

MORAL VALUES ANALYSIS “Fight Club”

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Abstract: This study examines the moral principles present in David Fincher's movie *Fight Club*. The goals of this study are to categorize different moral principles and to outline the positive effects of those principles as they appear in the movie *Fight Club*. In this study, the author employs Creswell's (1994) descriptive qualitative methods, which make use of descriptive methodology to describe and analyze the data. The data is evaluated in a variety of methods, including identification, categorization, analysis, and conclusion-making. The author of this study utilized Linda and Eyre's (1997). The findings of this study include various types of moral values, including truthfulness, bravery, the capacity for peace, self-control, respect, kindness and friendliness, assurance, love and affection, fairness, and loyalty. The author also discusses the positive effects of moral principles on the main characters, as demonstrated in the movie *Fight Club*, where Jack and Tyler Durden have opposing moral principles. Bravery is the type of moral value that dominates the movie *Fight Club*.

Keywords: Moral Value, Good impact, *Fight Club*

1. INTRODUCTION

A literary work always has its own message or meaning for the audience that can be used as a life lesson. As in today's era, sometimes people forget how important moral values are in life. Literature as an art form that continues to develop from time to time along with human development has a role in providing moral learning, one of which is through a movie.

Movie as a work of visual art that uses moving images to convey thoughts, stories, perceptions, emotions, beauty, or atmosphere. A literary work is more alive with the industry of movie. Movies as an art form that is innovative and exceptional in its capacity to convey information and messages are used to satisfy a shared need to convey an idea, message, or reality. As Jacobs et al (2002) stated that media can be seen as an intermediary, widely understood by anyone, material, or events that form the conditions that enable a person to obtain the knowledge, skills, attitudes and values contained. This means movie isn't just a media to entertain, but there is some message that is trying to deliver.

Moral value can be defined as a message that is conveyed or a lesson to be learned from a story or event. Pojman & Fieser (2009) stated that morality refers to the principle of conduct of both actual moralities, the best justified or true moral system. We may develop our positive characters such as being an honest person or not being selfish person

by studying the moral values that can be found in the movie.

This study examined the moral significance of the film *Fight Club*. This film portrays the tale of The Narrator, an expert in auto recalls who is unhappy with both his profession and his possessions and experiences chronic insomnia. He visits support groups while pretending to be ill in order to treat this. When Marla Singer, another fake, starts attending the same groups, his joy is disrupted.

The researcher chooses *Fight Club* movie because not only the famous actor on the *Fight Club*'s movie that releases in 1999 has big enthusiasts around the world and has a lot of fans in every country. The movie itself showed us about a happy yet a lonely man but actually he lived in hallucination. Then his actions will be affecting the world and damaging the people's mindset about happiness and freedom. This movie contains a lot of moral values that the reader can apply in daily life.

2. METHOD OF

THE RESEARCH

The author of this study employs descriptive qualitative research. Creswell (1994:45) defines the descriptive approach as an investigative understanding process based on developing a

comprehensive, complex image, analyzing words, and reporting in-depth views of information. According to Nawawi (1991:55), the descriptive method is a research technique used to characterize the subject or object of the study using facts or realities. Whitney (1960:16) claims that descriptive qualitative research is fact-finding when done correctly. At the same time, information extracted from the script, file notes, pictures, videos, personal documents, and other legal records.

According to the aforementioned assertion, qualitative research focuses on examining problems, comprehending phenomena, and providing answers to questions. In-depth information is acquired through open-ended questions before being presented in the form of direct quotations. The most suited methodology for this study is qualitative research since it focuses less on numbers and more on understanding how concepts interact with one another when they are practically tested. The author of this study uses a variety of methods to gather information for the study's data.

a. Technique of Collecting Data

The author employs a few methods to get the data for this study. The researcher's methods include the following:

1. The writer downloads the film at [www.https://imsdb.com/scripts/Fight-Club.html](https://imsdb.com/scripts/Fight-Club.html).
2. The author constantly sees the movie Fight Club.
3. The author gathers all the information from the movie.
4. The image is captured on film by the author.
5. The author downloads the movie's script from the internet.
6. The writer specifies the facts that should be examined and how it relates to the study's topic.
7. The author includes references from a number of related publications, theses, and online journals and articles.

b. Technique of Analyzing Data

Because this research is qualitative and the data are presented in the form of words and sentences, the writer has chosen to analyze the data using a qualitative method rather than a quantitative one. This signifies that, given the research's methodology and the data it used, it was anticipated that the findings would be presented in a descriptive analysis.

The writer uses the movie Fight Club as the primary data for examining the data. The procedures used by research to analyze its data are listed below:

1. Identifying
The study identifies the data that had already been gathered. The author of this study only concentrates on moral values and morally upright major characters.
2. Classifying
Based on the significance of this research, the author categorizes the data..
3. Analyzing
This stage involves the writer analyzing the passages and scenarios that relate moral values to the main character in various ways. The study will include ethical analysis methods.
4. Making Conclusion
The author then offers a suggestion and draws a conclusion from the analysis.

3. RESULT

The data for this study is presented in written form. The researcher presents the research in an informal (verbal) manner because the findings are based on word analyses of the data. In order to avoid having lengthy talks, the writer first identifies the problem in the context of the film Fight Club. Based on this identification, the writer has limited the discussion to a small number of problems and has framed these problems into two research questions: 3.1 What are the kinds of moral values on characters as seen on "Fight Club" film?

4. DISCUSSION

According to Linda and Eyre's thesis and the writer's research, there are various moral values depicted in the movie Fight Club (1997). The writer then examines the connection between the moral principles and the main characters in the Fight Club movie. based on data analysis findings that support Linda and Eyre's theory (1997). In analyzing the movie, the author gathers information and clarifies it by focusing on the discussion of two points: 1. Character types or moral principles displayed by the film Fight Club's lead actors.

4.1 Kinds or moral values on main characters as seen on *Fight Club* film.

4.1.1 Bravery

According to Linda (1997:42), bravery is the ability to face danger or put up with suffering without succumbing to fear. People have the freedom to make some decisions in life, and they almost always have effects that are comparable to

the outcome that will be obtained. It is evident in the conversation that follows:



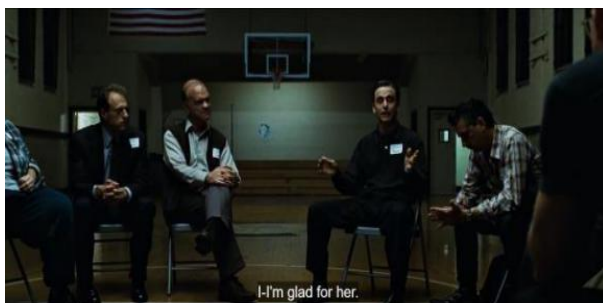
Chloe: “I no longer have any fear of death.”

(00:13:32 - 00:13:40)

From the quotation **“I no longer have any fear of death.”** Chloe showed moral value in the form of courage. As Linda & Eyre (1993) states that bravery is willing to things which are difficult. Being able to say no and mean it while yet having an impact on others shows strength. retaining one's integrity and acting on moral inclinations despite opposition or inconvenience. What Chloe said to everyone was something unusual and very bold considering that mostly people is likely to be afraid of death. She was in final stage of cancer.

4.1.2 Love and Affection

Love and affection are intense feelings of affection for friends, neighbors, and family (Linda, 1997: 50). People have their own challenges to deal with; life is not simple. The following exchange illustrates how God always shows human beings love and affection:



Patient A: “I'm glad for her, because she deserves...”

(00:07:04-00:07:06)

From the quotation **“I'm glad for her, because she deserves...”** said by Patient A showed his love and affection for ex-wives. Love, according to Linda & Eyre (1993), is a deeply felt

emotion that transcends and goes beyond fidelity and respect. adoration of one's neighbors, enemies, and even friends. as well as a concentrated, permanent commitment to cherish your family. Patient A who had just divorced with his wife The use of the affirmations word such as praise or appreciation like “Glad” tend to express love and affection also thankful for someone.

4.1.3 Honesty

Honesty is the inner fortitude and assurance that are fostered by rigor and integrity (Linda, 1997:40) Since being honest means telling the truth, everyone values it. When the truth is told, everyone can comprehend exactly what happened, which makes them feel comfortable and at peace inside. Anna's candor with her parent is also demonstrated in another chat. the image below:



Jack: “Tyler, you are by far the most interesting single-serving friend I've ever met.”

(00:23:57 - 00:23:60)

The first kind of moral values that is reflected in Fight Club movie is honesty. There are two scenes that shows moral value in the form of honesty. In the first quotation **“Tyler, you are by far the most interesting single-serving friend I've ever met.”** it was Jack_who was complimenting Tyler. According to Linda & Eyre (1993), honesty is the inner strength and confidence that is bred by exacting truthfulness, trustworthiness, and integrity. Honesty with other individuals, with institutions, with society, with self. Jack showed moral value in the form of honesty by explained what he felt about Tyler even though they just meet once. Not all people can express their feeling towards other person.

4.1.4 Loyalty

Loyalty to our families, jobs, states, schools, organizations, and other institutions is owed to us. support, to serve, to assist, to be

dependable, and to keep promises made consistently (Linda, 1997: 46).



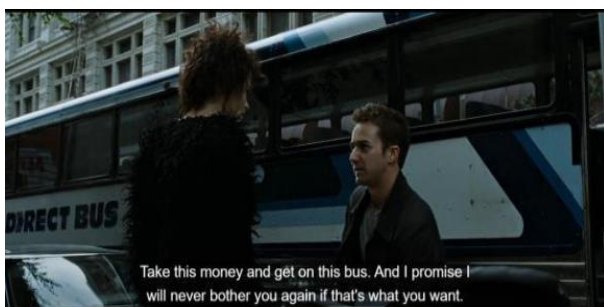
Tyler: “You're welcome to join our club.”

(01:12:16 - 01:12:20)

From the quotation “**You're welcome to join our club.**” said by Tyler showed his commitment as the leader of the Fight Club. According to Linda & Eyre (1993) Loyalty is the act of keeping one's promises to one's family, employers, country, church, schools, and other groups and institutions. It's a support, service, and contribution. Tyler showed moral value in the form of loyalty by welcoming and asking to Mr. Dany to join Fight Club.

4.1.5 Fair or Justice

knowledge of the law of causes and effects and natural consequences. Recognize those who are kind and generous and know that getting back at someone is pointless (Linda, 1997: 75). The conversation demonstrates it.



Jack: “Get on, and I promise you, I'll never bother you again, if that's what you want. Please...”

(01:59:53 - 01:59:56)

From the quotation “**Get on, and I promise you, I'll never bother you again, if that's what you want. Please...**” Jack showed moral value in the form of justice. According to Linda & Eyre (1993), justice and mercy consist of following the law and

acting fairly in all situations. knowledge of the law of the harvest and natural consequences. From the dialogue above, Jack was telling Marla to go as far as she can. It is fair situation between them to not meet each other again. Jack felt that he will always causing many problems to Marla every time they meet. This reflects Justice yet fairness by letting Marla go. So that Marla did not have to bear any damage from Jack action pain or hardship without giving in to fear. Bravery is the ability to overcome fear and make wise use of one's faculties, especially when under pressure. Anna was able to assert her right to her own body despite her parents thanks to her courageous attitude.

5. CONCLUSION

Fight Club is a drama picture, and it seems sense that a movie about a child with leukemia would only draw a tiny theater crowd. However, Fight Club allows for nuances and takes its time to concentrate this illness's story on all the characters and its effects. The movie has some moral substance to it. Morality itself is the worth of the human.

The following moral inferences are made by the article's author from the film: loyalty, honesty, bravery, love, and affection. The writer identified bravery as the most prominent moral value in Nick Cassavetes' film Fight Club. Bravery, in the opinion of Linda and Eyre (1997:42), is the capacity to face or bear risk.

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