel tries to help the ceremony despite her not having the power	09.55	Even though you're different, you can't let yourself be the victim.
4.	When Mirabel helps Antonio facing his fear of being powerless like what happened to Mirabel. She embrace Antonio and walk with him.	18.58	Always remember to help those in need. You may feel it's only a simple thing but it could mean a lot to the other.
5.	When Abuela covers up the fear to calm down villagers and make them less worried about the situation.	27.15	A white lie is simply justified when you lie for good things. The world is not always black and white sometime it's in between.
6.	When Mirabel overhears Abuela cries for help to her deceased husband.	30.25	Strong people always have the vulnerable side of them that they hide from us, that's why we should always be considerate.
7.	When Louisa tells Mirabel she's afraid if she can't lift up family burden anymore	34.00	It's always okay to ask for help. You don't have to be strong all the time.
8.	When Mirabel finds out Bruno	59.00	Prioritize your family even

	has been hiding from their family.		if you are sure you know what is best for you. It's always a good option to tolerate others first.
10.	When Mirabel and Isabella sings together and Isabella finally let loose and be herself.	1.11.00	You can be angry but never neglect your family. It is always okay to be yourself, you don't have to be perfect all the time
11.	When Abuella and the whole family rebuild the house without magic and the whole village help them.	1.25.00	No matter what happen, you can always rely on those surrounding you, you don't have to do it alone.

Explanation :

Table 1 elaborates and categorizes the moral value found in selected scene from different acts based on the film. It's supported with the time stamp to mark on helping the research.

2. Characteristics

Character's name	Background and Characteristic
Mirabel Madrigal	Mirabel was by far the bravest figure in Encanto. While her grandmother, Abuela, was afraid of making a mistake, Mirabel was prepared to breach all the norms in order to rescue her family. She went through the walls to find Bruno, and she eventually persuaded him to help her fight.

	<p>She confronted her sister Isabela, forcing her to acknowledge who she truly was, and then battled her to help break down the wall that had formed between them. Mirabel battled until her entire house collapsed, and then she was there to help rebuild it.</p>
Louisa Madrigal	<p>Luisa was supposed to be courageous and strong. Her power was strength, and she took on the responsibility of protecting her family, performing all the tasks that required brute force, and ensuring that everyone was safe. However, there was a part of her that felt burdened by this task.</p> <p>Luisa wished she could sleep, but she knew she couldn't. She wished she could assist Mirabel, but she knew she couldn't. She was bold, but she was also self-conscious and aware of her limitations.</p>
Antonio Madrigal	<p>Antonio had one advantage that no one else in Encanto possessed. He was a little youngster. He looked up to Mirabel when he initially arrived, and she understood what he was going through. He was meant to realize his power, but he was afraid he wouldn't, just like Mirabel.</p> <p>However, Antonio was not only bold</p>

	<p>enough to go for it anyhow, but as he went inside the door, all terror left his body. He could communicate with animals and was fearless.</p>
Abuela	<p>The tragedy pervaded Abuela's whole story arc. When she was a new mother to triplets, she lost her husband to killers. She was then required to construct a protected house for her family, for which she was given magic. She then struggled for years to safeguard them.</p> <p>Abuela made several errors as a result of her fear. She was terrified of losing all she had worked for, and she was terrified of putting her family in risk after so many years of protection.</p>
Isabella Madrigal	<p>Isabela was a difficult figure to understand. She was Mirabel's ideal sister, the one who could do no wrong and was the most beautiful of all. Beauty, however, is just skin deep. While this made Isabela an opponent for the most of the film, things changed.</p> <p>When the family was under danger, Isabela battled alongside Mirabel to rescue their house and safeguard their family.</p>
Pepa Madrigal	<p>Pepa was the sibling who never appeared to be in control of her life. She was married with a child, but she</p>

	<p>never seemed to be able to manage her emotions.</p> <p>Her ability in Encanto was to manipulate the weather. This was particularly noticeable when a rain cloud rose above her head when she was agitated.</p> <p>As a consequence, she avoided most conflicts. It wasn't that she wasn't fearless, but she was aware that she didn't always have the resources to cope with drama or danger when it happened. Pa was the sister who never seemed to get her life together. She was married and had a kid, but she never seemed to be able to manage her emotions. In Encanto, her ability was to manipulate the weather. When she was unhappy, a rain cloud loomed over her head.</p>
Bruno Madrigal	<p>Bruno may easily be labeled as the least fearless member of the Encanto ensemble of characters for one major reason. He glimpsed the future, and it terrified him. He fled, but he was too terrified to flee, so he hid within the confines of their home.</p> <p>While this demonstrated that he lacked the courage required to save his family on his own, he was nevertheless there to assist Mirabel when she needed him, demonstrating that he had a strong soul. He only needed someone to make him act on his worries.</p>

Explanation:

Table 2 consists the name of the characters involved in the Encanto movie and their characteristics. The other column has a quick brief about the characters' lives shortly.

Discussion

Using cinema to reinforce moral values is a successful strategy employed by many teachers in today's curriculum. Moral values are vital for developing strong personalities in students in order to anticipate the rapid and frequent changes that occur in our modern period. The Minister of Education and Culture stresses moral values in schools by including them in the primary category of the curriculum that the learning process must fulfill.

Encanto is indeed the story of Mirabel Madrigal, who was born into a mysterious family where everyone but her possesses a special talent. Mirabel, on the other hand, was never given a special talent, and her lack of talent is a regular source of dispute between her and her Abuela. One of her sisters is extremely, another can create flowers out of thin air, and her mother can heal any ailment with her cuisine, among other things.

Encanto is not just a narrative set in Colombia, but also a story about Colombia, thanks to her effort to rescue her beloved house. Nothing is more Colombian than the yearning to locate a place to call home in a nation that is essentially broken. Colombia's issues are so pervasive that being aware of them from birth appears to be a prerequisite for feeling Colombian at all. The horrific invasion by Spain, as well as the decade-long independence struggle that followed, set the setting for a very tumultuous 200-year history.

So it's really amazing that we get to enjoy the joy, saturation, and pleasure of Encanto. What a marvel that we still have such lovely things for Disney to convey after all these time, from unique musical stylings to great food and a rich narrative culture. It's a wonder, as the Madrigals realized, that we can still share these gifts at all.

However, this is about much more than just representation. Encanto's enjoyment isn't only escaping only escape; it's also confrontation.

It's a fresh view seeing other than certain race in the mainstream media. It also teaches us about family and the struggle of keeping a well functional family together.

Thus making Encanto is a very suitable media to be used in a classroom as teachers trying to teach the moral value as well as English. Not only it contains great moral value, it also helps

children to produce a whole new series of vocabulary and cultural phenomenon in Latin household.

Teaching the importance of family engagement since the low level of school also very crucial for the children. Families that participate in their child's education at home and at school outperform those who do not. Many staff members, including social workers, teachers, counselors, and administrators, play an important role in engaging families with their school through family involvement.

CHAPTER III

CONCLUSION

After doing research utilizing the film Encanto, I discovered 11 moral standards that may be adopted for pupils, as well as 7 characters for characteristics references to be utilized as guidance. I am convinced that the ideals in this film should be investigated further from various perspectives. The major value is family, acceptance of one's actual color, and representation. A The film also illustrates how important family is in supporting your dreams and demonstrates the frailty of family. Students are supposed to see the film, accept the lesson, and try to implement it in their daily life. We need to remember that family is number one.

Based on the aims outlined in Chapter One of this research paper, I would love to see more teachers utilize media especially mainstream media to get their points across student. Teacher needs to be encouraged to conduct more research and study on the issue of utilizing movies to teach moral principles and to develop better personalities in students. Teaching with engaging visuals should be made more common, and all schools should include this in their learning curriculum. Good things such as example for their lives from the film should be discussed by the classroom component; teachers and students, as part of a class session.

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