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ANALYSIS OF MORAL MESSAGES IN THE *PULAU AKKO* ANIMATED SERIES FILM THE DANGER OF PLASTIC WASTE

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ABSTRACT: This exploration entitles An Analysis of Moral Messages the “Pulau Akko” Animated Series Film the Danger of Plastic Waste. Film is a media that can teach individuals and empower to improve them understanding on explicit subject however visual. Film is a media that have significant impact in giving data and as an apparatus to convey messages to crowd or individuals. The examination is based are two exploration questions, the first is the thing that are virtues in “Pulau Akko” Animated Series Film, and the second is which virtues the most predominant showing up in it. The strategy of this investigation is subjective technique. The essential wellspring of the information is "Pulau Akko" animated series film, and optional wellspring of the information is the document of the caption. The aftereffect of this investigation is there are some virtues in "Pulau Akko" animated series film, for example, regard, obligation, equity, resilience, insight, causing one another, selflessness, collaboration, boldness, and certainty. What's more, in this animated serial film, the most prevailing virtues is helping every others.

Keywords: Animation, Film, Moral, Massage

I. PREFACE

Nowadays, watching movies is very important in everyday life for certain individuals. Everyone has different goals in watching movies, for example to refresh, invest energy, get data and points of view, learn unfamiliar dialects, and try to understand different societies. Most of the people like to watch movies regardless of their living conditions, whatever their experiences, whoever they are, gender and age. In large urban areas, but also in some modest communities people watch movies. Due to the development of increasingly advanced innovations, such as the web and mobile phones, individuals can watch movies anytime and anywhere. (HUMAIRA, 2018)

Films or films are another visual skill created over the last 300 years. It is a complex, selective workmanship, difficult to characterize, but the film component is straightforward and general. Films are, frankly, works and modes of mass transfer, and to the last extent they have a very large effect from a sociological perspective. Likewise, they have an established foundation in science and innovation (Webster; 1981). The film imagines a story or discourse on the screen. Movies delivered by recording images with the camera, or creating images with active procedures. Most of the films received are from the original stories on the planet and the others come from books or books.

For example, the films adopted from the novel are Harry Potter, Twilight, The Lord of The Ring, and so on. As Christopher (n.d) points out, the film incorporates lines of exchange and depicts clear character advances that clearly convey meaning to the individual. Strictly speaking, content may be a type of "story lesson" or a socio-political mentality that the producer communicates directly through the mouths and activities of the characters.

By utilizing films, individuals can be taught moral, educational, social, societal values and so on. If we want to try to understand a film, and open up our brains, film can provide us with data, teaching, and motivation.

Film is a medium that can educate and empower individuals to increase their understanding of explicit but visual material. Film is one of the media that has a significant influence in providing data and as a tool to convey messages to society or individuals. Back rubbing can be positive or negative depending on the crowd, as films are shown to the crowd by representations. According to Yousuf and Dadabhoy (2013) films can show the audience an image which can then clearly introduce themselves to the audience.

The majority of people relate to the clear message of the film, but some people find it difficult to draw in. One of the messages we get in movies is about virtue. "The virtue between impulse and force is evocative of equal balance. Some non-virtues such as fishing are subject to change of means to the end result, and some other accuracy. However, especially so with virtue: some are accurate with an inward change of means. closure, by means of preparation, and some may require no preparation. Preparations of virtue have either been ignored or have proven to be reasonable. Their demand for quality remains such that these people continue to increase their fulfilment by securing our great behaviour which undermines their own.

Virtues tend by ethics to their social character to be more uniform from individual to individual, within culture, than to many arousing and tasteful qualities. (Goldman and Kim, 1978) "Virtue is a quality that expresses thoughts about the great life. There is steady discussion about which values are the easy path. Virtue is the rational term that a standard or activity or human character is valid or false and positive. or negative The quality of social ethics characterizes how we react to our current circumstances, our local area of interest, and the local area of the world.

According to Johnston (2002), virtue is communicated in a mentality that becomes evident in solid judgments and behaviour. A mentality that depends on virtue alludes to people's lives, being with others, and self-identified discerning views. The animated series Akko Island is one that has many benefits for many people, although the main benefit is for children aged five to ten years. The animated series Akko Island was made by the Ministry of Environment and Forestry.

The animated series Akko Island is an animated film that discusses daily life on Akko Island, which is an island shaped like a bread. The characters on Akko Island are endemic animals from Indonesia, such as the Akko character which is a Javan langur, the Monang character which is a tiger originating from Sumatra, the Qiyu character which is a Yuyu or rice field crab, Atlas Character which is a tapir originating from Sumatra and the last one is the character Lola who is a cassowary from Papua.

In episode one of the Akko Island animated series entitled the danger of plastic waste, it has a synopsis:

"Akko is playing drums from the plastic buckets scattered around the park. Suddenly Atlas came over, appearing from unexpected positions which shocked Akko. Every time he appeared, Atlas always asked Akko, what material were the scattered items made of. With innocence, Akko always answered with the same answer: Plastic. Always like that, asked, disappeared, Akko was about to play the drums, disturbed again by the appearance of Atlas. On and on until finally Akko was annoyed, so every time Atlas asked, Akko was immediately rising: Plaastiiiiic! Until Monang, who doesn't know anything and is stranded there, doesn't seem to affect the tension between the two of them. The ending ended with Akko's annoyance asking, what's wrong with plastic? Atlas couldn't stand the enthusiasm of answering: disposable, long time ago, Mounting plastic waste!

The researcher believes that this examination will have the option to underline the importance of kindness to the reader. Consequently, in seeing the clarification above, the researcher will conduct an exploration to study the virtues in the Akko Island animated series episode one entitled the dangers of plastic waste.

II. DISCUSSION

About what is socially supported (Hurlock, 1956). Furthermore, Hurlock (1956) states that true ethical quality is behaviour that conforms to social norms and is also done deliberately by the person. It accompanies the advancement of outside forces and consists of leadership managed from within. This was joined by a sensation of moral obligation regarding demonstrations. Comparable to quality, morals are very important for values, especially virtue. Not overall quality is a virtue. Virtue is connected with human behaviour about great and terrible. Morals are lucky or not the precepts recognized by the community with regard to activities, perspectives, commitments, kindness, habits, and kindness (Alwi, 2008).

Understanding certain great and terrible things is relative. This implies that something which is all seen as useful for a person or country, is not really and of equal quality for another person or country. A person's judgment of virtue is usually influenced by a life perspective. Virtues are individual beliefs and qualities that conform to typical norms of what is good and bad and manage an individual's propensity to lead. The norm of virtue is a distinction between one society and another.

The difference between ethical and moral principles is that in essence good and bad decisions or norms are used. based on tradition or understanding that manages the community (Kusmiyati, 2014) As indicated by Lickona in Afdlila (2015), fundamental virtues are respect and obligation, but there are other explicit qualities, namely, equity resilience, sharp self-control, mutual help, selflessness, collaboration, courage, and popularity-based.

There are three characteristics of virtue training that are acceptable in human existence (Lickona, 1992). First good knowledge. Knowing morals is an item that contains six important things, namely: moral awareness, knowing virtue, taking a point of view, moral thinking, dynamics and self-information. The second good trend. Moral inclination is a source of energy from individuals to act according to good standards. There are six important things that can be seen from the point of view that is in accordance with the feelings felt by a person to become an ethical character and person, more specifically: conscience, confidence, sympathy, worship of God, calm and serenity.

The last one is a great activity. Good moral activity can be turned into sincere activity. To understand what drives someone to behave well, there are three things to remember, namely: fitness, intelligence, and inclination. According to Lickona, the principle of virtue is care and duty, but there are other explicit qualities. There is; authenticity, equality, tenacity, insight, self-control, mutual help, selflessness, participation, courage, and based on popularity.

III. RESEARCH METHODS

In analysing the first episode of the Akko Island animated series entitled the dangers of plastic waste, researchers used a fascinating subjective technique with an information-checking approach. Subjective examination is graphic; information collected is as words or images, not numbers (Bogdan and Bikle, 1992). From this statement, the researcher concludes that subjective examination is a strategy for investigating information with all its richness as close as possible to the structure in the account structure, the structured words are very important in subjective methodology.

As per Sandelowski (2000) riveting exploration is usually described in examination messages as the least part of the important chain of quantitative exploration plans. In another assessment (Thore, Kirkham, and MacDonald-Emes, 1997) said that, the perspective on portraying in subjective examination as "as the crudest of demand" may have had the opposite effect on scientists participating in subjective exploration, many of whom have felt are obliged to protect their efforts as something more than imagery.

Furthermore, Sandelowski (2000) in subjective strategy research, there is no depiction of subjective as a specific strategy for equivalence with other subjective techniques, despite the fact that methodological methodology is most widely used in the training discipline. According to Sandelowski's (2000) subjective graphical examination: it should be seen as an absolute, not an obscure decision, a choice for demand; less interpretive than the 'interpretive portrayal' approach because it does not require the analyst to move too far from or into information; and, do not require the delivery of applied or highly theoretical information, compared to other subjective plans.

Unmistakably subjective examination is the least "hypothetical" of the overall subjective way of dealing with research. Furthermore, the obvious subjective examination is the least burdened investigation, in comparison with other subjective methodologies, with prior hypothetical or philosophical responsibilities. (Vikie and Clinton, 2012)

Although subjective graphical examinations are not exactly the same as other subjective exploration plans, subjective illustrative investigations may have some clues from different methodologies. Overall, subjective explanatory studies may have hints of a grounded hypothesis, because they use relatively stable investigations when analysing information.

However, the subjective enlightenment check is not a basic hypothesis, because it does not provide a hypothesis from which information is generated. Regarding the use of examination in subjective riveting plans, in principle the method of deliberate examination can be used. Like some other subjective examination plans, the objective is to acquire cases that are considered data-rich to immerse in information.

It is important for specialists to have the option of maintaining their examination technique to fulfill the motivation behind their investigations (Vikie and Clinton, 2012). In analysing the Akko Island animated series episode one entitled the dangers of plastic waste, there are two points of information that will be investigated, namely the Akko Island animated series episode one entitled the dangers of plastic waste and the caption document. An important source of this information is the Akko Island animated series episode one entitled the dangers of plastic waste which can be seen on the Akko Island YouTube channel and can be downloaded from www.youtube.com.

The film itself is the subject of an investigation where researchers follow the fundamental activities of entertainers and all characters to find virtue in the animated series Akko Island episode one entitled the dangers of plastic waste. What's more, an optional source of information is text notes, downloaded from www.youtube.com. Researchers will add it to the media player application where the film can break down the virtues of the film. In analysing the Akko Island animated series episode one entitled the dangers of plastic waste, the interaction of researchers investigated this information using a clear method. Investigations are carried out after gathering information. Information was collected from the first episode of the Akko Island animated series entitled the dangers of plastic waste. Watching a movie, getting it, recording all the data in the animated series Akko Island

episode one entitled the dangers of plastic waste. The researcher watched the film by adding information while reading the contents.

The addition of the title is planned to help the essay researcher follow the description completely without missing a word in the film. Researchers focused more on watching films and essay researchers observed more than twice the film. At that point, researchers amassed cult sentiment to dissect the film. Ultimately the essay researcher makes the end dependent on analysis of information. Merriam (1998) illustrates that the information-checking cycle as a complex activity of pacing between information and ideas, between depiction and translation, makes use of both inductive and deductive thinking.

As Kuwalich (2004) indicates, information is broken down on the premise of being continuous. A well-established similar technique for examining information is that of subjective exploration. This strategy includes translating all sources of information, including field notes, into rough information. All information records should be copied with the first one stored in a safe place, unaltered. A copy of the rough information is then used for investigations (Strauss and Corbin, 1990).

Gradually, the researchers described the film by watching and reading carefully the contents of the Akko Island animated series episode one entitled the dangers of plastic waste carefully and precisely. At that point, discerning virtue in the film, clarifying the virtue by demonstrating from the sentence and scene. By watching, reading, and gathering assets from libraries and websites. Researchers began to break down information from selecting films, then watching and seeing all the content from the film to distinguish the virtues communicated in the film. From that point on, the researcher collected the references applicable to the exam and then all the data related to the conversation subject were translated.

IV. ANALYSIS

Based on the analysis, it is known that the Akko Island animated series contains stories that are full of moral values. This is very useful as a role model in everyday life. The Akko Island animated series film illustrates the problems that often occur in society and can serve as a medium for delivering messages.

The story in the animated series Akko Island is set on the life of Akko Island. The animated series Akko Island depicts the life of the busy islanders and currently there are problems with plastic waste, the characters who all come from endemic animals in Indonesia, this can be seen by the main character named Akko along with his friends such as Monang, Qiyu, Lola and Atlas they live together and share information about the problem of plastic waste on their island.

The results of the data analysis of this research show several moral values, including: (1) Energetic The moral value "Energetic" shown by Akko's character in this film gives a message about the importance of always being enthusiastic in facing life. This can be seen in the scene of episode one entitled plastic waste;

(2) Discipline The moral value of "discipline" is contained in the animated series Akko Island. Attitudes and behaviour that performs work orderly and regularly according to the time and place, as well done with full patience, diligence, and without coercion from anyone. Atlas is also very disciplined with this attitude. This can be seen in the scene of episode one entitled plastic waste;

(3) Diligent and diligent The moral value of "diligent and diligent" is contained in the animated series Akko Island. Attitudes and behaviours that demonstrate seriousness that are enduring and persistent and uplifting. The diligent and diligent attitude can be seen from Atlas's figure, this can be seen in the scene whenever Akko tries to do something that violates him, Atlas is always present and provides the necessary information about the dangers of plastic waste.

(4) Work Hard The moral value of "working hard" is contained in the animated series Akko Island. This can be seen in the figure of Qiyu who always tries to sell and always tries to give the best servants to the characters in the Akko Island animated series.

(5) Courtesy The moral value of "manners" is contained in the animated series Akko Island. Orderly attitudes and behaviour in accordance with customs or norms prevailing in society. Polite attitudes can also be seen in Monang's figure, this can be seen in the scene where Monang is always there with Akko and always gives support to his friends.

(6) Friendly The moral value of "friendly" is contained in the animated series Akko Island. According to the researcher, a friendly attitude is needed in daily interactions, because applying a friendly attitude in everyday life will give the impression that it is easy to get something you want. this friendly attitude can help in seeking help because of its friendly attitude towards others. A friendly attitude is also seen in Lola's figure, this can be seen in the scene whenever a character forgets the dangers of plastic waste Lola will always provide a solution.

(7) Love, baby The moral value of "love, love" is contained in the animated series Akko Island. The attitude of love and affection that is reflected in every character in this animated film such as Akko, Monang, Lola, Qiyu

and Atlas. This can be seen in the final scene of episode five where they all sing together with great love and affection.

In the animated series Akko Island, the problem of creativity in design or layout, the selection of letters and their creation is very unique and interesting. Although not everything that is made seems simple. Besides being able to function for other things, typography must ensure that the creative work is easy to read and understand.

V. COVER

Final conclusion In this section, the essay researcher will draw conclusions about the virtues communicated in the Akko Island animated series episode one entitled the dangers of plastic waste. From this investigation, the researcher found ten virtues in this film; There are: respect, obligation, equality, resistance, intelligence, mutual causes, selflessness, collaboration, courage, and authenticity.

However, the fine values that are dominant in this film support each other. Film is one of the media that has a significant influence in providing data and as a tool to convey messages to society or individuals. Back rubbing can be positive or negative depending on the crowd, as films are shown to the crowd by representations. Virtue is a quality that expresses thoughts about what life is like. There has been consistent discussion on what constitutes a good life.

Suggestions towards the end of the exploration, the researcher may want to make the following recommendations: First, watching a film is interesting, it engages us, gives us data and in particular films give us a message. The great message can be applied in our daily life. We have to be smart people. For film-goers, researchers accept that few people on this planet enjoy watching movies. Watching movies has a lot of capacity, this is not only a medium of entertainment, but we can get a lot of touch from it. Because in the film, the creator needs to convey something useful and important and we can manage the children. Usually watching movies can provide motivation, morale, education, and inspiration for us. Researchers believe that moviegoers can see the positive side and perceive it as their life. Second, for readers, by reading this proposal, readers can gain knowledge of the virtues in film

Moral is vital for humans, with film we can undoubtedly get virtue. Also, thirdly, for students, they can learn and apply virtue in their daily life. The understanding that studies these virtues, they can take this postulation as reference. Finally, the English Department can take advantage of this theory to add references about virtue.

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