

## **CHAPTER I**

### **INTRODUCTION**

**This chapter presents (A) Background of The Study, (B) Focus and Sub Focus Research, (C) Formulation of Problems, (D) Research Objectives, and (E) Significance of The Study.**

#### **A. Background of the Study**

American animated fantasy comedy *Turning Red*, which debuted in 2022, was made by Pixar Animation Studios and released by Walt Disney Studios Motion Pictures. It was produced by Lindsey Collins and directed by Domee Shi (in her feature directorial debut). Julia Cho and Shi wrote the screenplay, and Cho, Shi, and Sarah Streicher wrote the story. *Turning Red* has made \$20.1 million outside of the United States and Canada as of September 2022. In its first weekend of sales, it brought in \$3.8 million from 12 foreign countries; Saudi Arabia (\$920,000), Poland (\$430,000), and the United Arab Emirates (\$420,000) had the second-best openings. In its second weekend, it brought in \$2.8 million, and in its third, \$1.7 million. The movie is number one on the list of "Biggest Money Losers, Based on Absolute Loss on Worldwide Earnings," published by The Numbers, a website that provides facts about the movie business. *Turning Red* became the most streamed Disney+ original title ever over its first weekend of release, reaching 2.5 million U.S. households, according to Samba TV. With 1.7 billion minutes watched during the week of March 7–

13, 2022, *Turning Red* ranked as the most-watched show across all streaming services in the United States, according to Nielsen. From March 14 to March 20, 2022, it maintained its first-place ranking with 1.675 billion minutes. With 11.4 billion minutes viewed, *Turning Red* surpassed all other movies as the second most-watched movie on American streaming services in 2022, according to Nielsen.

This is the first Pixar feature picture that a woman has directed alone. Rosalie Chiang, Sandra Oh, Ava Morse, Hyein Park, Maitreyi Ramakrishnan, Orion Lee, Wai Ching Ho, Tristan Allerick Chen, and James Hong are among the prominent voices in it. The story of Meilin "Mei" Lee (Chiang), a 13-year-old Chinese-Canadian girl who, because of a family curse, turns into a gigantic red panda whenever she feels any powerful emotion, is told in this 2022 movie, which is set in Toronto, Ontario. The movie was developed by Shi, who previously directed the short movie *Bao* (2018). The movie is based on Shi's childhood in Toronto. In October 2017, she made three concept pitches to Pixar, one of which was *Turning Red*. After Shi was named the writer and director of a feature-length movie in May 2018, numerous Pixar animators traveled to Northern California to find visual inspirations and ideas for the movie. Works of anime served as inspiration for the animation and design. Hand-drawn 2D animated effects were applied to Pixar's 3D animation to capture these anime influences. *Turning Red*'s four years of development, on an estimated \$175 million budget, made it the fastest-producing Pixar picture

ever. For his debut animated feature, Billie Eilish and Finneas O'Connell wrote original songs, and Ludwig Göransson composed the soundtrack. They first screened at Everyman Borough Yards in London on February 21, 2022. *Turning Red* also had special screenings on March 8 at TIFF Bell Lightbox in Toronto and March 1 at the El Capitan Theatre in Los Angeles. Due to the COVID-19 epidemic, plans for a global theater release were rescheduled. The movie made over \$20 million in its theatrical debut in most non-Disney+ countries and debuted on the Disney+ streaming service on March 11, 2022. It was well-received by critics. Among many other honors, the movie was nominated for the 95<sup>th</sup> Academy Awards' Best Animated Feature.

*Turning Red* is a Pixar Studios animated movie that depicts the story of Mei Lee, a 13-year-old girl who transforms into a gigantic red panda whenever she becomes overwhelmed by her emotions. Mei's journey is followed as she learns to embrace her unique personality and overcome worry and uncertainty while navigating her remarkable life. She must also handle her mother's relationship and their shared memories of Mei's youth. *Turning Red* is the first Pixar movie to center on female puberty as the protagonist. *Turning Red* follows Mei Lee, a Chinese-Canadian adolescent who transforms into a gigantic red panda anytime she becomes very anxious, nervous, or upset. As she begins to live this extraordinary existence, she learns to embrace her unique self and overcome uneasiness and uncertainty. The character of Mei Lee, who

transforms into a red panda, is based on the Chinese mythological creature known as Huli Jing or "panda spirit."

The movie *Turning Red* garnered awards and nominations in various categories. It received nominations for Best Animated Film from multiple award organizations, including the Academy Awards, the Annie Awards, the British Academy Film Awards, the Critics' Choice Movie Awards, and the Golden Globe Awards. The film won the same category at the Boston Society of Film Critics Awards, the Florida Film Critics Circle Awards, and the Toronto Film Critics Association Awards.

After *Brave*, *Inside Out*, *Finding Dory*, and *The Incredibles 2*, this is the fifth Pixar movie with a female protagonist. The movie *Turning Red* was released on March 11, 2022. Domee Shi, a female movie-maker, directs Pixar's first feature movie, *Turning Red*. When Mei is performing in front of her school orchestra one day, she suddenly and inexplicably transforms into a gigantic red panda anytime she becomes very excited or upset. In this changed state, Mei discovers a profound sense of freedom and independence. She must, however, learn to regulate her emotions as well as manage the duties that come with her peculiar position. Mei learns to embrace her unique identity as a half-human, half-red panda hybrid, work on her relationship with her mother, and find the courage to pursue her passions and interests via her trip. Mei meets a host of supporting people along the road, including her mother, her gentle grandmother, NaiNai, and her eager and sympathetic school counselor, Mr. Chang.

The movie also delves into Mei's connection with her mother as they rediscover her childhood memories from when she was still linked to her imagination and more enthusiastic about life. They must overcome generational gaps and find ways to mend their shattered friendship along the way. On the other hand, movies and education are inextricably linked since movies can now be an excellent medium for teachers to instill life values in their students. The movie can be utilized as an instructional tool to establish excellent principles in young learners by watching it. As a result, some changes occur in the lives of the main character and other characters, with some causes for the changes. This study focuses on the changes in the personalities of the major characters and secondary characters. The author introduces four players who might be discussed in this section. Meilin "Mei" Lee was an overachiever who had just turned 13 and thought herself perfect; having mastered her classes as an A+ student, she garnered a close clique of like-minded friends consisting of cool-headed Miriam, deadpan Priya, and intense Abby, and is devoted to her family temple which honors her ancestor Sun Yee, an animal lover. Mei and her friends, according to Abby, are fascinated with the current boy band, 4\*Town, which will be in Toronto on May 18. The girls drive by a convenience store on their way home from school and spy on the 17-year-old cashier, Devon. While Mei's friends find him beautiful, Mei downplays it and passes up an opportunity to attend karaoke with her friends in order to

return home and assist her mother, Ming, in cleaning the temple. Her pals are sympathetic, but they fear she has been "brainwashed."

Mei comes to the temple and chats with the villagers before meeting Ming and her more laid-back father, Jin. Ming has high expectations for Mei and, despite his love for her, places much pressure on her. They open the temple to visitors, and Mei resumes her studies. Mei daydreams about Devon and draws sketches of him while doing her studies, and she becomes passionately enamored with him. When Ming comes in to check on her, she attempts to hide her journal, but when she finds it, she overreacts and believes Devon is attempting to seduce her. She drives her to the convenience shop so she may confront Devon. She tells her to stay away from Mei while waving her drawings at him, garnering the attention of others, including Mei's bully, Tyler. Mei hides her feelings from her mother despite being angry and humiliated.

Later that night, Mei has a nightmare about red pandas and wakes up to find herself transformed into a big one. She hides in the bathroom from her parents, requesting that they not enter. Ming, who misunderstands her exclamations due to menstruation, offers her pads. Ming is distracted long enough for Mei to return to her room, where she discovers that when she calms down, she returns to normal, despite the fact that her previously raven black hair has now turned a vivid orange-red, causing her to wear a red beanie. Ming drops Mei off at school and reunites her with her classmates, who inform her that Tyler has spread the

event at the convenience shop across the school. Despite her rage, Mei struggles to conceal the panda.

Miriam becomes concerned for Mei in math class and points out that her mother is watching them from outside. As all of the kids and Mr. Kieslowski, the math teacher, watch the commotion unfold, Ming clashes with the school's security guard. Mei ultimately transforms into a red panda as Ming explains that she came to drop off some pads. Ming notices what has happened to her daughter, and Mei runs before anybody else notices. Mei destroys the streets while running, but she also realizes that her reflexes are slightly heightened. Ming attempts to console her when she returns to her room in tears, only for Jin to enter and unintentionally say, "It has already happened," leading Ming and Jin to divulge their family history.

When Sun Yee's husband was sent to fight in a war, she begged the gods to grant her the ability to defend her daughters. She was gifted the ability to shift into a gigantic red panda under a red moon and successfully protected her home. She has subsequently handed this skill down to her kids, and it has become a part of their history. Mei is disappointed, but Ming discloses that there is a solution. On the next red moon, May 25, they would undertake a rite to enclose the power of the panda, which Ming wears around her neck as a medallion. Ming and Jin take all of Mei's furniture and bed from her bedroom until she can manage her emotions.

The next day, Mei hides in her room, striving to control her talents, when she hears her pals outside her window. She inadvertently reveals herself to them and draws them into her room while attempting to keep them quiet. Her pals, while surprised, find her new appearance amusing. Mei loses all hope when she learns that 4\*Town will arrive before the ceremony until her pals break into an impromptu acapella rendition of "Nobody Like U." Mei returns to normal after realizing that her friends love her no matter what and realizes that she is capable of regulating her changes regardless of her emotional condition. She thanked them and challenged her parents to put her emotions to the test. Ming and Jin are impressed, but when Mei inquires about seeing 4\*Town in concert, they, or rather Ming, decline. Ming receives a call from her mother, Wu, who witnessed Mei's rampage on the news and has decided to come over to check on her, much to her chagrin.

During dodgeball practice at school, all four girls stated that they could not persuade their parents to get them tickets because they were too pricey. When Tyler begins to taunt Mei after they discover Ming is spying on them, Mei becomes enraged and throws the ball so hard that it damages a window. Mei's pals accompany her to the restroom, where she laments her mother's continual pressure to be "perfect little Mei Mei" and expresses her desire to break free. Abby persuades Mei to morph once more while attempting to figure out how to acquire ticket money. Stacy and her pals entered the restroom and discovered Mei in her red panda form.



Stacy, who had already seen her, was instead smitten by her charming beauty. The girls then devise a plan to utilize Mei's red panda shape to extort money from their classmates in order to obtain the necessary money to purchase tickets. Mei conceals her identity as the red panda from her parents by claiming to attend a mathlete practice.

While producing more red panda products, Tyler approaches Mei privately and offers her \$200 to attend his birthday party, the same amount required for all four girls to get into the performance, and she reluctantly agrees. Ming chooses to come to the study group just as Mei is about to depart for Tyler's house, prompting Mei to yell that she does not want her mother to come. However, before Mei leaves, her Grandmother Wu and Aunties arrive and keep her from leaving the festivities. Mei then tries to escape via the window but is stopped by Grandma Wu, who warns her about the dangers of the red panda and hints that the scar over her eye was caused by Ming when she transformed. However, she warns Mei that the more she transforms, the more difficult it will be to encapsulate the power, and she advises her not to morph. Mei eventually escapes, but she destroys a photograph of herself and her mother.

Mei ultimately arrives at the party in a cheap red panda suit and explains to her pals that she is afraid of transforming again after what she has recently learned. Mei finally gives in and transforms after understanding she would disappoint her friends, ensuring Tyler's party is a success. Back at home, Ming walks into Mei's room, notices the smashed

photo, and discovers the red panda stuff, her failing homework, and her escape. While relaxing with her pals, she overhears on the radio that 4 Town will be in Toronto on May 25, the same day as the red moon. Abby had misunderstood the timetable and thought they would be in "Toledo" on May 18. Mei is upset by the news, and she transforms. When Tyler yells angrily at her to come down and give the other kids rides, Mei punches him just as Ming arrives to watch the incident.

All the kids are sent home as Tyler's parents scolded Ming for her daughter's actions toward their son. Ming accuses Mei's friends of influencing her, but when they try to explain themselves, Mei is too scared to defend them, causing them to feel betrayed. As Ming takes Mei home, she drops her digital pet behind. She returns to her room sad and dejected. While cleaning out the basement, Jin comes across a camcorder that Mei was using to movie videos with her friends while using her panda transformation. He approaches her and tells her that he witnessed Ming transform only once when she argued with her mother. The reason was that Wu disapproved of him, hence why Ming gave Wu her scar. He tells her that she should accept who she truly is.

On May 25, Miriam, Priya, and Abby head to the concert alone. Mei stays at home with her family to perform the ritual with their neighbor, Mr. Gao, who was a shaman on the side. The women chant as Mei's soul heads to a spiritual realm where she encounters Sun Yee, who holds a mirror that she must enter to remove her red panda form. However, while

going through it, she begins to reminisce on how much being a red panda has changed her life and rejects getting cured. The ritual fails, and Mei happily bounces away to the concert in her red panda form. Ming, angered that her daughter would do this and break her medallion, begins to transform into a red panda.

Mei arrives at the concert and reunites with her friends, who are still upset with her. However, Mei notices that Miriam keeps an eye on her digital pet, and they make up. They then spot Tyler, who is revealed to be a fan of 4 Town. The girls embrace him into their friend circle, leaving him embarrassed. 4 Town comes out, being everything the friends wanted them to be. However, Ming suddenly interrupted the concert in her panda form, which had grown to Kaiju's size, demanding to know where Mei was. Panic explodes, and everyone flees the concert as Ming breaks into the SkyDome. Jin, Wu, Chen, Ping, Helen, Lily, and Mr. Gao arrive at the SkyDome just in time to witness the Giant Red pandas crashing down into it. Mei briefly reunites with her family, and Jintell tells them that they have to perform the ritual again. However, suddenly, Ming grabs Mei and chastises her for disobeying her and being rebellious before destroying the concert, endangering the lives of the 4\*Town band stuck at the wires and demanding everyone to go home. Mei admits that she likes who she is and reveals that her friends were never at fault for her decisions, angering her further. During the fight, however, Mei accidentally knocks Ming out.

Mei's family and Mr. Gao complete the ritual before the red moon is gone. They remove their medallions and pendants to transform into red pandas and chant while helping Mei bring her mother into the ritual circle. Mei's friends get 4Town to perform to empower Mei, and the ritual as a bright light envelope them. Mei finds herself in the spirit realm again and finds a teenage Ming who is sad and scared of harming her mother. Mei tells her everything will be okay despite how scary it is; things will improve. Ming reverts to adult form as she makes up with Wu and the Aunties as all the women enter Sun Yee's mirror to remove their transformation powers. Mei informs Ming that she would not remove her powers as she has embraced herself for who she truly is. Despite Ming's concern, she is still confident enough to know what Mei is doing.

After the SkyDome's destruction, things have improved for Mei as she now has a better grasp of her abilities and balances her temple duties with her social life. More people are visiting the temple to see Mei in her red panda transformation, with the merchandise proceeds going to rebuild the Skydome. While Ming is still concerned for her daughter, she respects her more as she goes to be with her friends. The lead character in Disney-Pixar's 2022 animated feature movie *Turning Red* is Meilin "Mei" Lee. In moments of intense passion, she can transform into a massive red panda. Born in 1989, Mei is a self-assured and quirky 13-year-old who struggles to balance the craziness of puberty with being her mother's obedient daughter. She transforms into a massive red panda anytime her feelings

(whether they are very excited or terrified) improve. For her to shift back, she needs to calm down. Mei was impulsive, carefree, and unaffected by what others thought of her before her power came on. She enjoyed expressing and acting on her desires throughout the day. In addition, she was outgoing, confidently hanging out with her buddies and making a big entrance at school. Mei and her mother, Ming, were also quite close because they got along well and frequently spent time together. In addition, Mei draws drawings of Devon, the local convenience store employee, in which he appears as a buff merman, a centaur, and many other characters. When Ming finds these drawings, Mei feels ashamed. Mei is much more careful with her behavior when her ability awakens because she fears that she will accidentally transform into a red panda at the wrong moment. Her newfound capacity to cause significant disruptions has left her feeling both ashamed and enraged. Mei is hugely nervous and irritated because of her fear of unintentional metamorphosis and Ming's helicopter parenting. She thus experiences tension in her connection with her mother as a result of this. Mei's friends, on the other hand, give her a more upbeat perspective and let some of her former self-return by helping her accept her power and embrace it as a part of who she is.

According to Mubarok (2008), educational values are split into two categories: values of being and values of giving. The value of being is a value that has emerged in human behavior and how we treat others. Honesty, boldness, peace, confidence, potential, self-discipline and

moderation, self, and purity are all examples of this. The values of giving must then be practiced or provided before they can be regarded as given. Giving principles include trustworthiness and loyalty, respect, love and affection, sensibility and not selfishness, compassion and friendliness, fairness, and humanism. The researcher has limited the values of being, namely (1) Honesty, (2) bravery, (3) peace, (4) confidence and potential, (5) self-discipline and moderation self, and (6) purity. Then, values of giving, namely (1)loyalty and trustworthiness, (2) respect, (3) love and affection, (4) sensibility and not selfishness, (5) kind and friendly, (6) fair and humanist. The following study analyzes the character education values in the movie Turning Red.

The researcher chose the object in the "Turning Red" movie because the movie provides the perfect example for the story of young learners to develop their character educational value in the learning process. This movie also has great visuals for young learners. Every student has their own unique style of learning. Sometimes, Learning through reading does not come quickly to them. So, the researcher recommends learning through watching movies instead.

Based on the foregoing, the author would do research under the title "Character Educational Values in the Movie "Turning Red" and its Implication toward Character Education of Young Learners."

## **B. Focus and Sub-Focus of Research**

This research focused on intrinsic elements and character educational values found in the movie "Turning Red." This research sub-focus was limited to investigating the educational values pertained in the movie "Turning Red."

## **C. Formulation of The Problems,**

The research problems can be formulated as follows:

1. What character educational values are found in the Turning Red movir?
2. How do character educational values in the movie Turning Red have implications for young learners?

## **D. Research Objectives**

The study objectives are described below based on the research problem:

1. To find out kinds of character educational values in the Turning Red movie
2. To discover the implication of character educational values toward young learners in the movie Turning Red?

## **E. Significances of The Study**

This research would be beneficial:

### **1.4.1 For the Teachers**

This study is intended to be an inspiration as well as a resource for teachers as they teach their students. Especially for teachers who have difficult-to-control kids, so that the teacher has greater motivation to care for them, always pay attention, and never give up on teaching them.

### **1.4.2 For the students**

This research aims to teach pupils that they must always respect their teachers. However, the teacher is not as the kids would like. This study also tries to teach pupils that regardless of their attitude, the instructor will always offer his or her students his or her best effort.

### **1.4.3 For the other researchers**

This study can serve as inspiration and secondary data for another researcher who wants to perform a study regarding character educational values in other movies so that many movies can be evaluated and various values can be obtained and utilized.