

AN ANALYSIS OF THE INTRINSIC ELEMENTS AND MORAL VALUES IN BAD GENIUS MOVIES

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ABSTRACT

Moral values are the most important thing we learn from our experiences, activities, or even stories. Morality has to do with positive and bad things for a human being to change his/her life. This research is a literary study on intrinsic elements and moral values in the movie "Bad Genius". There are two research problems proposed from this "Bad Genius" analyzing film. They are: (1) To find out the intrinsic elements of movies "Bad Genius", (2) The moral values found on this film. It aims at identifying and describing the types of intrinsic elements and moral values in the movie, by applying a qualitative method. This study employed the framework of intrinsic elements as suggested by Woods, G. (2008) and moral values as suggested by Linda and Eyre (1993). The subject of this research is the "Bad Genius" movie and the intrinsic elements and moral values are the objects. Based on the result of this study the researcher found intrinsic elements and some moral values contained in the movie "Bad Genius". The researcher hopes those values would be useful for the Viewers and the readers of this research has their life guidance to be better persons.

Keywords: *Moral Value, Bad Genius, Movie.*

INTRODUCTION

Literary work is a picture of human thought that was poured into a media. They are divided into two kinds; informative literature and imaginative literature. Informative literature tell about facts, history, explanation, and great life figure, while imaginative literature are fantasy using connotative language and qualified aesthetic art. Literature includes the writing experimented result within language form to produce creative images or ideas that involve the readers' imagination deliberately and creatively (Goodman, 2001). Literature an expression of an author's expression in the form of written or oral work, based on the author's thoughts, opinions, experiences, in an imaginative form through language media. Literary works have benefits for human life because they can entertain, add knowledge and enrich readers' insights.

The main generic of literary work is divided into three kinds, namely poetry/poem, prose, and drama/movie. Different from poetry and novel that consist of written text, movie is a more complete mass media because it uses moving pictures and sounds to tell a story. (Hornby, 2005) explains that movie is a series of moving pictures recorded with the sound that tells a story shown on television or at the cinema or theater. According to (Sapp, 1986) movie is a motion picture which is considered as a source of entertainment or as an art form. Movie does not only tell a story or provide entertainment but also give a unique and interesting artwork due to the ideas that are poured in the form of live images.

Movie could be used as a form of entertainment, critics, propaganda, political and advertising tools, and as well as education tools. Educational messages in a movie could be used as means of learning to inculcate moral values. In general, the most important element in a movie is

moral value. It is one of the aspects that build the elements of the movie which involved the theme, plot, character, characterization, setting, and point of view.

Moral values deliver a message in the form of advice. According to (Bertens, 2002) moral values are concerned about one's actions as a human. Thus, moral values include the understanding of good and bad of human actions based on the norms applied in a society. The sense of good and bad in certain things is relative. It means one thing which is considered good by a person or a nation, is not necessarily the same with other person or other nations. (Keraf, 1991) morality is acts as a regulator and instructions for humans to believe in order to be categorized as a good human being and can avoid bad behavior.

Consequently, using movie in the teaching process to the students is a good idea to teach moral value interestingly. A movie entitled "Bad Genius" for example. This film is perfect for teaching students moral values about honesty. Bad Genius is a 2017 Thai film produced by Jor Kwang Film and distributed by GDH 559. This film, directed by Nattawut Pooniriya, tells the story of a group of schoolchildren who try to manipulate the student admission selection system for US colleges known as SAT, or in this film it is called STIC. It all started when Lynn entered her new school which her father thought was able to provide a greater opportunity to study abroad. Lynn, who is classified as a genius for high school children, half-heartedly accepted his father's request. But his closeness to the beautiful, friendly, but silly Grace brings more opportunities for Lynn than simply chasing after the grades she so easily gets. Together with Grace and her rich and stupid boyfriend, Pat, Lynn runs a system of mass cheating, which many students attend at the school and make a lot of money for it. On the way to running this 'illicit' business, the three of them meet with a Bank which is Lynn's toughest 'rival'. Bank and Lynn are like twins of different sexes and characters. They are both genius children from lower middle class families who are 'trapped' in elite and superior schools, are raised by single parents, and have a sense of responsibility for family conditions. But Bank and Lynn looked at this cheating business very differently. Lynn tends to be pragmatic and a side job as a test jockey is a great opportunity. As for the Bank, he really holds the principle of not cheating. Until then, the four of them together became a team to carry out the plan to break into the STIC international examination surveillance security system.

There are many previous researches which is related to moral values, such as (Johardianto, Herawati, & Ningsih, 2018) with the title "AN ANALYSIS OF MORAL VALUE IN 47 RONIN FILM". The purpose of this study is to find moral values in the film 47 RONIN. (Wijayaningdyah & Sutrisno, 2018) with the title " THE MORAL VALUES IN "CHICKEN RUN" MOVIE", the research objective is to find moral values in films CHICKEN RUN. Etc.

According to the research background, the objectives of this research are (1) To find the intrinsic elements in Bad Genius movies, (2) The moral values found on this film.

THEORETICAL FRAMEWORKS

Literary work is an aesthetic work produced by the creativity of an author. According to (Minderop, 2016) literary works are the reflection of feelings and thoughts. It is a medium used by authors to express thoughts, ideas, and feelings through imagination and creativity. In this context, the author's imagination arises through what he has seen and felt from real life. The essence of literary work cannot be separated from the realities that occur in everyday life. Indeed, it is necessary to learn more about literature because literature helps us to recognize human life and extend our minds. literary works also make us add knowledge and insight.

Movie

Movie is the most popular form of entertainment and educational media. It provides a visual presentation and facilitates the audience in understanding it. According to (Sapp, 1986)

movie is a motion picture which is considered as a source of entertainment or as an art form. It becomes an important form of art to learn various aspects through it. Movie as a work of art is born of the process of creativity that must have its charm. The result of this creativity comes from the author's imagination as the product of creativity that might originate from reality. Movie does not only present the results of the creative process of an author but also provide messages and motivate the audience to reflect on problems that occurred in society.

Movie an audio-visual communication to convey to a group of people who particular place. According to Hornby (2005:573), film is a series of moving pictures recorded with sound that tells a story, shown on television or at the cinema/film theater. The movie is not always to as an entertainment but also recognized as an art form. Boggs and Petric (2000:3) said that the tremendous expense involved in producing motion picture reminds us that film is both industry and art and also employs the compositional elements of the visual art. Message films on mass communication can be anything depending on the mission of the movie. However, in generally a movie has a variety of messages, both the message of education, entertainment and information. The movie is also regarded as a powerful communication medium for the masses to be targeted, because of its audio visual, the image and sound live. With images and sound, the movie is able to tell a lot in a short time. Basically, the films divide into two basic divisions, namely the category of feature films and non story. Another opinion classify into fiction and non-fiction.

Kind of Movie

As people have already known, there are many kinds of movie genres. A genre is a word for a type of movie or a style of movie. Movies can be fiction (made up), or true, or a mix of the two. there are some main movie/film genres, as the following :

1. Action
It is a movie where action sequences, such as fighting, stunts, car chases or explosions, take precedence over elements like characterization or complex plotting. The action typically involves individual efforts on the part of the hero, in contrast with most war films.
2. Comedy
Comedies are light-hearted plots consistently and deliberately designed to amuse and provoke laughter (with one-liners, jokes, etc.) by exaggerating the situation, the language, action, relationships and characters.
3. Horror
Horror films are designed to frighten and to invoke our hidden worst fears, often in a terrifying, shocking finale, while captivating and entertaining us at the same time in a cathartic experience.
4. Musical
Musical/dance films are cinematic forms that emphasize full-scale scores or song and dance routines in a significant way (usually with a musical or dance performance integrated as part of the film narrative), or they are films that are centered on combinations of music, dance, song or choreography.
5. Science Fiction
Sci-fi films are often quasi-scientific, visionary and imaginative complete with heroes, aliens, distant planets, impossible quests, improbable settings, fantastic places, great dark and shadowy villains, futuristic technology, unknown and unknowable forces, and extraordinary monsters ('things or creatures from space'), either created by mad scientists or by nuclear havoc.

Intrinsic Elements

A movie must have some intrinsic elements to build in its totality. The interinsic elements are used by the author to express his ideas. (Woods, 2008) states that there are some interinsic elements included a movie, namely:

1. **Theme**
Theme is the main idea that gives an important point of the story in the movie's content. The main idea is shown through stories and scenes in the movie. According to (Baldick, 2001) theme is the main abstract ideas contained in a literary work that is repeatedly raised within explicitly or implicitly through repetition of motives in a movie.
2. **Plot**
The plot is a series of stories in a movie. (Staton, 2007) says that plot is a sequence of events in a story, each event is only connected with cause and effect, one event caused by another event.
3. **Character and characterization.**
A character is a person in the story of a movie. According to (Baldick, 2001) characterization is the presence of characters in the story which invited the audience to interpret their quality through words and actions.
4. **Setting**
Setting is the situation illustrated in a story. (Staton, 2007) states that setting is the environment that surrounds an event in a story and interacts with ongoing events.
5. **Point of view**
Point of view is a technique, strategy, and tactic which is used by the author to convey the ideas of the story. According to (Sugiarti, 2001) point of view is the strategy or technique that is deliberately chosen by the author to express the idea of the story.
6. **Moral value**
Moral value concerns something good and bad for human to change in one's life. It is should be effectively applied in life. According to (Linda & Eyre, 1993) moral value is a result of valuing the process of human values in life. It is a significant element in this life because it guides people to be a better person. In this paper, moral value is one of the most important elements of a movie, because it presents good and bad values through the stories in a movie and contains material to be a lesson that could be implemented in one's life.

Types of Moral Value

According to (Linda & Eyre, 1993), moral value is divided into two kinds. They are explained as the following.

1. Value of Being

The value of being is a value within human beings which are involved in their behavior and how to treat others. There are some types of value of being, namely:

- Honesty is the suitability between what is delivered or spoken in accordance with the action. Honesty has a sense of compatible with the facts that exist and nothing to hide. (Linda & Eyre, 1993) state that honesty is the same as the inner strength and confidence that is bred by exiting truthfulness, trustworthiness, and integrity.
- Courage is the ability to confront the problem and take some decisions for the sake of kindness. According to (Linda & Eyre, 1993), courage is daring to attempt something difficult that is good and not to follow the crowd, brave to say no and influence others with it.
- Peace of ability is the capability of facing a problem calmly and patiently. (Linda & Eyre, 1993) explain that peace of ability is the tendency to try and accommodate rather than argue. They also define peace of ability as calmness, peacefulness, and serenity.
- Self-confidence and potential. Self-confidence whows you are sure of your ability and your talent. According to (Linda & Eyre, 1993), self-confidence is the individuality, awareness, and development of gifts and uniqueness. They

explain that self-confidence is the same as we make decisions with our actions and give ourselves superiority.

- Self-discipline and moderation. Self-discipline means being able to control and balance all the activities and actions that will be faced by a person. This includes self-discipline towards something as well as self-discipline in terms of physical, mental, and financial (Linda & Eyre, 1993). Meanwhile, moderation is benevolence that is chose by someone to create and balance something in life.
- Fidelity and chastity. Fidelity is one of the someone's character which is shown through faithfulness and support of oneself continuously. According to Orwin (2000), fidelity is the adherence to an actual treatment determined by someone to arrange the quality or state of himself to be faithful, while chastity is the virtue that moderates our sexual desires (Halwani, 2013). Chastity protects oneself from sexual desire before marriage or abstention from unlawful sexual intercourse.

2. Value of Giving

Value of giving is a value provided by a person to someone else. This value includes something which is not visible but valuable. There are some types of value of giving, namely:

- Loyalty and dependability. Loyalty is the earnestness in implementing and carrying out something. Loyalty is not only a matter of the action, but also a matter of how to think, and how to motivate (Keller, 2007). Meanwhile, dependability is the consistency of performance or behavior (Linda & Eyre, 1993). Dependability is one of a person's inner part. It is usually assessed by others through the consistent of the actions, attitudes, and behaviors of someone. It is seen through their support, service, and contribution such as to the family, neighbor, organization, institution, company, etc.
- Respect is to pay attention to another person's beliefs. Respect becomes a deep feeling for something or someone because of the abilities, qualities, and achievements of someone. (Linda & Eyre, 1993) state that there are some types of respect applied in life: polite and respect to the family, to the neighbor, to property, to someone who is older than us, to the environment, to nature, to the rights and religion of others, self-appreciate and avoiding self-distraction.
- Love and Affection. Love is a deep feeling felt by individual and it has a meaning. It is difficult to describe and express by words, it is poured in the form of attention and action. (Linda & Eyre, 1993) state that love is the deepest expression of longing and feeling whereas affection is defined as one of the human instincts. It could be defined as feelings of dear to someone.
- Unselfishness and sensitivity. Unselfishness is the same as helping others when he/she gets into trouble (Sinha, 1984). Unselfishness is one of the primary virtues which done by someone to another. It is the way a person is more concerned about others than his or herself. Sensitivity is defined as becoming more extra-focused and not self-selfish (Linda & Eyre, 1993). Sensitivity means trying to learn people's feelings where sense of sensitivity and empathy to a person's problem leads to starting to help that person from the beginning. This feeling appears because of the sense of brotherhood that makes someone have more empathy and tolerance for others.
- Kindness and Friendliness. Kindness is a form of caring for something, rather than categorizing it (Salzberg, 2011). Kindness is the human's strength that influenced well-being, whereas friendliness is something that could determine the kindness (Linda & Eyre, 1993). Friendliness refers to the attitude that prefers to understand rather than confront it. It is also related to a smile and a warm greeting.
- Justice and mercy. According to (Linda & Eyre, 1993), justice is the adherence to fairness, law, play, and work. Meanwhile, mercy is a statement of kindness or

pity that gives relief to unfortunate people. Justice is the key concerned for people in an organisation.

METHOD

A descriptive qualitative methodology is the research design used in this research. Pursuant to Creswell (2008), qualitative research is a type of research where the researcher is highly dependent on information from objects or participants, explain and analyze the word, and conduct the research subjectively. The researcher attempted to represent the types of intrinsic elements and moral values found in the movie "Bad Genius" following this research design. By examining the words, expressions, and acts linked to the intrinsic elements and moral values in the film, the intrinsic elements, and moral values were obtained from the script movie "Bad Genius" and tangible video.

The technique of data collection that the researcher used to obtain the data in this study is the document analysis. Document analysis is a type of qualitative research in which documents are reviewed by the analyst to assess the theme of the assessment.

FINDINGS AND DISCUSSIONS

Intrinsic Elements Of "Bad Genius" Movie

Intrinsic Elements (intrinsic) are the elements that build the literary work itself. Intrinsic elements of a Movie (directly) participate and build the story. The intrinsic elements of the movie are a theme, plot, character and characterization, setting, and point of view.

1. Theme
The theme in Bad Genius movie is honesty and trust. This novel also talks about the importance of friendship and togetherness. Hope, hard work, and optimism are also reflected in this movie lot.
2. Plot
The plot in Bad Genius movie can be explained into four parts as follows:
3. Exposition :
Lynn, a high school student who lives with her father, was accepted into a prestigious school because of her achievements. There she befriends Grace and begins helping Grace cheat on exams after finding out their teacher has leaked questions in private tutoring. She is later approached by Grace's rich lover Pat who offers her a payment in return for helping her and her friends. Reluctant at first, Lynn agreed when she learned that the school was accepting payments from her father, who earned a modest income as a teacher. Lynn designed a signaling tool and used it to send answers to exams. But his cheating was accidentally exposed by another top student bank. He was in his father's team and his school which delayed scholarships and opportunities to apply for international scholarships at the university level.
4. Conflict :
Lynn returns to the business when Pat and Grace ask to help them get the STIC test for international standard university admissions, a scheme that will earn them millions of baht. But Lynn explains to them that she can only do it with the help of the Bank and the Bank will never join them. But the Bank who comes from a poor family and risked his future for the same university scholarship was attacked by street thugs and missed the exam. Lynn next approached him with the offer and the Bank Agreed. They make preparations.

Lynn and Bank fly to Australia to get pre-test held globally on the same day and send back Grace and Pat's answers for distribution to their clients. But on the night of their flight, Pat slips that he's the one who ordered the thugs to beat up the Bank and force him to join their scheme. Enraged, Bank attacks Pat and leaves. Lynn, who was surprised to hear this, began to rethink his actions. But the Bank confronts Lynn again telling her to finish what she started. Bank and Lynn's relationship develops even further when they fly to Sydney

5. Climax :

On the day of the STIC, they finished the first session according to plan but the bank was nervous and was caught. Lynn struggled to memorize the ending and finally got through it. She was chased by the test administrator after pretending to be sick and leaving the test center early but was released when the Bank explained to the staff that she didn't know her.

6. Resolution :

Returning to Lynn's house finds that their scheme is a huge success but that experience decides to turn her back on her fellow conspirators. Sometime later he visited the Bank which had invested its share in fixing Mrs. Bank's laundry business. The bank invited Lynn to start a different scheme this time with a wider range of clients taking the GAT & PAT exam. He refused to explain to him that he had made his choice. Lynn in the end confesses to her father who comforted her and helped her redeem herself filing formal recognition with the STIC organization.

- Character and characterization

The main characters in the movie *Bad Genius* are as follows:

7. Rinrada Nilthep (Lynn) :

Lynn is a genius girl from a simple family. He's a left-handed person. He only lived alone with his father since his parents divorced when Lynn was a baby. Since first grade, he always won first place. When he was in grade 7, he received a GPA of 4.00 and was an honorary student up to grade 9. He won many competitions in various fields. First prize in inter-school math competition, national crossword puzzle champion, swimming sports achievement champion, and many other fields. Besides, he is good at playing the piano and likes classical music. He is a diligent person, loyal friends, high self-confidence, cares about the people closest to him, a little materialistic, full of terrible brilliant ideas, full of surprises, responsible, and always appreciates something.

8. Grace :

Grace is Lynn's first friend. He is a figure who does not have more intelligence in academics and is among the richest children. However, he is an expert in extracurricular acting. So, it's no wonder he's good at persuading Lynn to help him with schoolwork. She has a pretty face, is innocent, whiny, clumsy, and easily confused, but very kind to Lynn.

9. Pat :

Pat is Lynn's classmate and Grace's boyfriend. He is the son of the owner of a star hotel, "Patton" and is known to be very rich. He seemed to overdo everything. His figure is a little silly, cunning, and never thought carefully in doing something. This spoiled child has an arrogant and stubborn nature, so it's no wonder he has to get everything he wants no matter what. However, despite all his vices, he is a figure obedient towards his parents and a little bit timid.

10. Thanaphon Viriyakul (Bank) :

Bank was a rival in all of Lynn and her two friends' plans, but she was very honest. He is one of the smartest scholarship recipients in school and has been a rival to Lynn since junior high. Although clever, detailed and so thrifty, he was not a tidy person. He is very mysterious and a little cunning. He had an innocent and stiff face, but his expression was obvious when he was nervous. Banks are very good at memorizing. He had trained this high memory from childhood with his late father by playing memory; memorize the decimal Pi, people's names, and more. Bank is a figure who works hard and really cares about his mother. She helps her mother run a small laundry business. When at school he always saw cheating that occurred among his friends and complained to the teacher.

Settings

The settings in the movie *Bad Genius* are as follows:

Setting of Place :

Place setting directs to the location of the incident in a story. The story revolves around school, classroom, Sydney, library, principal's room, Lynn's house.

11. Setting of Time :

Time setting is related to the problem when the event occurs in a story. when this movie happened, that was when the main characters were in school, namely during the day and morning, and at night when the main character was at home.

Point of View

In the film *Bad Genius*, Nattawut Pooniriya uses an objective point of view. This is a third-person narrative in which the writer uses this technique to refrain from sidelining, commenting on actions, or greeting the audience. The author becomes the seeing eye who reports but does not interpret.

Moral Values In “Bad Genius” Movie

It was found that there were six types of moral values found in the movie "*Bad Genius*". They are honesty, peace of ability, self-discipline, love and affection, respect, and finally, kindness and friendliness.

Honest

1. Minute scene 00: 11: 33–00: 11: 54 where Lynn writes her test answer to be given to Grace. Although Lynn did it voluntarily, but here Lynn and Grace did the exam questions dishonestly. In this film, their cheating gives the understanding that a small lie starting from oneself will definitely harm in the future for him as well as for others. Therefore, doing something must be honest, supervised or not in order to be trusted by others. Their actions are mistakes, therefore this film conveys an implicit moral message.
2. Scene 00:29:57 - 00:30:38, Tong asks the bank for a cheat sheet and will pay for it worth 1.2 million. But the Bank only showed an astonished expression and left Tong instead. This means that the Bank acts honestly and is not persuaded by the money that Tong will give. And again, the honesty of the Bank was put forward by Lynn.
3. Scene minute 00:32:23 - 00:34:11, Bank informs Lynn by writing on paper when she will collect her exam answer sheets. Then he dropped it beside Lynn's bench. The paper reads, "be careful, Tong cheating on you!" in Thai script. Lynn just smiled and nodded. After that, the Bank tries to convey this to the supervisory teacher. Thus, the Bank does not

cover up the fraud committed by its own friends. Although cheating was not done for him. He tried to convey the truth so that neither party would be harmed.

4. minutes 00:42:13 - 00:42:27. The bank answered questions posed to Lynn. Seen in the following dialog:

Principal: "Will you explain, why? If you don't want me I'll kick you out."
(Principal asked Lynn, but Bank answered)

Bank: "Because of money, Dong paid me to do his test papers. 1.2 million He admitted that he would be paid by Tong if he was willing to cheat."

The things that the bank said proved that he was honest, not hiding facts that would embarrass him, Lynn, and also Tong.

5. scene minute 01:55:03 - 01:56:18 Lynn began to confess, during a job interview and did not cover up her mistakes.

Interviewer: "Being a teacher is not just about academics. Do you think you can set a good example?"

Lynn: "I won't lie. I did a lot of bad things in the past. But I will use it to teach myself and others."

Interviewer: "What a waste. You've accomplished a lot. You can register for scholarships and study abroad. Are you not interested in that?"

Lynn: "I think others are more appropriate."

In the interview, Lynn could have covered up all her "crimes" in order to be accepted while maintaining her good name. In addition, he could excel in his achievements and intelligence, but he was very brave enough to admit all his badness.

Peace of Ability

6. Scene minute 00:09:10, Lynn who was looking at Grace's gloomy face and whispered, "That's enough. Take a deep breath, clear your mind. " Even though he is famous for his intelligence, then Lynn doesn't just ignore his friends who find it difficult to do exam questions. He took a moment to look back and instructed Grace to stay calm.

Self-discipline

7. Seconds 01:09:26 - 01:09:29 the left hand can be seen the bank is sending the answer key in the toilet as practice for execution in the STIC exam in Sydney. The bank managed to complete his "mission" on time, so he proved that he is very disciplined even at the training stage.
8. Scene minute 01:21:19 Lynn starts adjusting her watch in Sydney during the briefing before the STIC exam begins. What Lynn does is a sign that he is someone who is disciplined and respects time so that he can carry out what he is planning according to schedule.

Love and Affection

9. Scene minute 00:23:18 - 00:23:24 Lynn buys her father a new dress that is fairly expensive as a form of affection. Lynn wanted her dad to feel like wearing new, expensive clothes like everyone else. Lynn is seen as someone who loves and cares for family.
10. Scene minute 02:02:01 - 02:02:04 Lynn's father continues to encourage Lynn. Even though Lynn had lied and disappointed her many times, she didn't judge Lynn or stay angry. Lynn's father was always there for Lynn by giving support, strengthening, and convincing Lynn. He seemed very happy and proud of the honesty done by Lynn. Family is a place to return to and always accepts Lynn with her mistakes.

Respect

11. Scene minute 00:05:40 Grace clasps her hands in front of her chin in tribute to the cameraman. here grace was very polite to the cameraman and the tribute was done as a request for permission to view the shots to Lynn
12. In the 00:40:05 minute scene, Lynn and Tong were called to face the principal's office. Before entering, they did not forget to salute the principal by cupping their heads in front and bowing their heads. they show their respect to those who own the place and who are older than them.
13. Scene minute 01:39:28 - 01:39:30 Grace and Pat salute Lynn's dad and say "good morning" when Lynn's dad arrives at Grace's printery. when Lynn's father kissed his daughter's lies about visiting overseas as a follow-up to yesterday's "Teen Genius" competition. Instead of running or hiding, the two of them greeted and saluted Lynn's father, even though their lying was not worthy of emulation.

Kindness and Friendliness

14. Scene minute 00:07:37 Lynn was very sincere in helping Grace to start teaching her math. Making friendships does need to care and understand each other, like Lynn who cares about Grace's ability who is not as smart as herself to understand lessons.

CONCLUSION

According to (Sapp, 1986) movie is a motion picture which is considered as a source of entertainment or as an art form. Movie does not only tell a story or provide entertainment but also give a unique and interesting artwork due to the ideas that are poured in the form of live images.

Movie could be used as a form of entertainment, critics, propaganda, political and advertising tools, and as well as education tools. Educational messages in a movie could be used as means of learning to inculcate moral values. In general, the most important element in a movie is moral value. It is one of the aspects that build the elements of the movie which involved the theme, plot, character, characterization, setting, and point of view.

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A movie must have some intrinsic elements to build in its totality. The interinsic elements are used by the author to express his ideas. (Woods, 2008) states that there are some interinsic elements included a movie, namely:

1. Theme
2. Plot
3. Character and characterization.
4. Setting
5. Point of view
6. Moral value

According to (Linda & Eyre, 1993), moral value is divided into two kinds. They are explained as the following. Value of Being and value of giving.

Intrinsic Elements (intrinsic) are the elements that build the literary work itself. Intrinsic elements of a Movie (directly) participate and build the story. The intrinsic elements of the movie are a theme, plot, character and characterization, setting, and point of view. It was found that there were six types of moral values found in the movie "Bad Genius". They are honesty, peace of ability, self-discipline, love and affection, respect, and finally, kindness and friendliness.

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