

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Moral values are notions that convey views about an ideal life (Bastian, 2021). Moral originated from the Latin word 'mores', that implies customs, behavior, character, manners, and etiquette. Moral values represent guidance. Moral value can be defined as an important standard of behavior by an individual or community that can be regarded as good or bad and carries implications regarding each action.

Moral values contribute to shape individual traits and personalities. According to Collins (2015), "moral value of attitudes might accompany the action". Moral principles are something that people can learn at any stage of life. Moral ideals can be derived from characters in literary works that people consume, Natsir (2019) argues.

The message contained in the literary works can influence and impact society (Fitria, 2020). Literary works usually offer the moral value that relates to human traits and it also relates to the fact that happened in the world. According to Hornby (2003), "literature as the writings that are valued as work of art, especially fiction, drama, and poetry". Through the television series or drama, we learn about moral values through profiles or character features. Further, through scenes that are made with a blend of sound, movement, and background, the moral values can be studied using Semiotics.

Semiotics is a unique study because as Barthes (1986) explained that images, gesture, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. In order to get the moral values expressed in the drama, we can analyse and study them using Charles Sanders Peirce's Theory of Semiotics. The science of Semiotics used in this study serves as a basis for interpreting the signs found into a clear meaning. According to Umberto Eco (1986), the triadic model of semiotics by Charles Sanders Peirce are: 1) the representamen: the form which the sign takes (not necessarily material, though usually interpreted as such), 2) an object: something beyond the sign to which it refers (a referent), and 3) an interpretant: not an interpreter but rather the sense made of the sign.

A number of studies have been conducted related to the use of theory by Charles Sanders Peirce and moral values obtained. One prominent study is "Moral Values in the Film 99 Names of Love" Rahman (2021). Using Semiotic Analysis by Charles Sanders Peirce, the study aims to interpret the signs and find the moral message contained in the film 99 Names of Love. The study found out how the representamen, object and interpretant are analysed to get the moral message in the film. In this study, the representamen (sign) of the moral message is depicted through dialogue from the players. Next, the object here is seen in the style of speech, body gestures and dialog of moral messages that appear as signs and then are processed by the researcher, then the results are concluded using the researcher's language. Furthermore, the interpretant of the moral message in this film is the researcher's interpretation resulting from the representamen. So that it

can be concluded that the moral messages contained in the film "99 Names of Love" include: helping each other human beings, avoiding gossip, don't judge someone based on their appearance, be careful in what you say, and be compassionate to each other.

The similarities of the present study to the previous finding above are that they address signs and moral values. The differences of present study from the previous findings above were related to the subject of the study. Specifically, the present study uses the Korean drama "Little Women" as the subject of the study. Below is a preliminary data to show how the theory by Charles Sanders Peirce used to identify representamen, object, and interpretant on the data taken from the Korean drama Little Women. Adding to that, the type of moral value of the data is also revealed using the Types of Moral Value theory by Linda and Richard Eyre.

Representament:

Oh In-Kyung: *Mr. Park Jae-Sang, you have everything. So why are you eyeing the youngest girl of a poor family? Let me tell you. She is the person I love the most in the world. If you ruin her, I won't sit back. I will chase you to the ends of the earth and make you pay.*



Picture 1. Representamen 1

Object: The scene shows Oh In-Kyung arguing with the rich family, in the act of defending and protecting her younger sister whose artistic skill has been exploited by the rich family.

Interpretant: Character Oh-In-Kyung in the scene above represents a moral value type Bravery and Courage as she successfully masters her fear and uses her emotional intelligence to confront Park Jae-Sang, a well-known lawyer who is preparing to run for mayor of Seoul. She defends herself and her younger sister despite knowing that she might be accused of making a fuss at Park Jae- Sang's house party. Even when under undue pressure, she has the courage to do the right thing. This value is very important to be held by everyone, including women, and to be preserved as a quality that can stop potential harm as well as maintain one's freedom as a human.

Moral Value: The type of moral value in the scene above is Individual Moral Value namely Bravery or Courage. According to Linda and Richard Eyre, Bravery or Courage is the act of facing something involving possible unfortunate or disastrous consequences or enduring hardship using self-control and mastery of fear and often with a particular objective in view. Bravery or Courage is represented by character Inkyung by having the determination to speak up for and protect her younger sibling in the face of injustice.

Semiotics is a unique study because as Barthes (1986) explained that images, gesture, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. Besides, moral values can influence and impact society. In addition, Korean drama is rapidly

growing in popularity, especially in this day and age. Finally, this study is conducted with the title “Moral Value in the Korean drama Little Women: Semiotic Analysis Study of Charles Sanders Peirce”.

1.2 Problem of the study

Based on background of the study, the problems of the study are summed up into these followings:

1. How is the theory by Charles Sanders Peirce applied in interpreting the moral values in the drama Little Women?
2. What are the moral values in the drama Little Women?

1.3 Objective of the Study

There are two objectives in this research analysis, they are:

1. To find out the application of Charles Sanders Peirce’s theory in interpreting the moral values contained in the Korean drama Little Women.
2. To reveal the moral values in the Korean drama Little Women.

1.4 Scope of the Study

This study is limited by examining communication and action that only occur between the sisters which concerns morals namely messages that contain manners, character, etiquette, a habit of behaving in a decent ethic, advice, spoken and written behaviour, about how humans must live and act, so that they become good human beings.

1.5 Significance of the Study

The significance of the study is to provide knowledge to readers about the moral messages contained in the Korean drama *Little Women*. The results of this study are also expected to provide benefits both practically and theoretically as follows:

a. Practically

The benefits of this research, among other things, can be used as material for future studies that aim to find out more about the moral messages in literary works, particularly Korean drama. In addition, this study can also be used as material for information and education for the public.

b. Theoretically

This study is expected to be input in the field of literature studies. Especially for those interested in the field of literary works and also useful for scientific development in analysing similar objects of future study.

