

CHAPTER I

INTRODUCTION

A. Background of the Study

The era of globalization has brought significant changes in various aspects of life, including the understanding and development of emotional intelligence. Advancements in technology and information have provided broader access to knowledge, enabling individuals to learn and develop themselves in unprecedented ways. However, on the flip side, globalization has also posed complex new challenges. One notable negative impact is the decline in moral values, which is keenly felt by the younger generation (Sulayani et al., 2021). Children and teenagers today often face a range of internal and external conflicts. These conflicts stem not only from academic and social pressures but also from exposure to digital content that may not always be positive. To address these challenges effectively, a solid understanding and management of emotions are crucial. However, this is often hindered by the failure of the existing education system to integrate emotional intelligence into the curriculum and learning processes.

The importance of emotional quotient in facing various moral challenges encountered by the younger generation underscores the need for an educational approach that pays more attention to character development. Education systems that do not sufficiently focus on emotional quotient risk producing individuals who are less capable of managing their own emotions,

understanding the emotions of others, and fostering healthy interpersonal relationships (Hartati, 2019). Therefore, improvements in educational approaches that prioritize moral values and character development are crucial.

Film is one of the effective mediums for managing and developing someone's emotional quotient. In the stories presented in films, audiences are exposed to a variety of emotional experiences involving its characters. Whether joy, sadness, fear, or courage, each displayed emotion can enrich the audience's understanding of human psychological complexity (Hamzah & Nafsika, 2021). Characters in animated films are often portrayed in all their dimensions, with diverse backgrounds, strengths, and weaknesses. This allows audiences to see the differences in individuals in how they respond to emotions and manage conflicts. Conflict, which often serves as the centerpiece of a film's story, provides opportunities for viewers to learn about problem-solving, empathy, and effective communication. Moral messages conveyed in films, especially those aimed at children, often address kindness, friendship, and other values related to emotional quotient. Through the experience of watching films and the reflection that follows, viewers can feel empathy, understand others' perspectives, and develop important social and emotional skills (Prakarti, 2023). Movies not only serve as a medium of entertainment, but also as a powerful tool to deepen our understanding of the complexities of human life. By witnessing various characters and situations, viewers are invited to identify and internalize diverse feelings and reactions, which in turn enriches their ability to interact socially and manage personal emotions. This cinematic

experience opens a window for viewers to explore realities they may not have experienced themselves, thereby strengthening human bonds and building bridges of understanding between individuals.

The subject of this study is the film titled "Elemental: Force of Nature" by Peter Sohn. Meanwhile, the object of this study is the Ember's monologue in the film. "Elemental: Force of Nature" is a computer-animated romantic comedy drama film from the United States produced by Walt Disney Pictures and Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures. This 109-minute film generated a profit of 496.4 million USD (Ayuni, 2023). Ember's monologue in the movie reveals the character's innermost feelings and conveys moral messages and life values that are relevant to the social and emotional context of the audience.

Furthermore, in the context of the representation of female characters in the media, particularly in action and disaster films like "Elemental: Force of Nature," the role of emotional quotient also becomes relevant to consider. Female characters in such genres are often depicted as physically tough heroes. However, it needs to be questioned to what extent their emotional quotient is developed, especially in facing complex challenges and conflicts.

This film presents a world inhabited by natural elements such as fire, water, clouds, and others, brought to life in the form of human characters who can speak and think. One of the main characters is Ember Lumen, who personifies the element of fire. Ember is portrayed as a sweet girl with a tough, intelligent, and passionate personality, although she often struggles to control

her emotions. Ember dreams of continuing her father's struggling business, but she must prove that she can manage her often explosive emotions.

The story revolves around her friendship with Wade, a man from the Water nation. Despite coming from different elements, sparks of love begin to grow between them, proving that love can conquer all. However, as she meets Wade, a friendly and sensitive figure from the Water nation, Ember begins to realize that there may be other dreams waiting to be pursued. The conversations and interactions between Ember and Wade lead them to understand that Ember's true desires are not limited to her father's store legacy. Love begins to blossom between them, although they must face the challenges that come, including obtaining approval from her difficult-to-please father.

Research on the emotional intelligence of the main characters in the film *Elemental: Force of Nature* is crucial to understanding the impact of this film on its audience. By studying the main characters in the context of emotional intelligence, researchers can explore how these characters interact with their own emotions and how they manage conflicts and show empathy in the story.

B. Limitations of The Study

From the description above, this research is limited to the analysis of the heroine's emotional quotient in the film *Elemental: Force of Nature* by Peter Sohn. Aspects related to emotional intelligence will be examined from his monologue.

C. Problem of the Study

To clarify the problem to be studied, the problem is formulated as :

1. How is the representation of Ember's emotional intelligence in the animated film Elemental: Force of Nature by Peter Sohn?
2. How is the effect of Ember's ability in controlling her emotional intelligence in her life?

D. Objectives of The Study

Based on the problem statement above, the objective of this research are:

1. To describe the Ember's emotional intelligence in the animated film Elemental: Force of Nature by Peter Sohn.
2. To describe and explain the effect of Ember's ability in controlling her emotional intelligence in her life.

E. Significances Of The Study

1. Theoretical Uses

The author hopes that the results of this study can contribute to the development of emotional quotient drawn from the character of Ember Lumen in the film "Elemental: Force of Nature" to readers about how to delve deeper into managing emotional aspects through a film.

2. Practical Use

To contribute to readers, especially English language education students, to enrich similar research references.