

An Analysis of Moral Value in The “*Encanto*” Movie by Walt Disney Studios

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Abstract: Movies frequently serve as a medium for educating large audiences about social, cultural, and moral issues. Through its characters and plot, *Encanto*, one of Disney's culturally grounded productions, offers deep ethical messages. The purpose of this study is to determine the moral principles depicted in *Encanto* by Walt Disney Studios and examine how they relate to Colombian society's cultural background. Using Linda and Eyre's (1993) categorization of moral values—Values of Being and Values of Giving—as the main analytical framework and Abrams' (1971) pragmatic theory to assess cultural relevance, a qualitative descriptive technique was utilized. The information was gathered using document analysis of the movie's speech and scenes. Twenty examples of moral values—honesty, courage, peaceability, self-assurance, discipline, loyalty, respect, love, selflessness, kindness, and justice—are revealed by the research. Love stands out as the most important of these. The analysis also shows that these values reflect key features of Colombian culture, including familismo, armonía familiar, and respeto a los mayores. In conclusion, *Encanto* is a significant medium for moral instruction and cultural principles, especially those ingrained in Colombian family life, in addition to being a source of amusement.

Keywords: Colombia society, encanto movie, moral values

INTRODUCTION

Movie often known as a narrative story presented with a sequence of moving images, typically shown to a paying audience on a huge screen. A story with a plot, characters, and a conflict that develops over time are presented in movies (Webster, 1981:62). In another perspective, Nuriadi et al., (2021:162) stated one of the literary works in a contemporary narrative form is movie, which serves as a tool for character development and education in addition to being an entertainment medium.

As a medium for artistic expression, movies have developed quickly and can produce revolutionary works that are on scale with classics in other artistic fields (Squire, 2016:29). A movie is a work of art that subtly invites spectators to share in the experiences of its characters, as defined by Nurgiyantoro (2018: 40). Viewers can relate to the events shown when a movie can create the appearance of reality through a skillfully constructed plot, complex characters, and stunning photography. Although the movie's plot is more limited than the book's, it ultimately provides visual opportunities that the book does not (James, 2009:63).

There are a lot of ways to introduce our culture, as described by January (2012:6). For example, through literature, film, theater, and other media. Although culture and film are two different ideas by definition, they are strongly related. A nation's culture is its identity and what distinguishes it from other nations in the world. A movie functions as a social communication tool by fusing the senses of sight and sound. The cognitive, emotional, and behavioral aspects of an audience's character development can also be influenced by films and other literary works (Fitriana et al., 2018:134).

By definition, culture and movie are two distinct concepts; however, they are closely intertwined. Culture is a nation's identity and what sets it apart from other countries in the global context, but in this study focus on colombian society. The society in Colombia is widely recognized for placing strong importance on family connections and a shared sense of identity. In other words, the study of practical ethics focuses on critically analyzing various aspects of life, such as social practices, organizations, and individual acts, to determine if they are good or bad, right or wrong (Jamieson, 2008:46).

According to Baiocco et al., 2024:6, the Colombian social structure is based on values like respect for elders and family leaders, loving parenting, and parental sacrifice. These cultural elements influence the behavior of characters in the movie *Encanto* and serve as the cultural context for the moral values explored in this research (Ardila et al., 2012:105).

“*Encanto*” stands out as a Colombian movie delves into the complexities of family dynamics, addressing subjects such as generational trauma, the pressure to achieve, and the profound value of unconditional love. Furthermore, audiences can readily connect with the characters in “*Encanto*” due to their realistic portrayal and depth.

Therefore, this study was selected because animation, in particular, has a significant impact on the formation of beliefs and perspectives in children and adolescents. This research aims to identify the values expressed in the movie “*Encanto*” based on Linda and Eyre's (1993) theory and to analyze how these values pragmatically correlate with the life of Colombian society, using Abrams' theory. This method provides the tools to analyze dialogue, imagery, and music to unveil the deeper meanings and messages related to moral values within the movie. This approach involves repeatedly watching the movie and taking notes on scenes that depict moral issue, character motivations related to moral values, and the movie's overall message about morality.

As defined by Sharma (2015:44), values are essential concepts that are highly significant in human existence and have varied levels of applicability. Sometimes an abstract noun is used in the singular form. In a more limited sense, this phrase describes what can be deemed "good" or "worthwhile." In a broader sense, it also encompasses all moral, obligatory, virtuous, beautiful, and holy qualities (Edwards, 1967:465). In the words of Henning, 2023:42, in a social context, our values influence not only our own actions and decisions but also those of others. Our values have been shaped and changed by observable historical and personal events.

Hurlock (1972:375) asserts that acting morally means adhering to the accepted standards of behavior within a community. Genuine morality is defined as behavior that people voluntarily engage in and that conforms to social norms. This moral code emerged as society began to emphasize self-regulated behavior rather than

depending on outside authorities. A feeling of personal responsibility for the task comes next.

Society becomes a platform for dialogue and compromise between private and public concerns, as described by Valsiner (2007:60). Through social contact, people create a culture that defines that society, establishes common standards and values, and shapes their identities. In the opinion of Jacobs and Hanrahan (2016:454), society is often associated with the growth of tolerance, which allows different subcultures to coexist and broadens the spectrum of values. When individuals and groups with different beliefs, attitudes, and ways of living can live in harmony within a diverse community.

METHODS

The study was carried out in the English Education Program at the University of Mataram's Faculty of Teacher Training and Education from March to May of 2024. The *Encanto* movie, which was viewed online, serves as the study's main source of data. All of the conversation, visual components, and sequences in the movie make up the population of this study. The researcher employed the qualitative method with a data analytic methodology to examine the “*Encanto*” movie. Depending on, Kusumastuti and Khoiron (2019:3) thoroughly describe in “*Metode Penelitian Kualitatif*” in the field of human behavior science, qualitative research aims to identify the motivations behind human behavior and non-quantitative methods are typically employed. This method provides the tools to analyze dialogue, imagery, and music to unveil the deeper meanings and messages related to moral values within the movie. As noted by Sandelowski and Barroso (2007:154), the literature on qualitative techniques requires thorough explanations that demonstrate qualitative as a unique method of similar importance to other qualitative methods.

Repeatedly viewing the movie, recognizing moral value-containing scenes, gathering supporting materials like transcripts and screenshots, and classifying the information based on the Values of Being and Values of Giving were all part of the procedures. In order to understand how these moral principles relate to the cultural setting of Colombian culture, Abrams' (1971) pragmatic approach was also applied. The primary source for analyzing the “*Encanto*” movie is the movie transcript, and the

footage of the “*Encanto*” movie. The secondary source is the screenshots to capture images from the movie.

Using the interactive model of Miles and Huberman (1994), document analysis was used to analyze the study's data. There were three major phases to the analysis. The first step was data reduction, which involved using Linda and Eyre's (1993) approach to identify, classify, and code the scenes and conversations that contained moral values. Only information pertinent to the topic of the study was kept. In order to give a clear picture of the kinds and frequency of moral values found in the *Encanto* movie, the reduced data were arranged and displayed in tables and descriptive formats during the second stage of data display. Drawing and confirming

conclusions was the last step. In order to guarantee the accuracy of the results, the researcher created interpretations and verified them. Using Abrams' (1971) pragmatic theory as support, this step also involves connecting the selected moral standards to the cultural traits of Colombian society.

FINDINGS AND DISCUSSION

Findings

Drawing the data, the findings revealed that love is the most prevalent moral value observed in the “*Encanto*” movie, totaling 4 out of 20 data points and constituting 40% of the analyzed data. **Look at Table 1.**

Table 1. Moral Value in the “*Encanto*” Movie

No.	Moral Value	Length (%)	Data Code
1.	Honesty	20	(Scene 1/Honesty/01:02:30) (Scene 2/Honesty/01:21:13)
2.	Courage	20	(Scene 3/Courage/00:13:29) (Scene 4/Courage/01:02:47).
3.	Peaceability	20	(Scene5/Peaceability/00:09:40) (Scene 6/Peaceability/00:22:44)
4.	Self-confidence	10	(Scene7/Self-confidence/00:04:38)
5.	Discipline	10	(Scene 8/Discipline/00:07:43) (Scene 9/Loyalty/00:30:40)
6.	Loyalty	30	(Scene 10/Loyalty/00:58:44) (Scene 11/Loyalty/01:01:49)
7.	Respect	10	(Scene 12/Respect/01:22:16) (Scene 13/Love/00:28:26)
8.	Love	40	(Scene 14/Love/01:01:37) (Scene 15/Love/01:13:15) (Scene 16/Love/01:24:37)
9.	Unselfishness	10	(Scene 17/Unselfishness/01:06:17)
10.	Kindness	20	(Scene 18/Kindness/00:27:49) (Scene 19/Kindness/01:00:18)
11.	Justice	10	(Scene 20/Justice/01:21:18)
	Total	20	

Discussion

This study identified 20 instances of moral values within the movie "Encanto." Consistent with Linda and Eyre's (1993) theoretical framework, these moral values are categorized into two principal groups: *the value of being* and *the value of giving*. First, the value of being included: honesty, courage, peaceability, self-confidence, and discipline. Second, the value of giving included: loyalty, respect, love, unselfishness, kindness, and justice.



Picture 1. Julieta’s healed Mirabel hand
 Source: screenshot from the movie

For instance, the value of love that included in theory of giving by Linda and Eyre that underlies many human interactions, fostering acts of kindness and care. That was found in 4 data points. In the research data **Scene 13 (Love/00:28:26)**, Julieta healed Mirabel's hand and says, "I heal your hand, with my love for my daughter," proving the moral value of love. Julieta's acts strongly demonstrated the value of love. As stated by Linda & Richard Eyre (1993), Julieta's action of healing Mirabel's wound by stating, "I healed your hand with my love for my daughter" illustrates love as a moral virtue. Here, love is not merely an emotion; it manifests itself in tangible ways such as selflessness, compassion, empathy, accountability, kindness, and setting a good example. In addition, this study also used theory of pragmatic by Abram's that was explained the correlation between the movie and the implications of the Colombian society. The example here is teaching the importance of love, the audience can also learn that the most effective way to demonstrate love and concern is through tangible actions that assist and alleviate the burdens of others. Julieta exemplifies one of Colombian culture's values in this scene, namely *Valor del Sacrificio de los Padres* or the importance of parental sacrifice (Ardila et al., 2012:109).



Picture 2. Mirabel act to save her family miracle
Source: screenshot from the movie

The moral value of loyalty is further demonstrated by Mirabel's decision to take steps to save her family and their miracle **Scene 9 (Loyalty/00:30:40)**. Her desire to save her family and their miracle "I will save the miracle" demonstrates Mirabel's love for them. As outlined by Linda and Eyre (1993), is reflected in Mirabel's act of proclaiming her resolve to preserve her family's magic. Even though she lacks magical abilities, her unwavering dedication to defending the Madrigal family serves as evidence of this allegiance. In a practical sense, this scenario not only teaches the audience about loyalty but also about the

unpredictability and changeability of life, and that adaptability, learning from new experiences, and creative problem-solving are essential skills for conquering challenges and succeeding in a variety of life domains. As stated by Ardila et al., 2012:109, Mirabel's actions align with the values of familialism and family loyalty, or *Familismo*, which are important pillars.



Picture 3. Mirabel's concern and care for her family
Source: screenshot from the movie

The moral value of kindness emerges in **Scene 18 (Kindness/00:27:49)**, conversation between Mirabel and Julieta "I was looking out for the family," demonstrates her deep concern and thoughtfulness for her family. Given that Mirabel shows compassion, empathy, and selflessness without anticipating anything in return, this exemplifies the moral value of kindness. Linda and Eyre (1993) defined kindness as having empathy for the needs of others and being prepared to offer practical help, even if it involves sacrificing something personally. In addition to learning the value of kindness in mutual assistance, the audience can practically reflect on their own roles and responsibilities within the family or community. Others are inspired to join in and experience a sense of community by Mirabel's acts. In this scenario, Mirabel embodies the Colombian principles of *Amabilidad y Cuidado*, or kindness and caring (Ardila et al., 2012:109).



Picture 4. Bruno persuades himself to help
Source: screenshot from the movie

The value of courage can be seen in **Scene 4 (Courage/01:02:47)**, where Bruno encourages

himself “I can do this. I can do this” that his strength will allow him to see Mirabel's destiny and protect their family. According to Linda & Eyre (1993), Bruno's repeated "I can do this" attempts to restore his strength to save Mirabel and her family are considered an expression of the moral value of courage. This instance of courage is moral, which is consistent with Linda & Eyre's definition of moral courage, which is defined as an action performed in the face of uncertainty, a willingness to accept the consequences, and a dedication to the common good. This scene pragmatically teaches the audience how to control inner anxiety and develop confidence in one's own talents in addition to teaching them about courage. Resilience and belief in solutions, or *Resiliencia y Creencia en Soluciones*, is the Colombian term for this (Ardila et al., 2012:109). By persuading himself to use his abilities, Bruno demonstrates the spirit of problem-solving and overcoming obstacles.



Picture 5. Mirabel expresses that she does not sad
Source: screenshot from the movie

The value of peaceability appears when the village kids ask Mirabel how she feels about not having the same super power as the rest of her family “the truth is, gift or no gift, I am just as special as the rest of my family,” she tells them that she feels as unique as them all in **Scene 5 (Peaceability/00:09:40)**. This behavior is consistent with the thesis of Linda & Eyre (1993), which holds that maintaining harmony in social interactions, exercising self-control, and avoiding conflict are all components of peace. With her demeanor, Mirabel not only preserves her own inner tranquility but also spreads that tranquility to all in her vicinity. From a pragmatic perspective, this scenario serves as a reminder to the audience of the value of peace as well as the fact that individual variances can emphasize one's uniqueness rather than define identity. In Colombian culture, family support or Apoyo Familiar may be the cause of this. As Mirabel learns to accept herself, the plot shows how

important family acceptance and support are. Strong family bonds are highly prized in Colombian culture (Ardila et al., 2012:109).

CONCLUSION

All things considered, the findings show that the moral principles in the movie "Encanto" fall into two categories: "Values of Being" and "Values of Giving." It was discovered that the most prevalent value was love. It was demonstrated by applying pragmatic theory that these principles were consistent with Colombian society values including Respeto a Los Mayores, Armonía Familiar, and Familismo.

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