

**THE MORAL VALUES IN THE CHILDREN’S BOOK
ENTITLED “CHARLIE AND THE CHOCOLATE
FACTORY” BY ROALD DAHL**

AN ARTICLE

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THE MORAL VALUES IN THE CHILDREN'S BOOK ENTITLED "CHARLIE AND THE CHOCOLATE FACTORY" BY ROALD DAHL

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Abstract: This research is aimed to find out the moral values in the children's book entitled Charlie and the Chocolate Factory by Roald Dahl. The form of this research is a descriptive qualitative with a structural approach. The data of this research were from the children's book entitled Charlie and the Chocolate Factory by Roald Dahl. The technique of data analysis is a flow model analysis by Miles and Huberman which covers three steps; data reduction, data display, and conclusion/ verification. The writer found that there are 25 moral values in Charlie and the Chocolate Factory which are classified into three types; (1) Religious moral values, which consists of love, fortitude, envy, ungratefulness, and impenitence. (2) Individual moral values, which consists of thriftiness, creativity, intelligence, optimism, rationality, carefulness, improvidence, pessimism, silliness, bossiness, greediness, and stubbornness. (3) Social moral values, which consists of togetherness, courtesy, caring, hospitality, generosity, trustworthiness, discourtesy, and passiveness. Each type of moral values has both positive and negative moral values.

Keywords: Moral Values

Abstrak: Penelitian ini bertujuan untuk mengetahui nilai-nilai moral yang terdapat dalam buku cerita anak yang berjudul Charlie and the Chocolate Factory karangan Roald Dahl. Bentuk penelitian ini adalah deskriptif kualitatif dengan sebuah pendekatan struktural. Data-data di dalam penelitian ini bersumber pada buku cerita anak Charlie and the Chocolate Factory. Teknik analisis data yang digunakan adalah flow model analysis dari Miles dan Huberman yang mencakup tiga tahapan; reduksi data, penyajian data, dan verifikasi. Peneliti mendapatkan bahwa ada 25 nilai-nilai moral dalam Charlie and the Chocolate Factory yang diklasifikasikan dalam tiga jenis; (1) Nilai moral religius, yang terdiri dari cinta, ketabahan, kedengkian, ketidaksyukuran, dan ketidaktobatan. (2) Nilai moral individu, yang terdiri dari, penghematan, kreatifitas, kecerdasan, optimisme, rasionalitas, kehati-hatian, pemborosan, pesimisme, kekonyolan, sikap suka memerintah, ketamakan, dan sikap keras kepala. (3) Nilai moral sosial, yang terdiri dari, kebersamaan, kesantunan, kepedulian, keramahan, kemurahan hati, sikap dapat dipercaya, ketidak santunan, dan ketidak pedulian.

Kata kunci: Nilai-nilai Moral

Nowadays, moral crisis has becoming a major problem in this world. Every problem these days is mostly related to moral crisis. Sex abuse, drugs abuse, alcohol abuse, bullying, and gang fighting, for instance, they are growing through years and era. What makes this issue becomes more crucial is that there are many of those problems going on youth lives and schools. As can be seen on television lately, many young generations are not only become the victims of crimes, but some of them are even become the suspects. In this globalization era, it is obvious that the young generations today are facing more temptations than the past generations.

There are many cases related to moral issue found in Indonesia. Ironically, many of those cases involved children who are also students. On April 1st, 2013, as the writer read on Sindonews.com, five elementary students in Kalebarembeng Village, Gowa, South Sulawesi, ravished a young girl who was also their school friend. Whereas on Detiknews.com May 15th, 2013, in Daan Mogot, Cengkareng, Jakarta, a vocational high school student got killed when he was in a gang fighting. And on Kompasiana.com June 4th, 2013, a junior high school student in Tulungagung, Central Java, got arrested, because he killed his girlfriend (also a junior high school student) who asked him for responsibility of her pregnancy.

Those three different horrible cases are only a few examples of children's deviations lately that really bother the writer's mind. The parents and the teachers of those children above have an important role to protect their children from those deviations. They should have to act like mentors and supervisors who lead and teach their children of which are good and which are bad to do. There might be numerous and complex causes that made those children did those horrible things, but if only they had good sense of morality in themselves, they certainly would never do those deviations. To make sure that their children are educated with moral values, so that they have a good sense of moral in themselves is a duty which cannot be ignored by parents and teachers. Even so, as intellectualists who have been trained to teach and comprehend children, teachers tend to have bigger duty in this case.

Regarding to that issue, the writer wants to encourage teachers and parents, especially teachers, to teach their children about moral values. There are many tools can be used to do it, one tool that the writer chooses is using literature. Pantic (2006:1) states that, literature can teach us something about ethics and human conditions in its intimate and universal aspects. Whereas according to Baskin and Hoskisson (1974:2) children's literature and stories in reading can be used to develop children's moral awareness. Based on the theories and her apprehension about the issue, the writer decided to write a thesis about moral values in a children's literature, so that the findings can be used as the material of teaching about moral for children.

Thus, "Charlie and the Chocolate Factory" by Roald Dahl is the subject of this research. The method used is a descriptive qualitative method. The purposes of this research are to know and to describe the moral values in the story. Moral values are the standards to determine what is good and what is bad that direct human to choose and to act. The writer analyzes the moral values in the story by identifying the characters' attitudes, behaviours, and thoughts which are shown by

their dialog, and the narrator's monolog. The moral values are mostly shown by the six main characters of the story. They are; Mr. Willy Wonka, Charlie Bucket, Augustus Gloop, Veruca Salt, Violet Beauregarde, and Mike Teavee.

METHOD

The suitable method for this research is a descriptive method. The writer chose descriptive method in order to describe the moral values in a children's book entitled "Charlie and the Chocolate Factory" by Roald Dahl. In this research, the descriptive method is a qualitative description of moral values in children's book entitled "Charlie and the Chocolate Factory" by Roald Dahl. According to Sugiyono (2009: 7-8) a qualitative method is also known as the artistic method, this because the process of the research is more artistic rather than patterned (less patterned). Still according to Sugiyono, a qualitative method is used to obtain an in-depth data, a data that contains meaning. Meaning is the real data, the definitive data which is a value behind the visible data.

Data Source

The source of data in this research is a children's book entitled "Charlie and the Chocolate Factory" by Roald Dahl downloaded from <http://manybooks.net/> which consists of 83 pages. The data are in form of written dialogues, monologues, and expressions which show the attitudes, behaviors, and thoughts of the characters in the story that contains moral values.

Data Collection

In this process, the writer has actually started the data analysis process. The writer collects the data based on the structural approach analysis by identifying the texts alone (apart from the author's background) and the intrinsic elements of the story; the characters and the plot. The data collection is done through the following steps; (1) Read the story seriously, frequently, and deeply. (2) Identify the characters. (2) Identify the plot. (3) Take a note of any line which shows the characters' behaviors and thoughts that contain moral values. (4) Conclude the moral values based on the obtained story lines.

Data Analysis

The technique of data analysis in this research is a *flow model* analysis adopted from Miles and Huberman (1992: 16). This data analysis covers three steps, they are; data reduction, data display, and conclusion.

1. Data Reduction

Data reduction is the process of simplification of data, to make them easily analyzed. The process of data reduction can be done during the process of data analysis. It can be done statistically or may be done only through the separation of relevant data from irrelevant data (Zuhdi: 1993:35). In this research the writer reviews the data which have been obtained in the process of data collecting. This is done to make sure that the data really show the moral values of the story. Any irrelevant data which has no deal with moral values is left out. After that, the writer classifies the data into three categories, based on the three types of moral values in this research, they are; (1) religious moral values, (2) individual moral values, and (3) social moral values.

2. Data Display

The second step is data display. In this step, the writer presents each kind of moral values in the three categories of moral values. In describing them, the writer divides the moral values into positive and negative moral values. It means that each category of moral values has both positive and negative moral values.

3. Conclusion/ Verification

In this last step, the writer concludes all the findings from the beginning until the end of the research. As the instrument of the research, the writer is fully responsible about the validation of the data. In this research the validation of the data has been started from the beginning of research. It means that the writer has made sure that she really comprehends about the field and the objective of her research as well as the method and the approach used in the research. The writer validates the findings by doing these following steps; (a) Make a small observation about children's book entitled "Charlie and the Chocolate Factory" by Roald Dahl to see some expert's point of views about the story. (b) Download the story from the trusted site. (c) Read the story seriously, frequently, and deeply. (d) Read various reading sources related to the story researched. (e) Read various reading sources about moral values. (f) Reread the story to make sure that the findings which have been analyzed are really appropriate with the plots and the characters' attitudes written in the story. (g) Discuss the findings with people who are knowledgeable about the story.

RESEARCH FINDING AND DISCUSSION

By the result of the research, from the structural analysis on the characters' attitudes which are shown through the plot of the story, the writer found that there are 25 kinds of moral values in the story. The moral values found are then classified into three types of moral values. Each of the type has both positive and negative moral values as follow:

A. Religious Moral Values

1. The Positive Religious Moral Values

The first positive religious moral value is love. Charlie Bucket showed us how to spread love to other human beings. In the story we can see that Charlie loved his family unconditionally. Although his life was very hard, he never showed any negative attitude toward his family members. Charlie never blamed his parents who have no job, nor hated his four grandparents who did nothing but slept all day long on his only bedroom. He still loved them no matter how they are, and so his parents and grandparents to him. Charlie's house is full of peace and warmth, as if it was not small, decrepit, and leak. This means that love brings positive atmosphere and happiness in that house. Charlie and his family run their life based on God's willing, it is with love. Although they are economically very poor, but love brings spiritual richness in their family, and it is more important than any material thing. From Charlie's life we can take a lesson that a life with love will bring peace and happiness, the more love we have, the happier we are.

The second is fortitude. Fortitude is the strength of mental and emotion in facing hard situations. How Charlie faced his life is a picture of fortitude. Charlie Bucket and his family lived in poverty. They lived in a small wooden house where there were only two rooms in it. The only family member who had a job was only Charlie's father, Mr. Bucket, and it was not stay long because the factory where Mr. Bucket worked went bust and closed down. Life was far away from proper for a little child like Charlie, he starved everyday because the food supply was very insufficient. Going to school was a torture for him, he had to walk by a chocolate shop where many kids enjoyed chocolate that he always desired, but he could only taste it once a year. Although his life was very hard, Charlie the little child never complained to his parents, nor to God. He walked his life calmly, as if he was a grown-up person. The strength and the calmness of Charlie Bucket in facing his hard life is a picture of being fortitude. He teaches us to live stronger, and be more positive whenever we face challenges.

2. The Negative Religious Moral Values

The first negative religious moral value is envy. Envy is the feeling of jealousy. In every religion, envy is considered as a negative thing that needs to be avoided. In this story, there is a picture of envy; it is shown by Mr. Fickelgruber's factory, Mr. Prodnose's factory, and Mr. Slugworth's factory. These three factories were the other chocolate factories that jealous of the wonderful sweets of Willy Wonka's products. They wanted to be as successful as Willy Wonka, but they took a demonic way to make it. They stole Willy Wonka's secret recipes by sending some intruders who pretended as the workers of Willy Wonka's factory. From the secret recipes they had stolen, they could make products as wonderful as Willy's products, and suddenly their shops were full of customers. On the other hand, Willy Wonka's factory was stopped working and closed. From the story, we can see that envy can be so horrible. It can make people to do anything deviant, just to get what other people have and break them. What Mr. Fickelgruber's factory, Mr. Prodnose's factory, and Mr. Slugworth's factory did is a negative example of envy that cannot be followed by us. God hates envy, it is a demonic thing, and to avoid for being envy we can shield our heart with love and self confidence. Do not be sad upon other people's happiness, it is no use and will never change our condition. Instead of that, we have to believe that we also have ability to do wonderful things, we do not need to ruin other people's life to achieve our goal, we can make it with our own way.

The second is ungratefulness. Ungratefulness is the lack of gratitude or appreciation of what we have. Religions teach us to be grateful no matter our conditions. Thus ungratefulness is considered as a bad thing. Veruca Salt is the child character who showed ungratefulness. Her father owned a peanut factory, and he was very rich. He gave Veruca Salt everything she wanted to have. Ironically, Veruca was never been grateful for all the things she had. In the tour in Willy Wonka's factory, she forced her mother to get her a squirrel owned by Willy Wonka. And when her mother refused, she said that she only

had two dogs, four cats, six bunny rabbits, two parakeets, three canaries, a green parrot, a turtle, a bowl of goldfish, a cage of white mice, and a silly old hamster. From what she said, we can see that Veruca did not appreciate what she already had, although it was more than sufficient. Veruca was a negative example that we cannot follow. Being ungrateful like Veruca only brings negative impacts to our life. We will never feel happy of what we have; always want for something that actually not important. There is no peace in our mind; because we always think that we live in inadequacy. Thus, always be grateful of what we have then there will be peace in our mind. And always remember that everything God gives for us is always a blessing.

The third is impenitence. Impenitence comes from the word penitence, but it has the contradictory meaning. Literally, penitence is defined as the action of feeling or showing sorrow and regret for having done wrong. In religions penitence is defined as a comeback on God's way. Thus, impenitence is considered as an evil act where someone does not show any regret for having done wrong. In the story, Mike Teavee showed the picture of impenitence. Mike Teavee was a maniac of television; all he did was only watching television all day long. In the tour with Willy Wonka, there was a large room of a set of television where chocolate could be actually sent by television. And of course, Mike Teavee was so excited about it, he wanted to be the first human being who sent by the television. Although Willy Wonka and his parents forbade him to do that, Mike Teavee did not care and jumped into the large camera lens which sent him into the set of television. Because of that, Mike Teavee got shrunk, just like anything in television that smaller than its original size. Even so, Mike Teavee learnt nothing from what he did, with his tiny size, he jumped up and down on his mother's hand and he squeaked repeatedly to watch television. What Mike Teavee did was an extreme example of impenitence. We certainly do not expect to be like Mike Teavee. When we do something wrong, then something bad happens to ourselves, we have to realize that it is a sign from God. It signs that God wants us to come back on His way, He wants to save us from doing worse mistake which may take us to hell. It may natural if we as human beings do mistakes, but if we have no regret for that and never change, then God shall give no mercy upon us either. Thus, avoid for being like Mike Teavee who has no any sense of regret, instead of that, we should take any mistake in this life as a lesson to be better persons.

B. Individual Moral Values

1. The Positive Individual Moral Values

The first positive individual moral value is thriftiness. Thriftiness is the frugality in consuming money, food, or resources. From "Charlie and the Chocolate Factory", we can find a lesson of thriftiness. Charlie Bucket is the character who showed it. Charlie had a great desire of eating chocolate, but he knew that he did not live in a rich family which could buy him chocolate everyday. He could only taste it once a year on his birthday. Eventhough his change to eat chocolate was very rare, Charlie was always able to hold his

desire everytime he got his once a year chocolate bar. It actually would be no wonder if he ate it a bit greedily, but instead of that, he ate it in a little bite and occasionally. He did it on purpose; it was to make the chocolate lasts longer, and because of that, he enjoyed the chocolate in a maximum time. Thrifty life like Charlie Bucket did can be used as a lesson for us who live excessively lately. We may not as poor as Charlie Bucket, but even if we are rich, if we cannot handle our consumptions wisely, our richness will be decreased. Our desire is unlimited, so do not consume our money or resources based on it, because we will not be able to always follow it. We have to think for the future, because all we have today may not be available in the next time. Thus, let's start to live thrifty from now, consume less for the longer time.

The second is creativity. Creativity is the ability to create or to invent something new and original. Being creative makes people are able to think about many unique ideas and make them come true. People who are creative do not like something which is common and usual. They tend to be more revolutionist than other people to make something different. Willy Wonka was a very creative person. He created many amazing and revolutionary chocolate products from his own ideas. Charlie's grandfather, Granpa Joe, told him that Willy Wonka had himself invented more than two hundred new kinds of chocolate bars which each kind had different centre, was far sweeter and creamier and more delicious than the other chocolate factories could make. Besides chocolate bars, Willy also invented the other amazing sweet products, like chocolate ice-cream that could stay frozen for hours without refrigerator, marshmallows that tasted of violet, caramels that changed colour every ten seconds as we suck them, chewing gum that never lose its flavour, and many other wonderful creations. In this competitive life, we have to be creative like Willy Wonka, not only in business, but also in every aspect in this life. Also in education field, as teachers, for instance, in order to make our students become more interested in learning activity, our creativity is required. We have to be able to create various teaching materials which are not usual and boring, because students' characters today are more complex, they demand more than just a usual teacher. Therefore, do not be afraid to make something different, as long as it is still appropriate with the norms applied in our place.

The third is intelligence. Intelligence can be defined as the power, or capacity to acquire and apply knowledge. This ability is required for every aspect in this life. We are able to solve problems because of our intelligence. Our life will never run well if we do not have intelligence, as human beings, we are blessed to have it which does not belong to any other living creature but only us. It is what differentiates us with plants and animals. The character who pictured intelligence is Willy Wonka. There is a moment in the story that showed Willy's intelligence obviously; it was when Willy explained how ordinary televisions work. He knew the detail of each step they work, and it was not only explaining it, he even made his own television which was more amazing, because it could actually send chocolate bars. The other character, Grandpa Joe also stated that Willy Wonka is the cleverest chocolate maker in

the world. Willy Wonka was also able to speak Oompa Loompish, the Oompa Loompa tribe's language. From the story, we can see that intelligence is needed to improve our life. Willy became the most prominent chocolate maker in the world because he was a very smart person. And also for us, if we want to get our success, we have to always sharpen our intelligence. We cannot stop learning, because this real life demands us to improve our intelligence more and more with no limit. Sciences and knowledge are growing through years and era, and so are the challenges that are more difficult. If we do not improve our intelligence, we will be left behind, and the change to get success will never be achieved.

The fourth is optimism. Optimism is the tendency to expect the best possibility of all things. People who are optimistic do not have any doubt to reach their goal, that is why they tend to be more successful than those who are pessimistic. They have a lot of confidence which brings positive energy for the work that they do, it makes them work until their maximum level. The picture of an optimistic person is shown by Willy Wonka. He was an optimistic person. He always believed that his imaginative ideas can be realized, although there were a lot of people who doubted him. On the last chapter, where Willy wanted to lift Charlie's grandparents' bedroom with his great glass lift, Grandpa Joe said that it could not be happened, because the bed would not go through the door of the lift, but Willy cried him to must not despair, because he said that nothing is impossible. And Willy proved that, his great glass lift did lift the bedroom. If we can be optimistic like Willy Wonka, we can make any of our dream come true. We have to believe that we have ability to do just anything. There is nothing that is impossible, because nobody has known the exact limit of reality in this life. Do not let ourselves be pessimistic; it is never been good for us. It only reduces our confidence and disturbs our concentration on the way to reach our goal.

The fifth is rationality. Rationality can be defined as the act, or manner of being rational or logical. In other words, in acting and making decision we always consider it with our brain before. The picture of rationality in this story is shown by Charlie Bucket. When he suffered from starvation, Charlie did not lose his rationality, he even made an improvisation to overcome his sickness. Charlie left his house ten minutes earlier so that he could walk slowly to school, without need to run. During school break, he only sat quietly in the classroom, rested himself, while the other students rushed outdoors and threw snowballs and wrestled in the snow. Everything he did, he did slowly and carefully, to prevent exhaustion. He did not want to waste his energy, because he realized that there was lack of food to fill his energy again. We must learn for being rational like Charlie Bucket. In facing a hard condition, no need to get angry and complain, because it is hard to find out any solution if we put ourselves in a high temperament. Do not involve emotion; we have to be calm, so that we can use our logic to overcome our problem. And it is not only in facing problem, we also need to be rational in everything we do, because everything we do in this life requires a good decision. Being rational prevent us to take wrong decision which can put us into trouble. Thus, we

have to think before we do anything. Regret may be a good lesson, but it requires a bad experience before, whereas rational consideration is always a free judiciousness.

The sixth, or the last positive individual moral value is carefulness. Carefulness is the act or manner of being attentive to any potential danger or error of something. People who apply carefulness into their daily life tend to be less risked in getting accident rather than those who are not. The character who becomes the picture of carefulness in this story is Charlie Bucket. Being careful made Charlie could survive in the tour in Willy Wonka's chocolate factory which was full of danger and traps. Although he was so amazed by many wonderful chocolate and sweets created by Willy Wonka, he did not lose his control over his desire to taste the Willy Wonka's creations. Unlike the other four kids, he did not taste, nor try anything there offhand. On the 25th chapter, Willy Wonka asked Charlie to press one of thousands button on his great glass lift quickly, but Charlie did not just do it, he took himself firstly to read the name of each button as many as he could, so that he did not choose any dangerous room to be visited. Charlie's carefulness in the story can be a valuable lesson for us. We have to put our safety as the highest priority in this life. Do not risk it for any dangerous thing, because life is priceless and it is always worth to be protected. Moreover, preventing is cheaper than curing. And the ones who can guarantee the safety of our life are we, ourselves.

2. The Negative Individual Moral Values

The first negative individual moral value is improvidence. Improvidence is the act or manner of being thrifless. In other words, it is the trait of using money and resources excessively. In this story, this negative moral value is shown by Mr. Salt, Veruca salt's father. Mr. Salt bought hundreds of thousands Willy Wonka's chocolate bars, and worked a hundred women to wrap them all. All was just to fulfill his daughter's request to get one of five Willy Wonka's golden tickets. Even though Mr. Salt was a rich person, it does not mean that what he did was not improvidence. He wasted his money to buy hundreds of thousands chocolate bars which were not for consumption, but only to get a golden ticket. This shows that Mr. Salt did not care at all about the providence in using his money. We cannot follow what Mr. Salt did. Although he was very rich, it is not impossible that he could lose his money one day. We never know what will happen in the future. If we get sick, for instance, we will need a lot of money to get cure. There is always possibility to lose our money, not to mention the things that we already know for the future, like our education, or marriage fund as the example. We have to be provident in using our money and resources, because they are limited, whereas our needs are so unlimited. Be future oriented by avoid for being improvident. It is better to hold our desires in the present, rather than to live insufficiently in the future.

The second is pessimism. Pessimism is the tendency to expect the worst possibility of all things. It can be also defined as the attitude where people are dominated by negative thoughts toward any change. Charlie Bucket had a

negative manner, or attitude, it was for being pessimistic. It is shown on chapter five, when Grandpa Joe told Charlie that it would be something if Charlie opened a bar of chocolate on his upcoming birthday and could see a golden ticket inside, Charlie answered that there is not a hope for that. That shows that Charlie did not have any positive view of a change to get the golden ticket. He did being pessimistic. In this case, we should not follow Charlie Bucket. Being pessimistic is a negative attitude which never brings positive impacts to our life, especially if we are young people who are on the way to get our success. It only reduces our spirit and motivation. It may be right that there is always negative possibility of anything; that we always have change to fail, but it is wrong if we are afraid to try just because our negative prediction. We should not surrender before we try with maximal efforts. Do not let any negative thought distracts our aim to be successful people.

The third is silliness. Silliness can be defined as the trait or attitude of acting irrationally and useless. Violet Beauregarde showed the attitude of being silly. On the seventh chapter, we can see Violet introduced herself to the media reporter that she was a gum chewer who chewed gum all day long and could not live without it. She also showed the reporter a gum that she had chewing for more than three months solid, and she said that it was a record. Violet's silly behavior was also the caution of her accident in the tour with Willy Wonka. She chewed the chewing-gum meal, one of Willy's creations that were not ready to be consumed yet. She turned into a giant blueberry because of that unready chewing gum meal. What Violet's did was too much, she chewed gum anytime and anywhere. It is ok to have a unique hobby, but we have to make sure that it is worthwhile and does not waste our time too much. We cannot be too obsessed for a thing, because we have a lot of other things that require our attentions. What Violet did was rather a silly thing that even bought her into disaster. Silliness turns people into irrational persons who do not consider what is good to do, and what is not. Thus, do not do anything silly, moreover if we take it as a hobby. Choose something which is more reasonable and beneficial to do, so that it can bring positive impacts for us, and our other activities will not be disturbed by it.

The fourth is bossiness. Bossiness is the act or manner of being dominant and autocratic. People who are bossy always order other people. Instead of using their own efforts, they prefer ask others to do something for them. In this story, Veruca Salt is the character who showed bossiness. She was a bossy little girl who was being dominant in her family. She could get anything she wanted; even her parents, especially her father, always follow what she ordered to them. To get one of Willy Wonka's golden tickets, she screamed at her father, and lied on the flour, yelling and kicking for hours until her father got the golden ticket for her. Her bossiness is more obviously shown in the tour with Willy Wonka in his factory. She asked her father to give her anything she was interested in the tour. Veruca Salt is a negative example. How she behaved should not be followed by us. This life is not an easy life, people are demanded to be able to use their own ability to survive.

We cannot always rely on other people, because there must be time when we have to make our own efforts. Being bossy only makes people become lazy, spoiled, and selfish. We cannot be independent if we are bossy, whereas the independent attitudes must be applied if we want to get success in this life, or even just to survive.

The fifth is greediness. Greediness can be defined as the act or manner of showing an excessive desire for something. People who are greedy has a main characteristic, it is that they never feel satisfy. They always want more and more with no stop. In this story, the character who showed the act of greediness is Augustus Gloop. Augustus had an excessive desire for food. On chapter 15, When Willy asked everyone to taste the edible grass, Augustus Gloop was the only person who took a big handful of it. And because of his greediness, Augustus did not stop with the big handful of sweet grass. When the others were busy to talk with Willy Wonka, he quietly sneaked down to the edge of the river, kneeled on the riverbank, and scooped hot melted chocolate from the river into his mouth as fast as he could. He was deaf of everything, except for the call of his enormous stomach. He lied full length on the ground with his head far out over the river, lapped the chocolate like a dog. Then finally Augustus felt into the river because he was leaning to far to the chocolate river. We should not be like Augustus Gloop. It is right that we have a desire of something, but if it is excessive, it will never be good for us. Avoid for being greedy, because everything has limitation that should not be broken. Do not let our desire controls us. Conversely, it is we, ourselves, who must control it. If we are able to do that, our greedy nature may turn into positive acts which can direct us to get what we want without causing any damage thing.

The sixth and the last is stubbornness. Stubbornness is the act or manner of being difficult to deal with. People who have this manner do not concern of what other people tell to them. In this story the act of stubbornness is shown by Augustus Gloop, Violet Beauregarde, Veruca Salt, and Mike Teavee. These four children have one similarity; that is for being stubborn. All of them were sent off from the tour with four different accidents. The first was Augustus Gloop. His mother, Willy Wonka, then his father told him to stop drinking the chocolate from the river and back to the tour, but he did not listen, then he fell into the chocolate river and sucked by one of the great pipes. The second was Violet Beauregarde. She did not take what Willy Wonka told her that the chewing-gum-meal she wanted to chew was not ready for consume yet. She chewed it, and did not stop although Willy kept telling her that she better did not do that. Then the chewing-gum-meal made Violet turned into a giant blueberry. The third was Veruca Salt. Veruca ignored Willy Wonka who forbade her to take one of the trained squirrels. Veruca then was thrown into the rubbish chute. Hundreds of the trained squirrels pulled her to the ground. The last was Mike Teavee. He did not care about Willy Wonka and her mother who forbade him to approach the large camera which could send him into the set of television chocolate. He then turned into a tiny people, just like his size in the television. From the each

story, we can see that their stubbornness did bring Augustus, Violet, Veruca, and Mike into awful situations. We cannot be like them. In making decisions about anything, we need other people's opinion, especially from those who are close to us, like our family, and friends, or from other people who are more experienced than us. Sometimes it is good to stand with our own ideas, but so is to listen to others. We are not God who is the most perfect; we are only human beings who are full of mistakes. Therefore, avoid for being stubborn. Ignoring what other people tell to us, especially if it is an advice will only make us become stunted individuals who cannot improve their life.

C. Social Moral Values

1. The Positive Social Moral Values

The first positive religious moral values is togetherness. Togetherness can be defined as the feeling of affection from being together with other people. In other words, it is an affectionate closeness. Charlie Bucket and his family showed this moral value. Charlie lived with six adult family members. They were his parents; Mr. and Mrs. Bucket, his grandparents from his father's side; Grandpa Joe and Grandma Josephine, and his grandparents from his mother's side; Grandpa George and Grandma Georgina. The whole family member lived together in a small wooden house. Although their family condition was lack of food and housing, they always spent the evenings together. On the second chapter, we can see that Charlie always went into the only bedroom in his house, where his four grandparents lied down to listen to their stories, and then afterwards to say good night. Charlie and his family showed that togetherness could help us to pass through any hard situation in this life. No matter hard our life, as long as we are together with our beloved people, we will be able to face it. We have to apply what Charlie and his family did. Togetherness with our beloved people must be number our one priority. It gives chance for us to share love and affection each other. Therefore, do not let our togetherness be estranged, because there is nothing more important than being together with our beloved people.

The second is courtesy. Courtesy is the act or manner of being polite towards other people. People who act based on courtesy will never do anything which can make other people feel offended. To respect and be respected is the thing that they always consider. In this story, the character who showed the act of being polite is Charlie Bucket. Among the five children who joined the tour in Willy Wonka's chocolate factory, Charlie was the only child who always being polite. He always appreciated people who talked to him, especially older people. When Willy Wonka introduced and talked about his inventions, the other children often interrupted, but Charlie always listened to him carefully. He never giped any of Willy Wonka's inventions, although they were strange and funny. In calling older people, Charlie also used the polite utterance. When he talked to Willy Wonka, he called him with "Mr. Wonka". It was not only in talking, Charlie was also polite in acting. During the tour, he never touched any of Willy Wonka's stuff, neither entered any room without Willy's permission. That is what

differentiated Charlie from the other children who acted based on their own will. We can learn some lessons about courtesy from Charlie Bucket. Do not interrupt when it is not our chance to talk. Do not say any word which can offend other people. Do not act based on our own will without considering others' rights. Talk and act politely toward other people, especially toward those who are older than us. If we are able to do those things, it means that we deserve to be labeled as polite people. Being polite is very important if we want to survive in our social life. A good relationship will run well if the people involved there can give respect to each other. Courtesy manner is the key to make it come true.

The third is caring. Caring is the trait or manner of showing concern and empathy towards other people's misery. People who are able to develop it are more sensitive and attentive towards other people, especially those who have bad lucks. They can imagine and feel the problems that other people have, and it evokes pity feeling in their heart. This moral value is shown by Charlie Bucket. On the story Charlie showed his concern and empathy toward the four other children who got accidents in the tour in Willy Wonka's chocolate factory for several times. The first was when Violet Beauregarde turned into a blueberry. Charlie asked Willy Wonka whether Violet will be alright again or she will always be a blueberry. The second was when Veruca and her parents toppled down into the rubbish chute. Charlie could not bear to see them felt into that hole. He was afraid that they will get into the fiery incinerator. It was shown when he asked Willy Wonka about that dangerous place. And the third was when Charlie saw the other four children were going to their home from the great glass lift. Charlie saw that Augustus's body was changed, Augustus looked flat. It made him worried, and he asked Willy whether Augustus was alright or not. And after that, the last was when Charlie saw Mike Teavee, he turned into a tiny human. Charlie said that it was dreadful for him. It means that Charlie felt pity about Mike's condition. From those Charlie's expressions above, we can see that he was a caring person who concerns about other people's misery. As human beings, we cannot just live with our own life, and do not care about other people. If they fall into hard situations, we must show our concern and empathy to them. Although it may be a little thing, but it can be something for them. Because, to know that there are other people who care and concern about us can be a motivation to pass through hard situation. The act and expressions of caring to other people is important in this globalization era. Because people tend to only think about their own selves, and do not care about each other.

The fourth is hospitality. Hospitality can be defined as a friendly reception for guests, or the act or manner of showing welcome to other people. The act of hospitality is shown by Willy Wonka. On the 14th chapter, we can see how welcome Willy Wonka was for the arriving of his guests, the four children with their parents. He greeted each of the children, one by one. He seized and pumped Augustus Gloop's hand up and down with terrific force, and called him with "My dear boy". After he greeted Augustus Gloop, he came to Veruca Salt, he called her with "My dear Veruca". And so were

Violet Beauregarde and Mike Teavee who came next after Veruca. They have their arms pumped off their shoulders by the energetic Willy Wonka. The last child who was greeted was Charlie Bucket. Willy also called him with “My dear boy”. He said that he was so glad, and so happy to hear that Charlie got the last golden ticket. Grandpa Joe was also granted by him. Willy said that it was delighted to meet him. After he greeted all of the children and their parents, he strengthened his pleasure to welcome the guests by saying that it was overjoyed, enraptured, and enchanted for their visit. Willy Wonka was very welcomed for his guests. He did show hospitality towards them. What he did was a good thing to be followed by us. Showing our friendly and good manner towards our guests will make they feel respected by us. It is an important element in building a good relation between us and them. Thus, we have to keep the act of hospitality. If we can make other people feel comfortable with us, they can also make us feel the same towards them.

The fifth is generosity. Generosity is the act or manner of being willing to give something worthwhile for other people. People who are generous do not mind to do anything they can do to help other people who need help. They love to give without considering the loss that they may have. The act of generosity is found in this story, and it is shown by Willy Wonka. As we can see on the 18th chapter, Willy gave Charlie Bucket and his grandfather, Grandpa Joe a large mug of warm creamy chocolate from the chocolate river for each of them, because he saw Charlie and Grandpa Joe looked very skinny and starving. Also on the 19th chapter, we can see Willy invented one kind of candies that can be sucked again and again without making them get any smaller. The candies was invented for children who are given very little of pocket money. And finally, on the last chapter, the 30th chapter, Willy inherited his marvelous chocolate factory to Charlie Bucket, a destitute child who lived in poverty. What Willy did is a good example which can be followed by us. Being generous might give no material benefit for us, it is even a loss. But if we give with our heart, sincerely, it will be an emotional benefit which makes us feel happy by seeing the recipients feel so. We can always be generous although we are not as rich as Willy Wonka, as long as we have an open heart willing to do that. Generosity is a very good thing to be applied in this life. Beside to help other people, it can also create a new relationship between us and the people whom we helped.

The sixth or the last is trustworthiness. Trustworthiness is the trait of deserving trust from other people. It is when people are able to have other’s people reliance. This trait belongs to those who never show any negative attitude which can make other people distrust them. This positive social moral value is pictured by Charlie Bucket. In the story, on the last chapter, Willy Wonka inherited Charlie his large chocolate factory. He trusted Charlie to keep the chocolate factory run when he gets too old to do it himself. Willy wanted for a child to run his chocolate factory. He did not want a grown-up person, because he said that a grown-up person will not listen to him. Even so, Willy did not want just any child either, he required a good sensible loving child. Charlie was the only child who acted based on his rules from the

beginning until the end of the tour, whereas the other four children ignored what he said. Charlie was the only child who had never shown any improper, nor silly behavior during the tour, that is why he did not get any accident like the other children. He was also a loving child, it can be seen when he worried about the other four children's safety, and asked Willy Wonka several times whether they will be alright or not. In short, Charlie was the kind of child whom can be trusted by Willy. From the story, we can learn that to be trusted, we have to be a good person who behaves based on the values of virtue. If Charlie was not a good child, Willy would not choose him. And so do the people in this real life. They consider a person as a trusted person or not based on what he/ she does. They will not try to make any relationship with those whom they consider as distrusted persons. People will feel worry and uncomfortable to share something with other people who they do not trust. Thus principally, trustworthiness is an important element in building a good relationship. It is like an honor and duty that we have to always keep.

2. The Negative Social Moral Values

The first negative social moral value is discourtesy. Discourtesy is the act or manner of being impolite towards other people. Veruca Salt, Violet Beauregarde, and Mike Teavee are the characters who showed this negative social moral value. The first is Veruca Salt. Veruca often ordered her father to get her anything she liked in the tour. It was not in proper ways, like a normal daughter asked her father, but in rude ways, like a boss ordered her servant. The second is Violet Beauregarde. On the 8th chapter, Violet told the crowd who came to her house that before she started chewing for her world record gum she changed her piece of gum once a day in a lift which was used by her to get home after school. She used the lift because she liked to stick the gooey piece of gum that she had finished with on to one of the control buttons. She did it to make the next person who came into the lift and pressed the button got her old gum on the end of his/ her finger. From what she said, we can see that she did it purposely to annoy other people. And the third character who showed discourtesy is Mike Teavee. When many people and reporter came into his house to report his finding for the golden ticket, Mike Teavee shouted at them angrily to be quiet, and not disturb him who was watching on his television. When he asked the crowd to be quiet, he called them with "fools". Also on the 27th chapter, when Mike jumped on the great camera, he shouted at his father and said 'see you later, alligator!'. Mike did not only being impolite towards other people, he also did the same towards her father. What those three children did is the negative example which must be avoided by us. In this life, we have to respect other people, especially those who are older than us. We should not talk with rude words towards them, moreover to annoy them with a mischief like Violet Beauregarde did. If we show no respect towards other people, either in words or actions, they will consider us as the people who do not have manners. They will not respect us, because we do not respect them either.

The second and the last is passiveness. Passiveness can be defined as the trait of ignoring other people's misery. It is when we show no reaction about other people around us who get accident or sickness. This negative social moral value is shown by Violet Beauregarde, Veruca Salt and Mike Teavee. These three children showed no sympathy, nor worry toward the other children's who got accidents in the tour with Willy Wonka. When Augustus Gloop fell into the chocolate river, and sucked by one of the great pipes, there was no one of them worried about him. They did not care of what happened to Augustus, even though they saw the accident with their own eyes. It was also when Violet turned into a giant blueberry, neither Veruca, nor Mike worried about her. And so when Veruca was thrown into the rubbish chute, Mike Teavee did not worry at all. They did not care each other; there was no sense of caring among them. What these children did is not a good example for us. As human beings, we have to show our social sensitivity by caring each other. When other people around us get accident or sickness, we have to show that we care about it. It is not only to improve our relationship with them, but it is also a kind of moral support which can help them to reduce their misery. Besides, there must be time when we also need other people's support, because life is not always fun. Thus, do not be passive, because passiveness is like a wall that can separate us with other people, whereas we are social beings who cannot live without other human beings.

CONCLUSION AND SUGGESTIONS

Conclusion

From the research which used a structural analysis, the writer found that the children's book entitled "Charlie and the Chocolate Factory" by Roald Dahl is a very recommended book to be used as a material to teach moral values for everyone, especially children. The moral values in the story are various. They are shown by each character's attitudes in the story who are mostly children. The readers can take many valuable lessons from the moral values found. We can learn how to be patient and live strong from Charlie Bucket, to be not greedy like Augustus Gloop, to be not bossy like Veruca Salt, to be not silly like Violet Beauregarde, and we can also learn to be not extremely stubborn like Mike Teavee. They are only few examples of 25 moral values in this story. Beside of its richness of moral values, this story is also a very suitable story to be read for children. The characters are various, and every character has a very strong personality, so that children can easily recognize each of them. The plots are simple and in line, children will not have any serious problem to follow every event in the story. The setting is very attractive, because it is mainly taken in Willy Wonka amazing chocolate factory which is full of many peculiar and imaginative rooms. And the more important point is, that this story is a 'safe' story for children, because there is no any mature content in it. Thus, Charlie and the Chocolate Factory is not only a good material used for every parent and teacher who want to teach their children about moral values, but also to improve their reading ability and imaginative thoughts.

Suggestions

The suggestions are put as follow; (1) All English teachers should be able to use literature as their teaching materials maximally. It is not only to improve students' English skills, like reading, writing, speaking, and listening, but also to implant the values of morality for them. (2) The writer suggests every English teachers, or the candidates to use "Charlie and the Chocolate Factory" by Roald Dahl as the teaching material about moral values for their students. Because, the story is easy to be understood, and does not content any prohibited matter, and the more important it is enriched by various kinds of moral value. (3) Teachers are expected can use the moral values found to maintain their professionalism. Love and fortitude from the religious moral values are required to make teachers become more patient to face any kind of students. From the individual moral values, there are creativity which helps teachers to create the more attractive and innovative materials of teaching, intelligence which makes teachers to be able to master their knowledge and comprehension about what they teach, optimism which improves teachers' confidence and spirit, and carefulness which can avoid teachers to do any dereliction. Whereas from the social moral values there are togetherness which creates chemistry between teachers and their students, courtesy which controls students' attitudes toward their teachers, and caring which makes teachers become more attentive towards their students' development. (4) Students are hoped can apply the positive moral values and avoid the negative moral values from the story into their real life as well as the teachers should do. The religious moral values are expected can push them to be more faithful and can piously obey their religions' taught. The individual moral values are hopefully can improve their positive natures and skills for their self-development. And the social moral values are also desiderated can help them to comprehend about the importance of having good relationships with other people and society. By applying the three types of moral values found, hopefully, they will be able to sharpen and defend their good natures from many temptations in this globalization era which can cause them to do deviations. (5) For parents, the writer urges them to be more attentive for their children's moral development. One thing that they should do is to pay more attention on what their children read. Parents must direct their children to read appropriate and worthwhile reading material like "Charlie and the Chocolate Factory" for instance, because their reading materials can influence their mind set that rules the way they think and act. (6) The last but not least, the writer hopes that the readers, especially the students of English study programme who are also English teacher candidates, can apply the moral values in the story into their real life, so that they can become a good model for their students in the future.

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