

ABSTRAK

Purba, Angelina Putri. 2025. *Nilai Moral dalam Film Like & Share Karya Gina S. Noer: Kajian Sosiologi Sastra*. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa dan Sastra Indonesia, Jurusan Pendidikan dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini mengkaji nilai moral dalam film *Like & Share* karya Gina S. Noer. Penelitian ini bertujuan mendeskripsikan nilai-nilai moral yang terkandung dalam film *Like & Share* dan cara penyampaian nilai moral dalam film *Like & Share*. Film *Like & Share* karya Gina S. Noer menarik untuk dikaji karena relevan dengan berbagai isu sosial dan pendidikan, seperti pelecehan seksual, eksploitasi media sosial, kurangnya edukasi seksual, *child grooming* dan *victim blaming*.

Jenis penelitian yang digunakan adalah penelitian deskriptif kualitatif. Sumber data dalam penelitian ini ialah film *Like & Share*. Data dalam penelitian ini berupa dialog tokoh dan tindakan tokoh dalam film *Like & Share* yang di dalamnya mengandung nilai moral. Teknik pengumpulan data yang digunakan peneliti ialah teknik simak dan catat. Instrumen utama penelitian ini adalah peneliti sendiri, yang mengambil peran aktif mulai dari pengumpulan data hingga analisis data. Data yang telah dikumpulkan kemudian dianalisis berdasarkan jenis nilai moral serta cara penyampaian nilai moral.

Hasil penelitian menunjukkan terdapat dua jenis nilai moral yaitu nilai moral individual dan nilai moral sosial. Nilai moral individual terbagi ke dalam delapan kategori yaitu nilai moral individual kesabaran, keberanian, kerja keras, kerendahan hati, pantang menyerah, rela berkorban, kejujuran, dan berbohong (nilai moral buruk). Nilai moral sosial terbagi ke dalam tiga kategori yaitu nilai moral sosial kasih sayang, musyawarah, dan suka menolong. Tokoh yang paling menonjol dalam merepresentasikan nilai moral individual maupun sosial adalah Lisa. Kemudian, terdapat dua jenis cara penyampaian nilai moral dalam film *Like & Share* yaitu melalui dialog tokoh dan tindakan tokoh.

Kata Kunci: sosiologi sastra, nilai, nilai moral, film.

ABSTRACT

*Purba, Angelina Putri. 2025. **Moral Values in the Film Like & Share by Gina S. Noer: A Study of the Sociology of Literature.** Thesis. Yogyakarta: Indonesian Language and Literature Education Study Program, Department of Education and Arts, Faculty of Teacher Training and Education, Sanata Dharma University.*

This research examines the moral values in the film Like & Share by Gina S. Noer. The study aims to describe the moral values contained in the film Like & Share and the ways in which these moral values are conveyed. The film Like & Share by Gina S. Noer is particularly significant to study due to its relevance to various social and educational issues, such as sexual harassment, social media exploitation, the lack of sexual education, child grooming, and victim blaming.

The type of research used is descriptive qualitative. The data source in this study is the film Like & Share. The data consist of the characters' dialogues and actions in the film that reflect moral values. The data collection technique employed is observation and note-taking. The primary research instrument is the researcher, who actively engaged in all stages, from data collection to data analysis. The collected data were then analyzed based on the types of moral values and the ways they are conveyed.

The findings indicate that there are two types of moral values, namely individual moral values and social moral values. Individual moral values are divided into eight categories: patience, courage, hard work, humility, perseverance, self-sacrifice, honesty, and lying (negative moral value). Social moral values are divided into three categories: affection, deliberation, and helpfulness. Lisa is the character who most prominently embodies the representation of both individual and social moral values. Furthermore, there are two ways in which moral values are conveyed in the film Like & Share, namely through characters' dialogues and actions.

Keywords: sociology of literature, values, moral values, film.