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An Analisis of Educational Value on Moana Movie

Widha Adriana¹, Ari Fajria Novari², Tatu Munawaroh³

^{1, 2, 3} Universitas Mathla'ul Anwar

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ABSTRACT

This study aims to analyze the educational values and core character traits represented in the animated film Moana. The research focuses on two main questions: (1) what types of educational values are portrayed in the film, and (2) how the main characters embody key character traits. A qualitative descriptive method was employed, involving repeated viewing of the film and analysis of its transcript using two theoretical frameworks: the 18 national character values proposed by Zaqiah and Rusdiana (2014), and the Character Education Framework by the Indonesian Ministry of Education and Culture (2017). The findings revealed that 16 out of 18 national character values were present in the film, including values such as responsibility, independence, social care, honesty, and religious commitment. However, tolerance and love for reading were not identified. In addition, the character analysis showed that the main character, Moana, consistently exemplifies the five core character values outlined by the Ministry: religiosity, nationalism, independence, mutual cooperation, and integrity. These results suggest that Moana serves not only as a source of entertainment but also as an effective medium for character education, especially for young learners. The film has the potential to be used as a supporting material in educational settings to promote national character development through engaging and meaningful content.



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INTRODUCTION

Language serves as a fundamental means of human communication and as a medium for expressing culture, ideas, and emotions (Uduak & Akpan, 2025; De Stefani & De Marco, 2019). According to Novari et al. (2021), language is a systematic symbol that enables humans to share thoughts, opinions, and feelings both orally and in writing. Its central role in communication makes language essential to human interaction and cultural development. Among the many languages in the world, English has gained prominence as a global lingua franca (Swami, 2025; Nafees & Farid, 2025). In the era of globalization and technological advancement, mastery of

¹ Corresponding author's address: English Education Department, Universitas Mathla'ul Anwar. Banten, Indonesia; e-mail: widhaadriana466@gmail.com

² Corresponding author's address: English Education Department, Universitas Mathla'ul Anwar. Banten, Indonesia; e-mail: ari.fajria@gmail.com

³ Corresponding author's address: English Education Department, Universitas Mathla'ul Anwar. Banten, Indonesia; e-mail: tatumunawaroh8@gmail.com

English is not only a communicative necessity but also a gateway to international knowledge exchange and cross-cultural understanding.

Beyond its communicative function, language embodies moral, cultural, and educational values. These values can be learned and internalized through various forms of media, including literature and film. In language education, film has proven to be an effective pedagogical medium because it combines visual and auditory elements, enabling students to engage emotionally and intellectually. As Halik (2013) explains, film is a powerful communication medium that integrates movement, image, and sound to convey messages effectively. When used in educational contexts, films do not merely entertain but also foster moral reflection and character development.

Educational values refer to moral principles and attitudes that shape individuals' behavior and decision-making. According to Soyomukti (2015), education encompasses all learning experiences that influence personal growth throughout life. Thus, educational values can be understood as positive attitudes or behaviors—explicitly demonstrated or implicitly suggested—through one's actions and interactions. The integration of educational values into learning is crucial for shaping students' moral awareness and helping them apply ethical principles in daily life. However, contemporary media often prioritizes entertainment over moral content, leading to a decline in ethical sensitivity among younger audiences.

In this context, films can serve as effective educational resources for character formation. By presenting relatable narratives and emotionally engaging characters, films provide opportunities for students to identify moral lessons and reflect upon them (Rajpopat, 2023; Ramona & Cholimah, 2025). Among modern animated films, *Moana* (2016) stands out for its rich portrayal of moral and educational messages. The film tells the story of Moana, a courageous Polynesian girl chosen by the ocean to restore a sacred relic and save her island from destruction (Tamaira et al., 2018). Through its narrative, *Moana* communicates core values such as bravery, responsibility, perseverance, and independence.

Considering the importance of character education in modern learning, researcher conducted a study entitled "An Analysis of Educational Values in the Moana Movie." This study aims to analyze the types of educational values and how these values are applied in the main characters in the film *Moana*. The results of this study are expected to contribute to English language learning through the use of film as a meaningful medium to instill moral values and character in students.

RESEARCH METHODOLOGY

This study employed a descriptive qualitative approach. This approach was selected to describe and analyze the educational values found in the *Moana* movie without using numerical or statistical data. Qualitative research is inherently interpretive, where the researcher plays a central role in observing, interpreting, and organizing the findings based on meaning derived from the data (Wilig, 2017). Therefore, descriptive qualitative research is considered appropriate for identifying and interpreting the educational values reflected in the storyline and characters of the film.

The data in this study consisted of both primary and secondary sources. The primary data were taken from the *Moana* (2016) animated film and its complete dialogue transcript. Secondary data included supporting literature such as academic books, journal articles, websites, and official government documents related to character education. The subject of the study was the *Moana* animated film, chosen due to its popularity among children and its rich moral and educational

content. The object of this study was the educational values embedded in the movie, especially as portrayed through the main character, Moana.

The study focused on two objectives: identifying the types of educational values presented in the movie using the framework by Zaqiah & Rusdiana (2014), and analyzing how Moana represents the five core character values established by the Ministry of Education and Culture (Kemdikbud, 2017), namely: religious, nationalist, independent, mutual cooperation, and integrity.

Data collection techniques included observation and document analysis, involving several steps. The researcher watched the *Moana* movie five times over a period of three days to gain a comprehensive understanding of the story. Then, the dialogue transcript was manually written and read carefully. The scenes and dialogues were examined and matched with relevant educational values based on the national character education framework. Identified values were categorized into the 18 character types defined by *Puskur*. Additionally, the traits of the main character were analyzed using the character education indicators from Kemdikbud (2017).

The researcher served as the primary instrument in this study, responsible for observing, analyzing, and interpreting the data. To ensure instrument validity, two academic validators Rizdki Elang Gumelar, S.Pd., M.Pd. and Ade Sudirman, S.Pd., M.Pd. reviewed the classification framework based on *Puskur* and Kemdikbud guidelines. Data analysis followed the qualitative analysis steps outlined by Muhadjir (as cited in Rijali, 2019) and Onwuegbuzie et al. (2012), consisting of: viewing the film in depth, reading and analyzing the transcript, identifying relevant values, classifying them, analyzing how characters reflect those values, and drawing systematic conclusions.

RESULT AND DISCUSSION

The research results show that the animated film *Moana* contains various educational values depicted through the dialogue, storyline, and characters of its characters, particularly the main character, Moana. These values are explained based on the 18 national character values based on the theory of Zaqiah and Rusdiana (2014:112) in their book *Pendidikan Nilai: Kajian Teori dan Praktik di Sekolah*. An analysis of 118 data points revealed that most of these values appear explicitly or implicitly in the film.

The most dominant value found was responsibility, appearing 28 times (23.73%). This reflects Moana's strong character in shouldering the burden and responsibility as a leader and savior of her community. This is followed by the value of communicative/friendly, appearing 14 times (11.86%), signifying the importance of open communication and cooperation in resolving conflicts. The value of social care appeared 11 times (9.32%), reflecting empathy for others and the surrounding environment.

Other values such as respect for achievement, independence, curiosity, national spirit, and hard work are also frequently encountered, each appearing between 7 and 10 times, indicating that the film is rich in holistic character-building messages. The values of religion, honesty, patriotism, and creativity also enrich the film's educational content (Muzzakir et al, 2024).

The following table shows the distribution of educational values in *Moana* based on the number and percentage of occurrences:

Table 1

Result Presentation of Type Educational Value on Moana Movie

NO	TYPE	Amount	Presentation (%)
1.	Religion	4	3.39%
2.	Honest	6	5.08%
3.	Tolerance	-	-
4.	Diciplines	3	2.54%
5.	Hardwork	7	5.93%
6.	Creative	3	2.54%
7.	Independent	9	7.63%
8.	Democratic	1	0.85%
9.	Couriosity	7	5.93%
10.	Spirit of Nationality	7	5.93%
11.	Love the Homeland	5	4.24%
12.	Appreciating Achievements	10	8.47%
13.	Friendly/Communicative	14	11.86%
14.	Love Peace	2	1.69%
15.	Like to Read	-	-
16.	Environmental Care	1	0.85%
17.	Sosial Care	11	9.32%
18.	Responsibility	28	23.73%
Amount		118	100 %

Percentage (%) = (Number of occurrences of value / Total of all occurrences) × 100

From the data above, it can be concluded that 16 of the 18 national educational values were successfully identified in this film. Meanwhile, the other two values, tolerance and a love of reading, were not found in the narrative or character behavior. This highlights the fact that while Moana is rich in moral messages, not all of the character's values are represented in a single media work.

In addition to general educational values, the *Moana* film also reflects the **five core** character values as defined by the Ministry of Education and Culture of Indonesia (2017), namely: religiosity, nationalism, independence, mutual cooperation, and integrity. These values are strongly represented by the main character, Moana, and are also supported by the roles of other characters. The following table presents the representation of these five core character values in the film:

Table 2

The character of the main role in the film *Moana*

No.	Character Value	Representation in the Film	Character(s)
1.	Religion	Moana has a deep spiritual connection with the ocean and is chosen by nature to fulfill her mission, reflecting a sense of faith and religious values.	Moana, Grandmother
2.	Nasionalist	Moana fights to save her island from destruction and shows deep love and dedication to her people and cultural heritage.	Moana, Her Father (Chief Tui)
3.	Independent	Moana decides to sail alone and faces all dangers without relying on others, showcasing bravery and self-reliance	Moana
4.	Mutual Cooperation	Moana collaborates with Maui to restore the heart of Te Fiti, highlighting the importance of teamwork and shared goals.	Moana, Maui
5.	Integrity	Moana stays true to her mission despite opposition from her parents and multiple failures. She never gives up and upholds what she believes to be right.	Moana

CONCLUSION

Based on the analysis, it can be concluded that the animated film *Moana* contains highly relevant educational values to be studied and applied in the context of character education. Of the 18 character values used as a reference, 16 were identified, with responsibility being the most dominant. These values are clearly present in the dialogue, attitudes, and actions of the characters, especially Moana, who demonstrates her character development as a brave, independent, and caring young leader. The film also fully demonstrates the five main character values, as defined by the Ministry of Education and Culture, within the main character. This demonstrates that *Moana* is not merely an entertainment medium but also an educational medium that can be utilized in language, literature, and character education. Despite the absence of two values, the film remains a worthy alternative learning resource that is contextual, enjoyable, and offers high educational value for students.

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