



Analysis of the moral message contained in the just Mom Movie 2021

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ABSTRACT

Keywords

film
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Human life never escapes communication. The process of interaction interacts socially through symbols and messaging systems. Communication is an important aspect of people's lives, both directly and indirectly. With communication, it can add insight and information. Film is one of the words that is familiar to today's society, film can be considered a powerful communication tool because it is in the form of audio visual which means it has a message contained in it. One of the messages contained in the film is a moral message. There are many types of moral messages conveyed through means of communication. One of them is through a comprehensive film media for the public.

Film is a form of mass communication medium that presents messages effectively. The film not only presents exciting experiences but also relates to daily life experiences that are packaged interestingly, as depicted in a family film called Just Mom. Using John Fiske's semiotics, this study focuses on knowing the moral message contained in the film Just Mom through the level of reality, level of representation, and level of ideology. The results of this study show that the moral message contained in the film "Just Mom" is represented through expression, dialogue and interaction between parents and children.

1. Introduction

As social creatures, of course humans have relationships between humans with one another. Human life never escapes communication. The process of interaction interacts socially through symbols and messaging systems. In everyday life, humans always communicate to convey messages ranging from personal to personal, group, organization, to the media, simply communication can occur if there are communicators and communicants (Yasir, 2020). This makes communication a very important activity in social relations between people.

Communication is an important aspect of people's lives, both directly and indirectly. With communication, it can add insight and information. The process of exchanging information with a wide audience using media is called mass communication, it can be interpreted that mass communication can be done using media. One type of mass communication through the media is film. Film is one of the words that is familiar to people today, film can be considered a powerful communication tool because it is in the form of audio visual which means that the message contained in the film can be enjoyed by audiences who are able to tell many things in a very short time. Film is a medium or art form used to tell stories or convey messages through moving images. The result of the process of recording scenes or moving images using a camera and combining them into a continuous sequence. Movies are usually accompanied by elements such as dialogue, music, sound, and visual effects to create a complete experience for the audience. (Nurgiyantoro, 2018).

Film has its own artistic value, because film is created as a work of creative forces who are professionals in their fields. Film as an art object should be judged artistically, not rationally. Movies are not new to today's society, the common reason is that movies mean a part of modern life and are available in various forms, such as in cinemas, television shows, in the form of videocassettes, and



paid film platforms that are easily accessible. Films not only present exciting experiences, but also related daily life experiences that are packaged interestingly. (Mudjiono, 2011)

It can be said that the film has one goal, which is to attract people's attention to the content or content of the problems contained in the film. As social beings, communication has a positive effect on relationships between people. One way to practice good communication can start from a small scope in society, namely the family. In the family, communication is something that must be fostered so that family members feel a deep bond, and need each other (Thoyibah, 2021). Effective family communication will create familiarity and openness between parents and children, and vice versa. But films do not always highlight the entertainment element in it, but rather the moral responsibility to raise values and teachings about the good and bad behavior of self and the identity of social beings

Movies also have moral messages that are conveyed implicitly and not implicitly. Several previous studies have analyzed the moral message contained in the film, such as the research conducted by Chirsta Amelia (2021) which found that the moral message contained in the film Check Shop Next door includes moral messages of honesty, responsibility, moral courage, criticality, independence, and humility. The results of M.suryanta (2021) found the same thing, using the existing research model, it was found that in the film Nanti Kita Story About Today, there are moral messages including love for family, responsibility, courtesy, and mutual forgiveness. Finally, with previous research by Bagus Fahmi Weisarkurnia (2021), it was found that the moral message contained in Rudy Habibie's film contained the value of moral messages between human relationships with God. This condition indicates that the film has moral messages that it wants to convey to the audience implicitly or unimplicitly.

One of the Indonesian films that contains a lot of moral messages in it is the film Just Mom. Based on the book by Bagas D.Bawono entitled Ibu, Doa yang hilang. It tells the story of Siti who feels lonely because her biological children are busy with their respective jobs and rarely go home. In the midst of a weakened physical condition due to cancer, Siti was accompanied by her adopted daughter Jalu. Accidentally she was met with Murni, who was homeless with mental disorders and was pregnant because she felt lonely left behind by her biological children, Siti finally took care of Murni wholeheartedly like caring for her own biological children. This worries her two children, Pratiwi and Damar because Murni has a mental disorder that can endanger the health and safety of her mother. However, since Siti met Murni, Mother's life has changed to be happy and not only thinking about her children and grandchildren.

This Just Mom film contains a message that wants to be conveyed to the audience. The message is conveyed through procedures in the form of symbols contained in the human mind in the form of words, dialogues, sounds, message content, and others. Regarding films that are full of signs and symbols, the attention of researchers here is from the study of semiotics, where semiotics will help researchers in studying meaningful symbols and signs built in every scene and every dialogue in the Just Mom film. It is hoped that by using John Fiske's analytical method, it can dig deeper into signs and symbols that have deep meaning in the Just Mom film so that this study is entitled "Analysis of the moral messages contained in the just mom movie".

2. Method

This study used qualitative research methods. Qualitative research is research that aims to understand indications of what is experienced by research subjects such as actions, behavior, motivation, perception, and others. Holistically with a descriptive method in the form of words and language, in a special natural context by utilizing natural methods (Deddy Mulyana, 2023). Researchers use a qualitative approach because it is an effective way used to analyze social reality in depth. With this approach, researchers will examine in the form of footage and dialogue in film scenes to get analysis results.

With data collection techniques including, documentation data by collecting data in the form of pieces of scene images contained in the Just Mom film, then with literature studies conducted by researchers to find and collect data from relevant book and literature sources such as books, research journals, and reading sources from the internet that are certainly reliable about the validity of the data,

and finally researchers make observations or observations in depth by watching Just Mom repeatedly to find the moral contained in the film. (Siyoto & Sodik, 2018)

In this study, researchers use data analysis in the form of data collection to be analyzed, in this step researchers make direct observations of the film "Just Mom" then determine the scene by cutting or screenshots in the film, then compiling the data that has been collected and immediately entering the next stage of analysis, namely data reduction. In data reduction, researchers analyze the relevance of data to various journals related to moral messages contained in films, the next stage is for researchers to reduce data by grouping sequences or storylines, then researchers choose each sequence that contains moral messages in it. After reducing the data, the next stage is the presentation of the data. In presenting the data, researchers make tables to explain the results of the author's findings. (Siyoto & Sodik, 2018)

In this study, researchers used Jhon Fiske's semiotic theory by relying on 3 levels of television coding including levels of reality, representation, and ideology. By describing reality as an expression of the characters in the scene, level representation as the actual state in the scene, and ideology as the message to be conveyed in the scene, so that researchers can find the moral message contained in the film Just Mom.

3. Result and Discussion

The results showed that in the film Just Mom managed to convey moral messages through signs that appeared including reality, representation, and ideology. The signs referred to here are expressions, circumstances, and messages or dialogues conveyed in the Just Mom movie. In the film, the role of the mother in raising and instilling an attitude of responsibility, humility, and moral courage is very important.

The mother in the family plays a variety of important roles. Mother is the "Minister of Education" for her children, educating and teaching about religious beliefs, customs and norms, physical and mental, intellectual, and psychological so that a good personality is formed in the child (Thoyibah, 2021). Where the role of mothers in educating their children is very important. In this Just Mom film teaches that when being a mother you should not complain and must be strong in the face of trials because mothers are there for their children, and we as children must always respect the struggle of mothers because so mothers are not easy, mothers will always help their children in whatever conditions it is.

4.1. Presenting the Results


This Just Mom film is based on the book Ibu, Doa yang hilang by Bagas Dwi Bawono, a book that tells the true story of Bagas Dwi Bawono's personal life which is dedicated as a thank you to his mother who has passed away. This book contains a collection of short stories that in detail tell about the struggle of a mother who raises her children, working hard so that her children can continue their education to the undergraduate level. According to Bagas, a family despite living in poverty does not despair in caring for their children. That principle was embedded in Bagas' mind, so he was inspired to compile a book that was expected to motivate mothers and orphans. This film tells the story of a simple family, Siti is a picture of a very kind mother. Siti has two children, and one adopted child named Pratiwi (first child), Damar (second child) and Jalu (adopted child), in that house Siti also has a maid named Mbak Sum.

In this section, the author will analyze the film "Just Mom" which lasts 1 hour 28 minutes through data that has been collected in the form of scene cuts or *screen shoot scenes*. This analysis stage was carried out to answer the formulation of the problem in this study, namely how the moral message contained in the film "Just Mom"

In the film Just Mom, there is a moral message and is identified using 3 levels of television coding in John Fiske's semiotic analysis, namely the level of reality, representation, and ideology and each element, which will then be described based on the author's observations through signs to find out the true meaning. The moral message that will be examined refers to the moral message according to (Suseno, 1989), namely honest, responsible, independence, moral courage, humility and critical. The

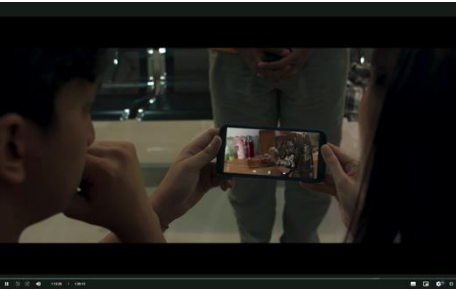
author will attach pieces of scenes or *screenshots of scenes* that contain moral messages in the film, but the moral message of "Just Mom" will be explained below as follows:

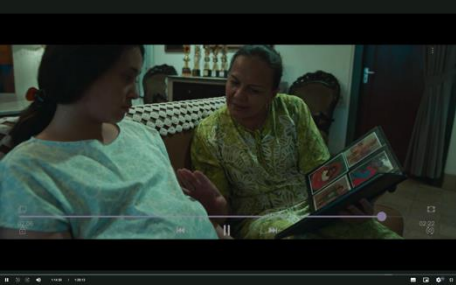
Table 1. Research results

Picture	Dimension	Description		
	Level Reality	In this scene set in Prambanan temple, showing Siti, Pratiwi and family enjoying the view of the temple		
	Code Reality	Environmental Code	Showing the atmosphere of the Prambanan temple courtyard, and there they sat on the carpet enjoying the food brought	
		Appearance Code	Showing Siti dressed casually in pink, Pratiwi wearing gray clothes, Bobby and her father wearing colored casual clothes	
		Code Gestures	Memperlihatkan Siti yang sedang menyuapi makanan ke Bobby, lalu Bobby beranjak dan bermain bersama ayahnya	
	Level Representation	Siti who was feeding food to Bobby sambal chatted with Pratiwi		
	Representation Code	Code Technique Camera	Using a medium shot camera technique to show Siti and Pratiwi having fun chatting	
		Code Lighting	With conditions during the day with sufficient lighting and happy mood	
		Code Music	Inserted relaxing music to describe a happy and happy mood	
	Level Ideology	Here it is illustrated that Pratiwi complained to Siti about how to take care of children which for Pratiwi was a very troublesome thing, Siti finally advised Pratiwi that "mothers exist because of their children" so as much as possible we do not complain in taking care of children.		

In the scene above, when Siti and her family were on vacation at a Prambanan temple, Pratiwi complained to Siti about taking care of children. Siti gave advice to Pratiwi that the mother was there because there were her children. As mothers, we must be sincere and generous in educating children and do not complain to face the growth and development of children.

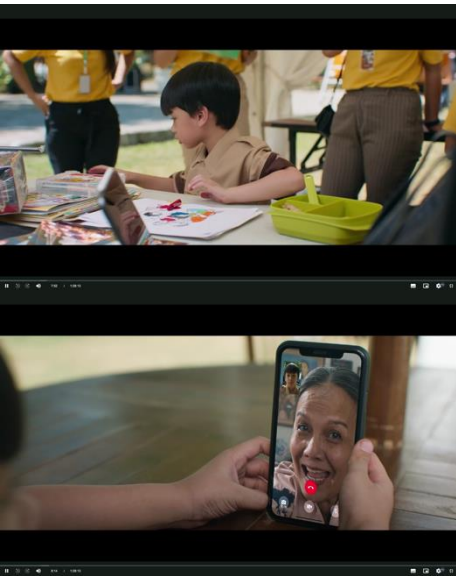
Table 2. Research results

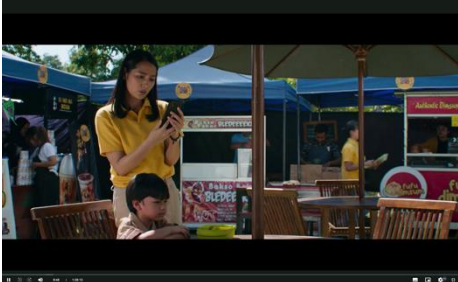
Picture	Dimension	Description		
	Level Reality	In this flashback scene set in a living room, Jalu shows a video recorded via cellphone to Pratiwi and Damar.		
	Code Reality	Environmental Code	Showing a quiet living room atmosphere without noise.	
		Appearance Code	Showing Murni who uses a blue daster and Siti using a yellow daster reflects that Siti who is a mother and Murni who will become a mother.	
		Code Gestures	It shows Siti holding an old photo album and shows Murni, which	

			shows photos of Pratiwi, Damar, and Jalu as children.	
	Level Representation	Siti who showed the old photo album to Murni who was heavily pregnant.		
	Kode Representasi	Code Technique Camera	Using the medium shot camera technique to show Siti showing an old photo album to Murni.	
		Code Lighting	In this flashback scene is set in a living room with moonlight and low key to depict the atmosphere at night and with a warm mood.	
Code Music		In this scene, there is an insect ambient sound which indicates that it happened at night and the atmosphere was quiet, there was only a conversation between Siti, Murni, and Jalu.		
Level Ideology	In this scene, Siti is opening an old photo album and showing Murni about Pratiwi, Damar, and Jalu's childhood, here Siti tells Murni that "so the mother must be strong, don't complain".			

In the cut scene above, tells the flashback of Siti who is showing the growth and development of her children to adulthood through a photo album to Murni. Siti advised Murni that being a mother must be strong, because over time the child will grow up and have a life of their own and leave a mother.


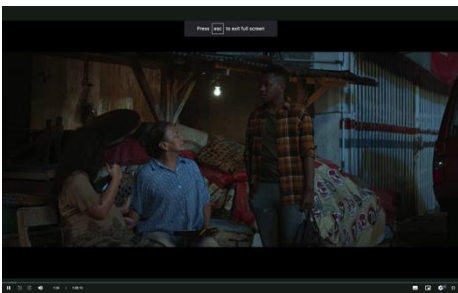
Table 3. Research result

Picture	Dimension	Description		
	Level Reality	This scene is set in a workplace, where Pratiwi works at an event organizer and brings Bobby to her workplace		
	Code Reality	Environmental Code	Showing the atmosphere outside the room because Pratiwi works in an event organizer	
		Appearance Code	It shows Bobby wearing a school uniform and Pratiwi wearing a yellow event dress at that time	
		Code Gestures	Showing Bobby who was busy coloring pictures and being fed food by Pratiwi, then suddenly called by Siti and picked up by Bobby	
	Level Representation	Showing Pratiwi who was feeding food to Bobby, then called by Siti		
	Representation Code	Code Technique Camera	Using the medium shot camera technique to show Bobby coloring the picture on the table and close up to show that the person calling was Siti.	
Code Lighting		In the scene set outdoors with natural light, the scorching sun indicates that the scene occurs during the day		
Code Music		In this scene, there was the sound of mobile phone ambience ringing		

		<p>when called by Siti and the crowd of people working in the event organizer</p>
	<p>Level Ideology</p>	<p>In this scene, it shows Bobby coloring pictures and Pratiwi feeding her son, then Siti calls and is picked up by Bobby. Siti also asked Pratiwi "how come Bobby was invited to work again, why don't you just use a babysister to take care of Bobby" and Pratiwi also replied "I want to always be close to Bobby, that's why Bobby I invite you to work, Bobby also feels comfortable here"</p>

In the cut scene above, it tells about Bobby who was invited by Pratiwi to work, where at that time Siti called and was picked up by Bobby. Siti expressed her longing for her favorite granddaughter because she rarely saw her grandmother and Siti also had time to comment about Bobby who was often invited to Pratiwi's workplace. Here Pratiwi responded to the question, that Pratiwi was reluctant to entrust her child to the baby sister because the nature of the mother was to take care of the child and the mother had to be close to the child to see the growth and development of the child and wanted to educate the child directly even though the child had received academic education by attending school, but norm education must be taught through a small scope, namely the family.


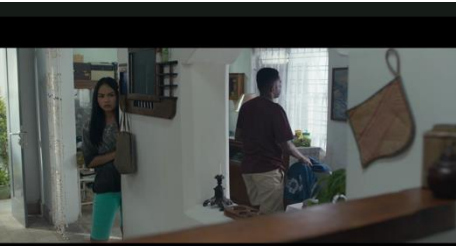
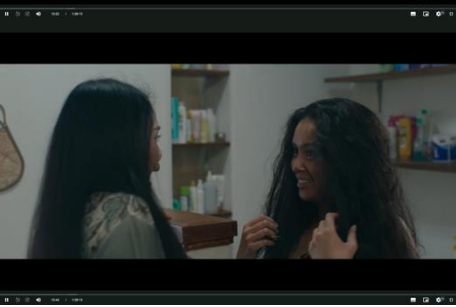
Table 4. Research results

Picture	Dimension	Description	
	<p>Level Reality</p>	<p>In this scene set in a roadside stall, suddenly there is a person with a mental disorder wandering around and trying to ask for food. Then Murni took the customer's food, finally helped and given food by Siti.</p>	
	<p>Code Reality</p>	<p>Environmental Code</p>	<p>Showing the atmosphere of a stall on the side of the road that is crowded with customers.</p>
		<p>Appearance Code</p>	<p>Showing Murni wearing a worn-out daster shirt with sarong bottoms. Reflects that Murni is a homeless person with a mental disorder and is pregnant.</p>
		<p>Code Gestures</p>	<p>Showing Murni who took the customer's food, then surrounded by residents and finally helped by Siti.</p>
	<p>Level Representation</p>	<p>In this scene set in a market, Murni is walking to the stall to ask the seller for food but is not given and ends up grabbing the customer's food</p>	
	<p>Kode Representasi</p>	<p>Code Technique Camera</p>	<p>Using the medium shot camera technique to show Murni taking the customer's food and Siti calming the residents and Murni, then using the full shot camera technique to show Murni who has calmed down because she has been given food by Siti</p>
		<p>Code Lighting</p>	<p>Shows how roadside food stalls with street lights and stall lights can reflect the night atmosphere on the roadside with low key light</p>

		Code Music	Inserted ambience of stall raimai and noise of residents when purely taking food owned by customers. When Siti approached to calm the residents, the ambience of the residents was a little slower and finally pondered. It is reflected that the ambience here represents the atmosphere of the commotion of the residents and stops when Siti has calmed Murni.
	Level Ideology		In this scene, Siti who really cares about Murni who is starving, then gives food to Murni who is heavily pregnant.

In the scene above, when Siti who cares for people with mental disorders and pregnant who at that time was begging for food at a stall in the market and finally Siti gave food to Murni. Here it is illustrated that Siti really cares about the people around her who are in need of help.

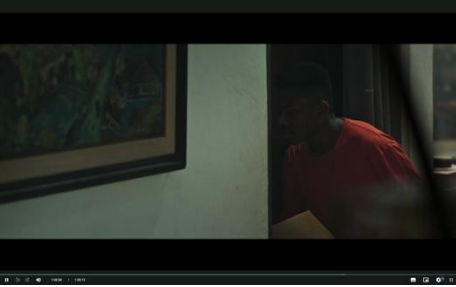


Table 5. Research results

Picture	Dimension	Description	
	Level Reality	In the scene where Siti is shown bathing Murni. Mbak Sum who was commenting on Siti who wanted to bathe Murni	
	Code Reality	Environmental Code	Showing the back room connected to the bathroom, where Siti was bathing Murni
		Appearance Code	Showing Mbak Sum wearing a dark shirt and blue pants, then Murni who uses batik cloth for bathing and Siti using a daster
	Code Gestures	Showing Siti who was bathing Murni, and Mbak Sum who was muttering satirically Murni	
	Level Representation	Set in a back room connected to the bathroom that shows Siti bathing Murni	
	Representation Code	Code Technique Camera	Using the medium shot camera technique to show Murni being bathed by Siti and Mbak Sum who are satirizing Murni
		Code Lighting	Showing the back room connected to the bathroom with low key lighting in the bathroom and other rooms directly exposed to the sun indicates that the scene was in the morning
	Code Music	Inserted ambience music slowly and Mbak Sum who is satirizing Murni	
	Level Ideology	In this scene, Mbak Sum is muttering about Siti wanting to bathe Murni. Mbak Sum said, "Ibu ki aneh wong edan kok digowo bali, don't let my beautiful hands touch a Murni"	

In the cut scene above, telling where Siti is bathing Murni, in that scene Mbak Sum said "Ibu ki strange wong edan kok digowo bali, don't let my beautiful hands touch a Murni". Here it is illustrated

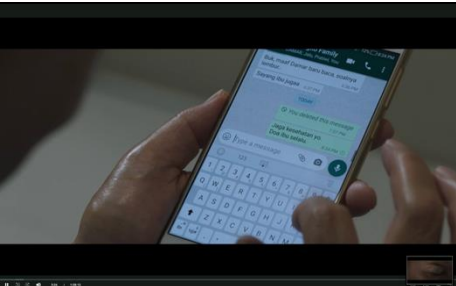
that not everyone will care about others while here Murni suffers from mental disorders, but Siti sincerely cares for Murni like her own biological child.

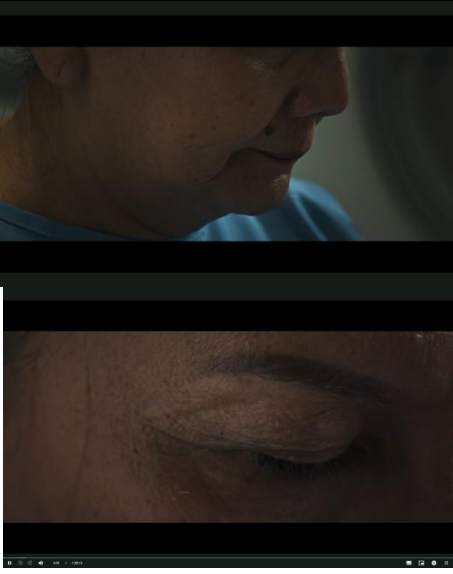
Table 6. Research results

Picture	Dimension	Description	
	Level Reality	In this scene, Jalu is shown thanking Siti, because Siti has taken care of Jalu from childhood to adulthood	
	Code Reality	Environmental Code	Showing Jalu who was knocking on Siti's room and entering
		Appearance Code	It shows Jalu wearing an orange t-shirt and Siti wearing an old nightdress
	Code Gestures	Showing Jalu knocking on Siti's bedroom door before entering and Siti sitting in front of the dressing table	
	Representation	Set in a bedroom, Siti is sitting in front of the dressing table	
	Representation Code	Code Technique Camera	Using a medium shot camera technique to show a bedroom and changing to close up to show Siti's closeness to Jalu who was her adopted daughter since childhood
Code Lighting		Shows the bedroom with low key lighting and assisted by the ambience of the sleeping lamp which indicates that it is night	
Kode Musik		Sad music is inserted to indicate that Jalu is very grateful to Siti and can be interpreted that the closeness between mother and adopted daughter is very deep in this scene.	
	Level Ideology	In this scene, Jalu wants to express her gratitude to Siti who has sincerely cared for her from childhood to adulthood.	

In the cut scene above, reflecting where Siti is very sincere to care for Jalu from childhood to adulthood, in that scene Jalu expresses a very deep gratitude and gratitude to Siti, because she has taken care of her with sincere love without discriminating which biological child and which adopted child. In this scene, a perfect mother is depicted in caring for her children without discriminating where biological and adopted children are all considered equal by Siti.


Table 7. Research results

Picture	Dimension	Description	
	Level Reality	In this scene, Siti is shown in a hospital lab room, where Siti will do a medical check-up and Siti informs her children via Chat wa	
	Code Reality	Environmental Code	Showing Siti in a hospital lab room and holding a cellphone
		Appearance Code	Showing Siti wearing blue lab clothes indicates that Siti will do a medical check-up
Code Gestures	Memperlihatkan Siti yang sedang mengetik pesan didalam grup WA keluarga		

	Level Representation	Showing Siti who is sitting and holding a mobile phone.	
	Representation Code	Code Technique Camera	Using extreme close up camera techniques to show the wrinkles of a mother's face, indicating that Siti is an aged mother.
		Code Lighting	Showing Siti in a hospital lab room with low key lighting conditions depicts Siti's mood that misses her children very much.
		Code Music	Inserted sad ambience music that signifies all the heart of a mother who is missing her children.
Level Ideology	In this scene Siti who was talking to Pratiwi over the phone, here Siti lied to Pratiwi, that Siti's actual health condition was very bad due to the cancer that attacked her.		

In the scene above, Siti who lied to her children about Siti's mood that she actually missed her children very much when she was still at home, with Siti's message being pulled and replaced with the message "take care of your health, mother's prayer always" here Siti did not want her children's concentration to be disturbed while they were working.

Table 8. Hasi researcher

Picture	Dimension	Description	
	Level Reality	In this scene, Siti is shown picking up the phone from Pratiwi in the car	
	Code Reality	Environmental Code	Showing Siti in the car
		Appearance Code	It shows Siti wearing a brown shirt and Jalu wearing a blue plaid shirt
		Code Gestures	Showing Siti on the phone with a sad face when calling Pratiwi
	Level Representation	Shows Siti and Jalu who are in a car that is pulled over on the shoulder of the road	
	Representation Code	Code Technique Camera	Using a close up camera technique to show Siti and Jalu's expressions while in the car.
		Code Lighting	With natural lighting from sunlight
Code Music		In this scene, there is only the ambience of the sound of the street crowd and Siti and Jalu who are chatting with Pratiwi via mobile phone	
Level Ideology	In this scene Siti who was talking to Pratiwi over the phone, here Siti lied to Pratiwi, that Siti's actual health condition was very bad due to the cancer that attacked her.		

In the scene above, when Siti lied to her children when she finished controlling her cancer, Siti lied to her children that she was fine about Siti's health. Here Siti was worried about the condition of her children who were working, Siti was afraid that her children's concentration would be disturbed and Siti preferred to keep her condition secret at that time.

4.2. Create a Discussion

Moral messages are an important part for us to get, in order to increase knowledge about the value of life. In this life is not only gaining intellectual knowledge, but also knowledge about morals, because after all morals are variables that we must have in life. Therefore, moral knowledge in human life is a matter of mutual need. Some moral messages according to (Suseno, 1989) include the following: Responsible, Being responsible means being willing to do what must be done as well as possible. Responsibility is done without the burden of selecting it, for the sake of the task itself. An attitude of responsibility in its implementation without any laziness, fear, or shame to carry out the responsibilities we will do. An attitude of responsibility is a very important part of our lives, because an attitude of responsibility is not only to do what we do for ourselves, but also for the sake of all those related to us and all parties who are obliged to carry out responsibility in all aspects.

Humility, Humility is an attitude that is not excessive or boastful, but sees oneself according to reality, but does not mean humbling. With humility, a person can live life gratefully and can understand others well. Moral courage, Moral courage is loyalty to conscience, the courage to maintain an attitude that is believed to be an obligation without violating moral values even at the risk of conflict. Moral courage has a virtue, which is not easy to retreat in carrying out responsibilities without violating the norms of life. Moral courage in this era is needed to be brave in all actions.

Based on the understanding of the moral message above, it can be concluded that in the Just Mom film there is a moral message contained including responsibility, humility, and moral courage. In this study, researchers focused on how the moral message contained in the Just Mom film, in this case the Just Mom film contains a lot of moral messages seen from several pieces of important scenes in it that are conveyed implicitly or unimplicitly.

In this discussion, researchers want to explain that the importance of morals in human life, humans cannot live as they want because in social life there are rules where the rules are in accordance with norms and moral values that are in accordance with the rules that apply in society, so that someone will behave in accordance with the norms and moral values that apply in society. With morality, humans will behave and act with kindness and policies based on awareness or obligations based on morals. Therefore man must have moral responsibility, humility and moral courage so that man will live thoughtfully before acting.

4. Conclusion

The film "Just Mom" tells about the image of a mother who is very good at caring for her children, both biological and adopted children using John Fiske's semiotic approach. In this film, the message conveyed is shown through 3 levels of social codes of reality, representations and ideologies about mothers who are responsible for taking care of their families. These levels become a medium to explore the moral message contained in the film through the characters, setting, and dialogue in the film. The use of John Fiske's semiotic theory in constructing moral messages can be done through cut scenes in films and then analyzed using 3 levels of social codes to find the message contained in the film "Just Mom". The author reviewed this film to tell what moral messages are contained in the film. Broadly speaking, the message conveyed is that mothers have a great responsibility in educating their children.

5. Acknowledgement

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6. References

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