



AN ANALYSIS OF MORAL VALUES OF THE DRAMA SERIES YUMI'S CELL

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ABSTRACT

The purpose of the study is to analyze and describe the moral values in Yumi's Cells drama series. The type of research is descriptive qualitative with content analysis techniques. Study found that there are moral values contained in the drama series, namely the importance of being disciplined, frugal, not adhering to negative thoughts, being helpful, thinking rationally, being professional, wise, calm, polite, honest, mindful, loving of ourselves, and being resilient. Other moral values are about sacrifices, keeping in touch, being open, courageous, and to apologize, to be ready for the worst, being independent, hygienic, responsible, and hardworking. The drama series with a cinematography that combined 3D animation and live action is recommended to be watched by teenagers and adult because the moral values contained in the series are in accordance with Indonesian culture.

Keywords: *Yumi's Cell Drama, Moral Values, Animation 3D and Live-Action Film, K-Pop Drama.*

ABSTRAK

Tujuan penelitian ini adalah menganalisis dan mendeskripsikan nilai moral dalam serial drama Yumi's Cell. Jenis penelitian ini adalah Deskriptif Kualitatif dengan teknik Content Analisis. Data berupa hal-hal yang mengandung nilai moral yang terdapat pada serial drama Yumi's Cell. Hasil penelitian didapatkan bahwa terdapat beberapa nilai moral pada serial drama Yumi's Cell diantaranya pentingnya tepat waktu (disiplin), hidup hemat, tidak berpikiran negatif, tolong-menolong, berpikir rasional, bersikap profesional, kebijaksanaan, ketenangan, bersikap sopan, jujur, menjaga ucapan, mencintai diri sendiri, perjuangan, pengorbanan, menjaga silaturahmi, keterbukaan, keberanian, meminta-maaf, tidak mudah menyerah, bersiap untuk yang terburuk, kemandirian, kebersihan, tanggung jawab dan kerja keras. Serial drama Yumi's Cell dengan sinematografi yang menggabungkan Animasi 3D dan *live-action* cukup direkomendasikan ditonton oleh remaja maupun orang dewasa karena didalamnya terkandung nilai moral sesuai dengan budaya bangsa Indonesia. Namun karena genre film adalah romantik dan ada budaya Korea yang cukup bebas dalam menjalin hubungan, disarankan untuk menonton dengan pengawasan orang dewasa atau men-skip adegan dewasa.

Kata kunci: Drama Yumi's Cell, Nilai Moral, Animasi 3D dan *Live-Action* Film, K-Pop Drama

INTRODUCTION

There is a trend *K-Pop* known as *Korean wave* or *Hallyu wave* or the Korean wave throughout the world makes young people in Indonesia addicted to culture, *fashion*, idols, music, food, films and all about Korea. One thing that really attracts the world's attention is the world of Korean cinema. The world of Korean cinema is experiencing rapid progress and is being loved by all teenagers around the world, especially in Indonesia. According to IDN Times, as many as 90.4% of respondents admitted to liking Korean dramas and being active viewers and there were 80.74% of respondents who did not like Indonesian soap operas. Respondents were taken with *range* aged 10 years to over 35 years, but most respondents were aged 20-27 years.

Study regarding the impact of watching Korean dramas (Alimudin et al., n.d.: 2018) said that there are positive impacts and negative impacts caused. The positive impact is as a

means of entertainment with a percentage of 76%, increasing language knowledge 80%, getting to know the culture of life in Korea 76%, moral messages 76%. Besides that, the negative impacts include making you forget time with a percentage of 72%, not socializing enough with a percentage of 72%, getting too carried away with the atmosphere with a percentage of 72%, leaving behind real activities 70%. This difference is actually one of the factors in the attractiveness of popular culture products *hallyu wave*. (Suryani, 2014: 74).

Nowadays, films are no longer foreign to the public, because films can be seen or viewed anywhere. Films have gained popularity among society and have become one of the media that is so popular that it cannot be abandoned and forgotten. Yumi's Cell series by Lee Dong-gun directed by Lee Sang-yoeb which combines 3D Animation and live-action. Very popular internationally, especially the Indonesian people. According to Wikipedia, rate average broadcast of 2.1% on tvN and has been watched with an accumulated 3.2 billion views on Naver Webtoon. A drama that tells about the life of a 30-year-old girl with all her serious problems relate with everyday life makes this drama easily accepted by film fans. Moreover, there is a unique explanation about how the cells in our body work when film actors make all kinds of decisions with the help of very funny 3D animation which is really able to create something different, distinctive and fresh for film lovers. This drama, which tells about the life of a Korean office girl who is in a relationship with the opposite sex, with the ups and downs of romance, also brings several Korean cultural values that we can learn from while enjoying the work. cinematography.

South Korean society has Confucianism, which was considered a religion or belief by former Korean people. However, now, South Korea believes that Confucianism is not a religion but is a belief that is equivalent to a religion (Widyaningrum, 2010: 23). South Korean people better understand that Confucianism teaches about moral ethics. Then make Confucian teachings a guide for morals in everyday life. Likewise, the drama series Yumi's Cell definitely carries a message or message that it wants to instill in its audience and this message will teach the audience about morals and ethics.

PRIOR RESEARCH

Research related to the analysis of moral values has been carried out by several previous studies. There was research on moral values in the film "Coco" by Nasir, Carina., et al in 2019 using qualitative descriptive research methods and in-depth observations of the decision making of the actors in the film Coco. The film Coco is an animated children's film published by Walt Disney Pictures. This research has similarities with research currently being conducted in analyzing moral values in films. The difference is that this research is steeped in western Hollywood culture, whereas my research has Korean cultural values. Apart from that, the research also focuses on decision making based on the text of the actors in the film Coco, while my research analyzes the content which involves the context that includes it.

There is also an analysis of the moral values of the film *47 Ronin* by Yohanes Johardianto in 2018 with a qualitative descriptive research approach whose analysis focuses on the moral values contained in the dialogue spoken by the actors in the film. *47 Ronin* is a Japanese film that tells about the lives of samurai. This research has similarities with research currently being conducted in analyzing moral values in films. The difference is that this research chooses to analyze the moral values in the dialogue spoken by the actors in the film, whereas my research analyzes the content which involves the surrounding context. Apart from

that, of course this film has Japanese cultural values, whereas my research has Korean cultural values and adheres to Confucianism.

Analysis of moral values in films "*The Baby Boss*" Dreamworks Animation's production by Dhanang L., Singgih A. P. & Husnul A. in 2018 was also carried out using qualitative descriptive research with emphasis on the dialogue of the characters in the film. Film "*The Baby Boss*" Dreamworks Animation's production is very popular and loved by all ages because of its unique story and very adorable animated children's films. This research has similarities with research currently being conducted in analyzing moral values in films. The difference is that this research chooses to analyze the moral values in the dialogue spoken by the actors in the film, whereas my research analyzes the content which involves the surrounding context. Apart from that, of course this film has western cultural values, namely America, whereas my research has Korean cultural values.

There is also an analysis of the moral values of the main character in the Chinese film *Shei De Qingchun Bu Mimang* by Sutri Sumi Toruan in 2021. Using qualitative descriptive research and focusing only on the scenes and moral messages carried by the main character in the film. This research has similarities with research currently being conducted in analyzing moral values in films. The difference is that this research chooses to analyze the moral values of the scenes and the moral messages carried by the main characters in the film, while my research is *general* for every moral value that exists in all actors along with the context that includes them.

Apart from that, moral value analysis is also often carried out in short stories, poetry, songs and many others. There is an analysis of the moral message taken from the short story *Made Todoke* by Yoshida Genjiro by Fadli and Rahma in 2016. Using qualitative descriptive research and focusing on the moral values contained in this Japanese short story. This research has similarities with research currently being conducted in analyzing moral values. The difference is that the object of this research is the analysis of moral values in short stories, whereas my research object is the drama series. Apart from that, the analysis was carried out using semiotics, while my research used content analysis.

So this research on the analysis of moral messages in the drama series *Yumi's Cell*, which has 14 episodes, is new research and is expected to be able to provide a new perspective on the world of films originating from South Korea.

PROBLEM FORMULATION

What are the moral values of the drama series *Yumi's Cell*?

OBJECTIVE

Describe the moral values contained in the drama series *Yumi's Cell*. Also to provide knowledge to the Indonesian people regarding the learning or moral messages contained in Korean drama series which are also Confucian teachings which serve as guidelines for moral conduct in everyday life by the South Korean people.

LIBRARY STUDY

FILM

Film is a communication medium as moving images that form a story in the sense of audiovisual displays that can convey messages to the audience. According to Bittner in (Ardianto, 2004:3) mass communication is a message communicated through mass media to a large number of people and from this definition it is known that mass communication must use mass media. Communication media that can be categorized as mass media are radio, television, newspapers, magazines and film media. Film is a mass media that is not limited in scope. This is influenced by elements of taste and elements of visualization which are mutually sustainable.

Film plays an important role as a new means used to spread entertainment that has become a habit in the past, as well as presenting stories, events, music, drama, comedy and other technical presentations to the general public (McQuail, 2011: 13). Films are no longer interpreted simply as works of art (*film as art*) but rather "mass communication" and "social practice" (Irwanto, 1999:11). This opinion looks more at the aspect of film as a mass communication medium that operates in society. As a form of mass communication, film studies view communication as a process of conveying messages and exchanging meanings. The main purpose of films is as an entertainment medium. But there are also many films which contain informative, educational and even persuasive elements. This has been proven in every film created by the director, the film must involve educational values, morals, or advice that is useful for human life and basically the film scenario is literature in the form of drama which is equipped with interesting stories.

Films have advantages as stated by Sukenti, namely: they are a general learning dominator, very good for explaining a process, can present both theory and practice, can attract children's attention, are more realistic, can be repeated, stopped and so on, according to needs. , overcoming the limitations of our senses (vision) films can stimulate or motivate children's activities (Sukenti, 2011). According to Sadiman et al, film is a medium that has great ability to help the teaching and learning process (Sadiman & et al., 1990). Daryanto said that a cartoon is a depiction of a person, a thought or situation that can be expressed in the form of a funny painting. (Daryanto, 2010). In this way, having a picture of something funny in a film can help the learning process faster as well as getting entertainment and pleasure in it.

The film is a reflection of the social life of society and also contains the application of morals in the attitudes and behavior of the characters in accordance with their views on morals (Nurgiyantoro: 2010). Through the stories shown in the film and the attitudes and behavior of the characters in the film, film viewers are expected to be able to take away the moral messages conveyed and learn positive things conveyed in the film. That apart from being used as a means of entertainment, a film can also be used as a means of learning.

MORAL VALUES

Value is something valuable, quality, showing quality and useful for humans. Values are a general principle that provides members of society with a measure or basis to make an assessment of certain actions and ideals. Value is a concept of a mental formation formulated

from human behavior. According to Adisusilo (2014:56), value is the quality of something that makes it liked, desired, pursued, appreciated, useful, and can make the person who lives it become dignified, value is always related to goodness, wisdom, and nobility of character, and will to be something that is valued, held in high esteem, and pursued by someone until he feels a sense of satisfaction and he feels he is a real human being.

Etymologically, the word moral comes from the word *mores* (Latin) which means procedures in life or customs. Dewey (2009), said that morals are things related to moral values. This proves that morals are a reference for assessing the good and bad of someone's behavior. The more a person's behavior conforms to the morals established in society, the higher their morality. Nurgiyantoro (2010) said that morals are something that the author wants to convey to the reader in the form of the meaning contained in a literary work and the meaning suggested through the story.

In the KBBI, Morals are defined as: (1) (teachings about) good and bad that are generally accepted regarding actions, attitudes, obligations, and so on; (2) mental conditions that keep people brave, enthusiastic, disciplined, and so on; (3) moral teachings that can be drawn from a story (Kesuma 2012:22). According to Herimanto and Winarno (2011: 129) the term moral can be equated with the terms ethics, etiquette, morals, decency and good manners. In relation to values, morals are part of values, namely moral values. So moral value is the good and bad of something that has a measure.

According to Lickona (2013:64-65) respect and responsibility are two basic moral values that must be taught in schools. Examples of other moral values are (1) honesty, (2) justice, (3) tolerance, (4) wisdom, (5) self-discipline, (6) helpfulness, (7) compassion, (8) work. equal, (9) brave, (10) democratic, (11) fighting, (12) sacrificing, (13) respecting, (14) thinking positively, (15) independent, (16) punctual and so on. These values are formed from an attitude of respect and responsibility or complement actions carried out with an attitude of respect and responsibility.

According to Nucci, L and Marverez (2008: 47) say that there are two forms of moral values, namely individual moral values and social moral values. Moral values are the basis for human behavior in everyday life in accordance with the norms that apply in society. Moral values are considered important by humans and must be applied in good and bad deeds. The explanation above describes that moral values are one of human activities in a community of society which is certainly different from other societies. Therefore, the presence of literary works in the form of films which are representations of people's lives certainly carries moral messages and values as one of the messages the author wants to convey to readers or viewers. Through literary works the author expresses certain ideas based on environment, culture, education in certain situations that influence the mind. Morals in literary works usually reflect the author's view of life, views on the values of truth and that is what he wants to convey to the reader.



METHOD

Types of research used in analyzing films *Yumi's Cell* is qualitative research whose characteristics are descriptive or can be called a qualitative descriptive research method.

Sugiyono (2016: 8) stated that qualitative research methods are often called research methods because the research is carried out in natural conditions. (*natural setting*) It is also called the ethnographic method, because initially this method was more widely used for research in the field of cultural anthropology and is called a qualitative method, because the data collected and the analysis is more qualitative in nature. The method used in this research is *Content Analysis* or Content analysis. The main data sources in this research are the context and words in the film *Yumi's Cell*. In this research, we will describe the results of the analysis using a table display. Analysis is carried out by analyzing the context and the words spoken by the actors to determine what moral values are contained.

RESULTS AND DISCUSSION

The following are the results of the discussion and analysis of the moral values of the drama series *Yumi's Cell*.

NO	SCENE	MORAL ANALYSIS AND VALUES
1	 <p>Episode 1. Menit ke-15.</p>	<p>Moral Value: Be punctual.</p> <p>Yumi was working so she forgot to eat. Suddenly his hands began to shake and he found it difficult to concentrate. In that condition, Yumi was forced to continue her activities but it was difficult. Yumi rushed to find food because her hands were shaking.</p> <p><i>Inscene</i> This shows the importance of eating on time so as not to interfere with our productivity.</p>
2	 <p>Episode 2. Menit ke-3.</p>	<p>Moral Value: Not Excessive.</p> <p>When Yumi was on holiday in Phuket, Yumi went shopping so crazy that she accidentally spent three months' salary. This is of course not good because too much of it makes our future lives difficult. Better <i>doplan</i> finances or owning <i>budget</i> which is clear so that production does not exceed income.</p>

3



Episode 3. Menit ke-52.

Moral Value: Don't Think Negatively.

Scene This shows that Yumi thinks badly and feels inferior since meeting Woong. Yumi thinks that Wong is not sincere in praising Yumi because in reality Yumi has just been rejected by Ugi. The fire continues and makes Yumi annoyed when Ruby interrogates Yumi about her blind date with Woong and continues to encourage Yumi to go out with Woong. The thought of the fire slowly made Yumi's mood change from fear, trauma from the past, distrust of other people, disappointment to irritation with other people. The accumulated emotions made Yumi lose her appetite and lose her energy until finally Yumi became physically and psychologically ill. *Scene* This shows clearly how much loss we suffer because of the evil thoughts we have, both materially and immaterially. So we should not easily think about things that are uncertain.

4



Episode 4. Menit ke-5.

Moral Value: Help each other.

Onscene This shows Wong totally helping Yumi who had a fever and fainted at the bus stop by carrying her and running in the pouring rain. Woong helps Yumi because Yumi really needs his help. Moreover, at that time Yumi fainted, unconscious. After being examined by a doctor, Yumi became unconscious due to skipping meals so she did not have enough apid intake for her activities. *Scene* it teaches moral and social values about helping people who are in need of help.

5



Episode 4. Menit ke-58.

Moral Value: Always Think Rationally

Scene previously told Yumi who bought new clothes and left the clothes she brought with her to the fire which was not far from Wong's house. When Yumi and Wong met, Yumi's clothes were accidentally spilled by Woong's coffee, making Yumi's clothes dirty. Wong offered to wash Yumi's clothes at his house not far from there and Yumi accepted. While he was washing Yumi's clothes, his colleague called Wong because of something *urgent* related *project* which they executed and Wong had to rush to the office. This made Yumi decide to ask Wong to pick up the clothes from the clothing store that Yumi had recently entrusted to him. Wong's brain cells immediately thought about why Yumi didn't make that decision from the start and instead chose a more complicated solution by coming to Woong's house. *Scene* This shows Wong is a man who always uses his rationality even when dealing with the people he loves.

6



Episode 5. Menit ke-14.

Moral Value: Be polite and honest.

Yumi is currently dating Woong. Suddenly Yumi's boss called and asked *revision* Yumi's documents immediately even though it was outside working hours and Yumi felt far from her office. Yumi did not refuse or complain about her superior's request. On the other hand, Yumi agreed to her boss's request and looked for a solution on how to quickly complete her boss's request without having to sacrifice her date. Woong also provided a solution by stopping by his house nearby and using his laptop to do *revision* Yumi's work. *Scene* This teaches us the importance of being honest in the work we do. Always focusing on solutions is also important when complaining or cursing your boss.

7



Episode 5. Menit ke-25.

Moral Value: Wisdom

Yumi checks Woong's colleague's social media and discovers the fact that Wong is close to a female colleague named Sae-yi, who is a beautiful and energetic girl. Yumi was immediately jealous, especially since Woong didn't answer Yumi's question directly about Sae-yi. However, Yumi's cells try to calm Yumi down and tell Yumi that it is not right to meet Woong in an angry condition. *Scene* This teaches us about wisdom when taking any attitude or decision, not when we are emotional. The right thing to do when we are emotional is to calm ourselves. Once conditions return to normal, we can determine what attitude we should take.

8



Episode 5. Menit ke-40.

Moral Value: Calmness

Yumi meets Sae-yi while in Woong's office toilet. Sae-yi greets, introduces herself and tells Yumi the things Sae-yi did with Woong during one apid. This of course can make Yumi jealous and emotional. However, Yumi calmly answered Sae-Yi's question and acted elegantly. Yumi immediately turns on the dryer on her wet hands so it makes a lot of noise and can't hear what Sae-yi is saying. As long as Sae-yi is still telling her story with Woong, that's how long the noise will come out. Until finally Sae-yi realized and Yumi politely apologized because she couldn't hear Sae-yi's story due to the noise of the dryer. *Scene* This teaches us to remain calm in any condition even though we don't want to hear something that could make us hurt and emotional.

9



Episode 5. Menit ke-52.

Moral Value: Be Polite.

Yumi stops by Woong's workplace in the middle of her date because Wong has to deal with something *urgent* at that moment. However, Sae-yi, Woong's female colleague, repeatedly wants to show Yumi the closeness between Wong and herself which is not appropriate for colleagues. Yumi doesn't want to disturb Woong who is busy, nor can he stand seeing Sae-yi's behavior like that. As a result, Yumi sends a text to Woong and goes home. *Onscene* This shows Yumi's maturity, calmness and polite attitude towards her colleagues and Woong's busy life.

10



Episode 6. Menit ke-8.

Moral Value: Honesty.

Onscene Woong is having a stomach ache when he visits Yumi's house for the first time. Woong felt embarrassed to ask about the bathroom so he chose to hold back but couldn't. When Yumi finds out that Woong has a stomach ache, Yumi gives him a drink that will make Woong feel better. Yumi even stroked Woong's stomach to help ease the pain. *Scene* This teaches us to tell the truth, especially when we are sick. There is no need to think about self-esteem because lying will not solve the problem.

11



Episode 6. Menit ke-59.

Moral Value: Keeping speech.

Scene It tells the story of Woong asking about the hotel room with a glass bathroom that Yumi ordered. Yumi feels uncomfortable with Woong's discussion and feels that Woong will consider her a bad person. Yumi, who felt she was in a corner, brought up the incident when Woong had a stomach ache at home and made Woong offended. The impact of Yumi's words makes Woong annoyed and he intends to cancel their holiday and go home. The saying about your mouth your tiger is very true. *scene* This. So we have to be careful in saying something, don't hurt other people's feelings because we don't know that what we think is okay may not necessarily be good according to other people.

12



Episode 7. Menit ke-23.

Moral Value: Loving Yourself.

Onscene The story tells of Woong, who for years put himself as the highest priority in making decisions. Generally, people who fall in love will prioritize their partner, but not Woong. Even though Woong loves a woman, Woong still prioritizes himself. This shows that Woong's appreciation for himself is very high. By loving ourselves, we will not lose our identity and self-worth under any circumstances.

13



Episode 7. Menit ke-44.

Moral Values: Struggle and Sacrifice

Yumi goes on a diet and maintains the beauty of her facial skin so she can look good when she meets her friends at her high school friend's wedding. Yumi has to eat vegetables when her colleagues eat meat, has to exercise after work and wears a mask before going to bed. *Scene* This teaches us that to get something we want we have to struggle and sacrifice.

14



Episode 8. Menit ke-32.

Moral Value: Maintaining Friendship

Bobby, who is Yumi's colleague at the office, meets her while exercising in the park and greets Yumi. Yumi was confused because she didn't recognize Bobby, who was a colleague in her office. It turns out that Bobby is a transfer employee from an overseas branch who is currently working at the Yumi branch office. Bobby, who recognized Yumi as his colleague, did not hesitate to greet Yumi when he passed her on the street even though they were in different divisions. Greeting people we know in the school, family, office and community has a positive effect on increasing links and establishing friendships.

15



Episode 8. Menit ke-46.

Moral Value: Openness

Scene This story tells about Yumi, who recently often met Bobby, her colleague. Yumi began to think again about tolerance for friendships with the opposite sex, which Yumi had always strongly opposed. Yumi didn't hesitate to ask Woong and listen to Woong's opinion on the matter. According to Woong, Yumi is very careful about things. Slowly, Yumi began to tolerate friendships with the opposite sex within certain limits. *Scene* it teaches us about openness and acceptance of other people's opinions which can help us build us into better humans.

16



Episode 9. Menit ke-30.

Moral Value: Dare to admit mistakes and apologize.

Onscene Sae-yi apologizes to Woong for what he said earlier about Yumi. Sae-yi advises Woong, who is having problems with Yumi, to end his relationship with Yumi. Of course, this makes Woong angry and he doesn't want to hear Sae-yi's opinion about his relationship with Yumi. Sae-yi, who realized her mistake, immediately apologized for her behavior. It's true that Sae-yi shouldn't comment on Woong's relationship with Yumi casually. *Scene* This teaches us to realize our mistakes and dare to apologize if we are indeed at fault.

17



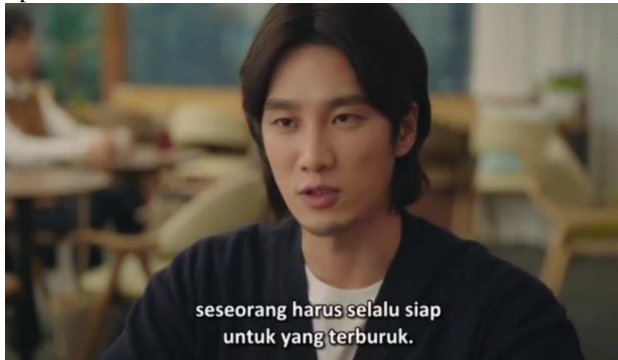
Jika Yu-mi tak bisa, mari kita menyerah.

Episode 10. Menit ke-13.

Moral Value: Don't Give Up Easily.

Onscene This tells the story of Yumi trying to do something she doesn't usually do, such as acting cute and funny. He learned this by watching Ruby, who always acted naturally cute. However, seeing his personality, Yumi felt that he didn't suit him and gave up before doing so. But he was encouraged by Rubi to try doing it. Until finally he tried it and got the results he wanted.

18



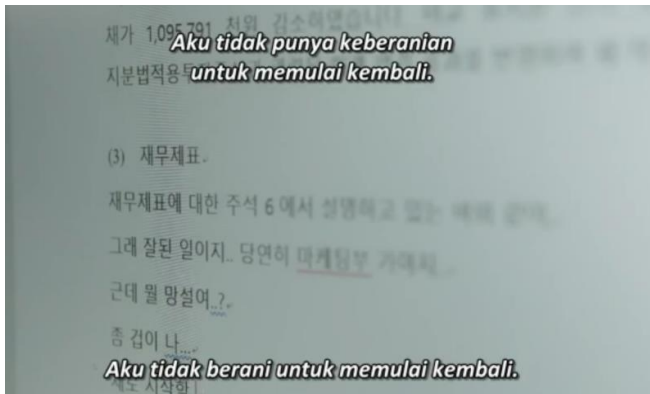
seseorang harus selalu siap
untuk yang terburuk.

Episode 10. Menit ke-51.

Moral Value: Prepare for the worst.

Scene This tells the story of when Yumi asked Woong about his plans to move to the marketing department. However, Woong said that when we start something that we don't believe in and don't like, it will cause the worst things to happen in the future. When taking steps to start something new, we must always prepare for the worst that will happen in the future. Woong's words made the courage that Yumi had gathered suddenly collapse and all disappear because it was something that was true. We must be prepared for the worst things that could happen when making a decision.

19



Aku tidak punya keberanian
untuk memulai kembali.

Aku tidak berani untuk memulai kembali.

Episode 10. Menit ke-13.

Moral Value: Courage to take a step.

Onscene It tells the story that when Yumi was offered to move to the marketing department, she felt she didn't have the courage to move and needed great courage to do so. Yumi tried asking her co-workers and began to gather courage one by one. In the end, Yumi moved to the marketing department and was able to do her job well.

20



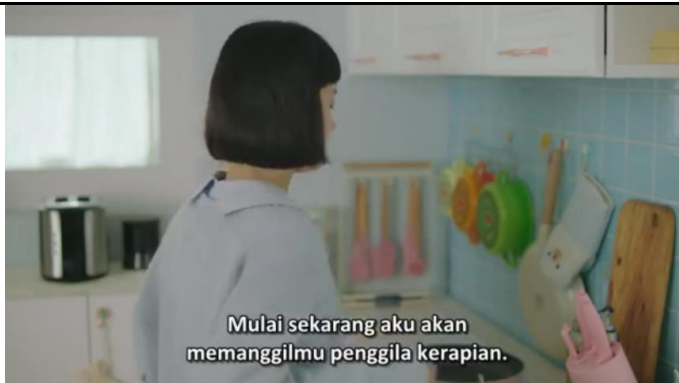
Wajar saat orang memulai bisnis.

Episode 11. Menit ke-9.

Moral Value: Independence.

Wong sold his apartment and chose to live in the office to finance his office and business operational needs. Yumi asked why Wong didn't tell her and asked Yumi for help but Woong said that was normal when starting a business. Wong didn't want to bother Yumi and chose to solve his own problems independently.

21



Episode 11. Menit ke-36.

Moral Value: Cleanliness.

Wong, who moved into Yumi's apartment, began cleaning and tidying up the messy things in Yumi's house to make them neat and orderly. Yumi even thinks Wong is a neat freak and will call Wong a neat freak.

22



Episode 13. Menit ke-10.

Moral Value: Responsibility.

Wong wrote a message to Yumi that he would ask for repairs on the table that Wong broke. At that time, Wong was about to fix Yumi's light bulb which looked like it was about to burn out. When he climbed onto the table, his position was unstable so one of the wooden tables broke and Wong fell. Even though it was broken, Wong tried to repair it so that the table could be used temporarily while calling the table factory to repair the broken table leg. This shows that Wong is responsible for what he did.

23

**Moral Value: Hard Work.**

Yumi is doing a night run around her house after work to forget about Woong. Yumi and Woong's relationship is strained so Yumi feels lonely and decides to increase her nighttime activities so she doesn't remember Woong. Yumi, who hadn't run for a long time, had quite a hard time at the start. However, Yumi is still trying to get her running speed back to normal.

Episode 14. Menit ke-18.

CONCLUSION

The drama series Yumi's Cell has many moral values that are taught, including the importance of being punctual (discipline), not exaggerating, not thinking negatively, helping each other, thinking rationally, being professional, wisdom, calm, being polite, honest, guarding your words, loving yourself, alone, struggle, sacrifice, maintaining relationships, openness, courage, apologizing, not giving up easily, preparing for the worst, independence, cleanliness, responsibility and hard work. Even though religious values are not contained in this drama series, there are many positive things that can be taken from it as well as creativity in conveying moral messages in everyday life stories. *relate* with the contemporary life of

Indonesia's young generation. The nuance of calm and wisdom contained in the drama series Yumi's Cell is also good for educating Indonesia's young generation to be able to adopt it in

addition to the values of struggle, sacrifice, hard work, professionalism and other positive things in everyday life.

THANK YOU

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