

MORAL MESSAGES AND EDUCATIONAL VALUES IN THE FILM *JUMBO*

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Abstract

This study aims to analyze the moral messages and educational values contained in the animated film *Jumbo*. Literature serves as a medium for conveying ideas, experiences, and values that can influence audiences positively. As a literary and audiovisual work, film not only functions as entertainment but also as a means of education and character development. This research employs a descriptive qualitative method through literature review by examining theories of literature, moral messages, and film, as well as analyzing the storyline and characters presented in *Jumbo*. The findings reveal that the film contains various moral messages, including self-confidence and self-acceptance, the importance of avoiding bullying, friendship, courage in facing challenges, and family affection. These values are reflected through the experiences of the main character, Don, who struggles against social stigma and learns to develop confidence with the support of his family and friends. The film also emphasizes educational values related to character building, empathy, perseverance, and respect for others. Therefore, *Jumbo* can be regarded as an educational film that provides positive lessons and contributes to the moral development of audiences, particularly children and adolescents.

Keywords: moral messages, educational values, *Jumbo* film.

1. Introduction

Etymologically, the word *literature* is derived from the Sanskrit language, from the root word *cas* (meaning to teach or give instruction) and the suffix *-tra* (meaning tool or instrument). Thus, literature can be understood as a tool for teaching, a guidebook, or instruction. Literature cannot be separated from its products, which are known as literary works. The definition of literature itself is very broad and depends on who defines it.

Damono (2021) defines literature as a social institution that uses language as its medium of expression. Literature also portrays human life and social realities. Pradopo (2021) states that literature is a form of creative or fictional work that is imaginative, uses beautiful language, and possesses meaningful value for society. Therefore, literature can be concluded as an art form that uses language as its primary medium to convey ideas, imagination, and human experiences.

Literary works are divided into two categories: fiction and non-fiction. They can also be classified based on their functions and the era in which they were created. However, regardless of their form, function, and period of creation, literary works remain a medium that can unite people. They can touch readers' hearts, provide knowledge and learning experiences, and serve as a medium through which writers express their feelings, hopes, and aspirations.

A moral message is an advice, lesson, or life teaching that an author intends to convey to readers or audiences regarding values, norms, and ethics. These messages serve as guidelines for how people should behave, interact, and act.

Moral messages are often found in various forms of literary works, such as novels, fairy tales, films, short stories, and others. They are usually conveyed implicitly through the conflicts and plotlines developed by the author. Moral messages can also be found in life experiences, advice from parents, teachers, religious leaders, and community figures who provide lessons about right and wrong in life.

Moral messages are often associated with themes in films, fairy tales, and other literary works. However, they have different focuses. Moral messages are more practical and directive, aiming to guide human behavior toward positive character development (for example, honesty always brings benefits). In contrast, themes are broad central ideas underlying a story and are open to various interpretations (for example, the theme of nationalism).

Jumbo is Indonesia's first fantasy-adventure animated film, directed by Ryan Adriandhy in 2025. The film tells the story of Don, an overweight boy who is frequently mocked by his peers and strives to perform in a local talent competition. The animated film became one of Indonesia's most successful films and received numerous awards.

2. Literature Review

2.1 Literature

Riyanto (2000:2) explains that literature is the art of language because it represents thoughts or expressions conveyed through language. Literature is also a collection of works that express human feelings and truths about behavior through broad perspectives. Literature is viewed as an expression of imagination and social realities through language, enabling it to have positive impacts on readers and society.

According to Suarta and Dwipayana (2022:10), literary works are media for expressing ideas and creativity while encouraging readers to discuss ongoing social issues. Literature is also used to convey social criticism, cultural issues, and social phenomena. The benefits of literary works for society include:

- a. Raising awareness about truths in life.
- b. Providing knowledge and understanding about human beings and their environment.
- c. Offering emotional and spiritual satisfaction.
- d. Presenting aspects of truth, such as historical struggles.
- e. Addressing universal issues rather than limited stories.
- f. Providing aesthetic value.
- g. Encouraging appreciation of social and religious values.
- h. Preserving national culture.

From the explanations above, literary works can be defined as written creations resulting from an author's imagination, utilizing linguistic elements and serving as artistic media for criticizing social issues within society.

2.2 Moral Messages

A message is a set of verbal or nonverbal symbols representing feelings or ideas from a source. The most important aspect of a message is its content because it forms the essence of communication.

The term *moral* originates from the Latin word *mores*, the plural form of *mos*, meaning customs or habits. In the Indonesian Dictionary, morality refers to the determination of whether an action is good or bad. The standards for judging morality are based on societal norms.

A moral message is a lesson that can be learned from stories, films, events, novels, and life experiences, providing guidance toward a positive and meaningful life. Moral messages may encourage people to be honest, respect parents and others, work hard to achieve goals, take responsibility for their actions, help those in need, maintain friendships, love and support family members, and many other positive behaviors.

2.3 Film

Film is an artistic work containing concepts related to humanity, education, society, economics, ideology, history, culture, and many other aspects. Jay Black (2000) states that the functions of film are: (a) to inform, (b) to entertain, (c) to persuade, and (d) transmission of culture.

Films possess significant advantages because they can be enjoyed by all groups of people, from highly educated individuals to those who are illiterate. Effendy (2021) describes film as a powerful medium of mass communication, serving not only as entertainment but also as a medium for learning.

3. Method

The research method employed in this study is qualitative research. According to Creswell (2022), qualitative research aims to explore and understand meanings that individuals or groups ascribe to social or human problems. Meanwhile, Moleong (2021) explains that qualitative research seeks to understand phenomena experienced by research subjects, including behavior, perceptions, morals, and motivations, through descriptive words within a natural context.

Therefore, qualitative research can be defined as a research approach that focuses on obtaining an in-depth understanding of social phenomena, human behavior, and individual experiences in their natural settings. This approach produces and analyzes descriptive data in the form of words, images, and behaviors rather than numerical data.

4. Finding and Discussion

Jumbo



Jumbo is Indonesia's first animated children's film that tells the story of a boy named Don, who is raised by his grandmother after his parents die in an accident. Don is frequently mocked by his peers because of his overweight body and slow movements. Despite this, he is kind, imaginative, and highly motivated. Don is determined to prove that he also has talents and strengths.

The film explores themes of friendship, family, courage, and self-acceptance. Through the support of his grandmother and friends, Don gradually develops self-confidence. During the Seruni Village Festival, Don learns that success and greatness are not determined by physical appearance but by hard work, prayer, and kindness.

The moral messages conveyed in *Jumbo* include:

- a. Self-confidence and self-acceptance. Every person has strengths and weaknesses and should learn to appreciate themselves as they are.
- b. Avoiding bullying. Mocking or belittling others because of their appearance or family background can hurt their feelings.
- c. The importance of friendship. Good friends support, help, and care for one another in all situations.
- d. Courage in facing challenges. Fear is natural, but it can be overcome through courage, determination, and self-confidence.
- e. Family affection. Family is the first place where individuals learn values and character. Family support helps children grow, build confidence, and pursue their dreams.

Jumbo is not only entertaining but also provides valuable character education. It teaches the importance of self-acceptance, respecting differences, building friendships, and facing challenges courageously. Therefore, the film is suitable for audiences of all ages, including

children, teenagers, adults, and parents, because it contains moral values that are relevant to everyday life.

Findings

Table 1 scene 1

<i>Sign</i>	Picture 1 (7:13-8:56) A group of boys are playing a traditional ball game on a field. Don, a large-bodied boy, has difficulty catching the ball. Instead of receiving support, he becomes the target of mockery from Atta and his friends, indicating an act of verbal bullying directed at Don. Atta: “You invited Jumbo? Aren’t you afraid of losing?” Friends: “Oh no, he keeps dropping the ball!” Don: “Let me get it! I’ll do it!” <i>(Don runs and successfully catches the ball.)</i> Don: “Got it! The little knight has caught the falling star! Here, take it so we can win!” Atta: “Jumbo, Jumbo... the game is already over. You’re such an easy opponent. There’s no way you can do it. Just go home! Wash your feet, wash your hands, and go back to telling your fairy tales! Hahaha! Fatty!”
Interpretant	This scene conveys the moral message that bullying, whether expressed verbally or nonverbally, is a harmful behavior that should not be tolerated. The scene highlights that ridicule and discrimination based on physical appearance can have significant psychological and emotional consequences for the victim. It emphasizes the importance of fostering respect, empathy, and social awareness in interpersonal relationships. Through this representation, the film encourages viewers to value diversity, treat others with dignity, and contribute to the creation of a positive and inclusive social environment.
Analysis Scene	This scene illustrates how physical differences are frequently used as a basis for mockery and discrimination, which may cause emotional distress to the individual being targeted. The scene conveys the moral message that bullying, whether manifested through verbal expressions or dismissive attitudes, cannot be justified due to its harmful impact on the victim's psychological and emotional well-being. Consequently, the film emphasizes the importance of respectful communication, empathy, and appreciation of individual differences as essential values for fostering a healthy and harmonious social environment.

Table 2 scene 2

<i>Sign</i>	 Picture 2 (14.20-15.07) Don presents an idea for the Seruni Village Festival in front of his friends, appearing hesitant and lacking self-confidence. After opening a storybook left behind by his mother and reading a note inside it, Don becomes more confident and proposes an idea for the festival, asking his friends to help him. Grandmother: “Don, why don’t you want to perform a storytelling act?” Friends: “Yeah, it’s okay! If you don’t want to tell a story, you can do acrobatics with my goats instead! Hahaha!” Don: “What’s this, Grandma? What is this writing?” Grandmother: “Oh, that’s your mother’s handwriting.” Don: (<i>surprised</i>) “Mom wrote a song for me? Wow... this is it! I can perform this story using Mom’s song! Friends, please help me! Mae, you can make the costumes and play the music. Nurman, you can decorate the stage!” Don (continuing): “Can you imagine it? If we perform this song, lots of people will come to watch. If we win, no one will call me ‘Jumbo’ anymore... and I’ll have lots of friends too! Hehehe.”
Interpretation	This scene highlights the crucial role of family and peer support in fostering Don’s self-confidence. The written message left by his parents functions not only as a personal keepsake but also as a symbolic source of emotional strength and encouragement. Through this representation, the film demonstrates that family support, regardless of how simple it may appear, can serve as a powerful source of motivation, courage, and determination in achieving one’s goals. Furthermore, the scene emphasizes that emotional support is essential for personal growth, resilience, and the development of self-belief when confronting challenges and uncertainties.
Analysis Scene	This scene represents a significant turning point in Don’s character development, as he discovers a note left by his late parents inside a storybook.

	The discovery serves as a catalyst for the growth of his self-confidence and personal determination. The interaction between Don, his grandmother, and his friends further strengthens this transformation. After learning that the note was written by his mother, Don becomes motivated and takes the initiative to involve his friends in preparing costumes, music, and stage decorations for the upcoming festival. This moment illustrates his progression from a doubtful and insecure child to a courageous, confident, and proactive individual. Furthermore, the scene emphasizes the vital role of family support, cherished memories, and emotional connections in shaping a child's self-belief and motivation. The note functions as a symbolic source of emotional strength, encouraging Don to express his creativity, develop confidence in his abilities, and seek social acceptance without being stigmatized by the nickname "Jumbo." Through this portrayal, the film underscores the positive influence of familial love and emotional support on personal growth and resilience.
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Table 3 scene 3

<i>Sign</i>	 Picture 3. (17.40-18-25) Don and Atta are at the registration area for the Seruni Village Festival. Atta appears angry and accuses Don of cheating. He then snatches Don's storybook and runs away, while Don attempts to chase him but falls down. Atta: "Cheater! You must have cheated! The registration was already closed!" Don: "Huh? Who's cheating? I got accepted because I'm going to put on an amazing performance! Look, the idea comes from my parents' storybook!" Atta: "Oh, from a book, huh?" (<i>Atta immediately grabs Don's book and runs away.</i>) Atta: "If you don't have the book anymore, will your performance still be amazing?" Don: "Atta, give it back! It belongs to my mom and dad! Please don't do this!" (<i>Don falls while trying to chase him.</i>) Atta: "Where's that amazing performance you were talking about? You can't even get this back! Come on, take it!" Don: "Attaaaa! Give it back!" (<i>Don runs after Atta.</i>)
Interpretation	This scene conveys the moral message regarding the negative consequences of jealousy and unhealthy competition. Atta's reaction reflects the emotional pressure and insecurity he experiences following Don's successful acceptance into the festival. His inability to manage these emotions results in

	impulsive and unfair behavior toward Don. Through this representation, the film highlights how a lack of emotional control can lead individuals to act unjustly and harm others. Furthermore, the scene emphasizes the importance of respecting and appreciating the efforts, abilities, and achievements of others as a means of fostering positive thinking, emotional maturity, and healthy interpersonal relationships.
Analysis Scene	This scene portrays the escalating conflict between Don and Atta, which stems from Atta's jealousy regarding Don's acceptance into the Seruni Village Festival audition. Driven by anger and frustration, Atta acts aggressively by seizing Don's storybook, resulting in damage to the book and causing Don to fall while attempting to retrieve it. The incident highlights Atta's inability to regulate his emotions and demonstrates how feelings of envy and disappointment can influence an individual's behavior. Moreover, the scene illustrates the destructive impact of jealousy, as it fosters hostility, division, and unhealthy rivalry between individuals rather than mutual respect and support.

Table 4 scene 4

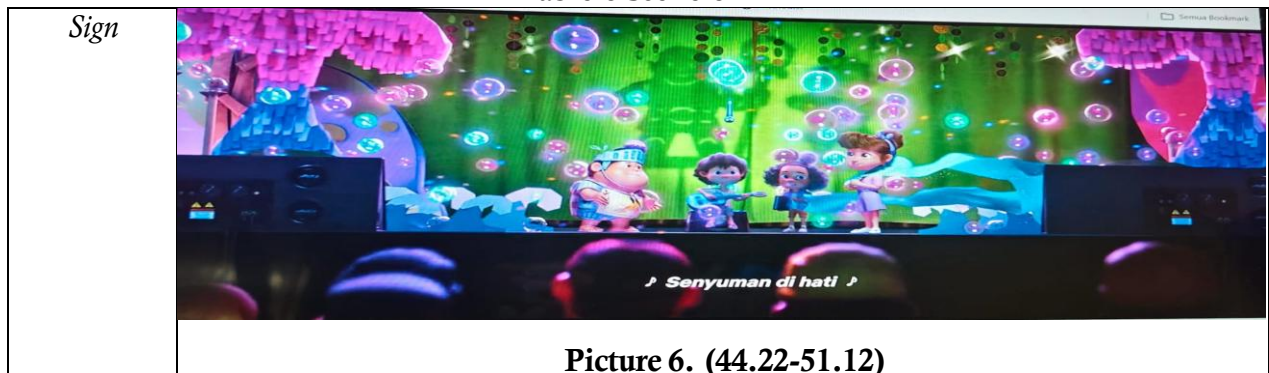
Sign	 Picture 4. (36.33-37.40) Grandmother and Don sit side by side as she offers advice and emotional support to him, while Don expresses his desire to perform at the village arts festival in order to make his late parents proud. Grandmother: "Your father and mother are no longer with us, my child. But this book will always belong to Don, no matter what. So, Don, you do not need to worry. You have Grandma, and you have this book. You will never be without friends." Don: "My performance has to be good, Grandma. I want Mom and Dad to be proud of me." Grandmother: "Amen, my child. Amen."
Interpretation	This scene conveys the understanding that the storybook inherited from Don's parents represents far more than a physical possession; it holds profound emotional significance for him. Through Grandma's explanation, the audience comes to recognize the book as a symbol of parental love, warmth, and guidance that continues to remain present in Don's life despite their passing. Furthermore, the scene highlights the importance of emotional support within the family. Even simple expressions of care and reassurance can provide

	children with a strong sense of security, courage, and self-confidence. The book serves as an emotional connection between Don and his parents, empowering him to express himself, pursue his ambitions, and face challenges with greater determination. The broader interpretation of this scene is that cherished memories and positive messages left by loved ones can become powerful sources of motivation. Such emotional bonds help individuals cope with loss, pursue their dreams, and maintain resilience in the face of adversity. Through this portrayal, the film underscores the enduring influence of familial love and emotional support on personal growth and psychological strength.
Analysis Scene	This scene highlights the deep affection, emotional support, and guidance that Grandma provides to Don. The storybook inherited from his parents represents the last meaningful connection he has with them. Through Grandma's explanation, the book is transformed from a simple physical possession into a powerful symbol of parental love, presence, and enduring emotional attachment that continues to accompany Don despite their absence. The scene underscores the crucial role of emotional support within the family, demonstrating how meaningful objects and cherished memories can provide a child with a sense of security, resilience, and self-confidence. Through his connection to the storybook, Don gains the motivation and courage to pursue his aspirations, particularly his desire to perform at the festival and honor the memory of his parents. Furthermore, the heartfelt interaction between Don and his grandmother reinforces the film's central themes of familial love, loss, and remembrance. It illustrates how cherished memories and the values passed down by loved ones can become enduring sources of comfort, encouragement, and emotional strength, helping children navigate challenges and pursue their goals with confidence.

Table 5 scene 5

Sign	 Picture 5 (38:07-38:18) Don, Maisaroh (a girl), Nurman (a boy), and Mae (a girl) appear to be discussing anxiously because they do not have enough money for the art performance supplies. Maisaroh then suggests joining a competition as a solution. Her idea is welcomed enthusiastically, showing the solidarity and support within their friendship.
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	Don: “None of us has any savings... So where are we supposed to get the money for the art performance supplies?” Maisaroh: “Well, that's easy! Let's just join a competition! The prize money can be used to cover the performance expenses!” Narration: <i>They finally agreed to participate in the competition together. With enthusiasm and teamwork, they worked hard to win the prize so they could continue preparing for the art performance.</i> Peri: “You're so lucky... to have friends like Nurman and Mae.”
Interpretation	This scene demonstrates that every challenge can be overcome when individuals possess critical thinking skills and have a strong support system. Don and his friends face the problem of insufficient funds, and Maisaroh's idea of joining a competition proves that solutions do not always have to come from grand ideas; they can emerge from the courage to try something new. The scene teaches the importance of initiative, teamwork, and perseverance in achieving a goal. Maisaroh's actions show that a caring friend is not only present during happy moments but also during difficult times, and can even bring hope and new opportunities to others. Another interpretation is that difficulties should not be seen as reasons to give up, but rather as opportunities to enhance creativity and strengthen solidarity within a group. Therefore, this moment emphasizes important values such as togetherness, compassion, the courage to take initiative, and the ability to solve problems constructively.
Analysis Scent	This scene depicts Don and his friends facing financial difficulties in meeting the needs of the festival. This challenge inspires Maisaroh to come up with the idea of participating in a competition in order to win a prize and obtain money to support the festival expenses. Their decision to strive together in the competition highlights that a sense of togetherness and mutual support among friends can become a source of strength.

Table 6 scene 6

	Don and his friends began singing the song with deep emotion and appreciation. The audience watching the performance appeared amazed and gave them enthusiastic applause for their performance. Nurman: <i>"Once upon a time, there lived a little knight with his parents. They lived on a very large island. Every day, the little knight played and spent joyful moments with his father and mother.</i> <i>However, one day, dark clouds appeared in the distance... In his loneliness, the little knight comforted himself with a song."</i> Don starts singing: <i>"When the storm comes someday... The wind will make you sway... Forgive it, life only wants... To make you stronger..."</i> <i>(Narration: The audience was amazed by Don and his friends' performance and rewarded them with loud and enthusiastic applause.)</i>
Interpretation	Courage often does not come solely from within ourselves; it is frequently nurtured through the support of people who believe in our abilities. Meri's presence illustrates how someone who provides encouragement and guidance can motivate a person to overcome their fears. This situation also emphasizes that effort and emotional support can have a positive impact, enabling someone to achieve things that once seemed impossible. Don's success is not only the result of his talent but also of his courage and the positive support he receives from the people around him. The main message that can be drawn from this scene is the importance of supporting one another, inspiring confidence, and believing that every individual possesses abilities that can grow and develop over time.
Analysis Scene	This scene depicts the peak moment of Don's journey, when he finally performs at the Seruni Village Festival after overcoming numerous challenges, including bullying and a lack of self-confidence. The presence of Meri as a character who provides encouragement and support becomes an important factor in driving Don's personal growth and transformation. Don's achievement as the first-place winner reflects a significant change, from a hesitant child into someone who is confident enough to showcase his abilities in front of the public. In addition to highlighting Don's accomplishment, this scene reinforces the story's themes of support, friendship, and mental resilience. Don's victory is not only significant within the context of the competition but also serves as a symbol of success in overcoming fear, pressure, and self-doubt. It demonstrates his ability to conquer his fears and embrace his potential. This scene serves as evidence that perseverance, determination, and courage can ultimately lead to rewarding and satisfying outcomes.

Table 7 scene 7

Sign



Picture. 7 (01:28.17-01:30.46)

Don stands alone in front of an old radio. He hears the gentle voices of his mother and father, as if they are right beside him. With an emotional expression, Don speaks and expresses his longing, love, and prayers for them. The voices of his parents gradually fade away, leaving Don with a quiet sadness, yet also giving him inner strength and determination to continue moving forward in life.

(Don slowly opens the radio. The soft voices of his parents can be heard, as though they are standing right next to him.)

Don: "Mom... Dad... how are you?"

Mother: "Your father and I are doing well, dear. It's all thanks to Don's prayers that never stop."

Don: "I promise I'll always pray for Mom and Dad... I used to be able to see you both... but now I can't anymore. I'm sorry..."

Mother: "It's okay, dear. I understand... You've done your best."

Father: "Your mother and I are very proud of you, Don. You've grown into a strong and wonderful child. Ever since we were gone, you've kept fighting... and you've become even better."

Don: "I love Mom and Dad so much..."

Father: "We love you too, Don. But now... it's time for us to say goodbye."

Don: "Okay... but please don't go too far away from me..."

(Their voices slowly fade away, leaving Don with a deep sense of emotion, but also stronger and more resilient than before.)

Interpretation

This moment demonstrates that prayer and memories serve as a form of spiritual communication between Don and his parents. Although they are no longer physically present, Don continues to feel their presence and emotional support through the memories he keeps in his heart. This scene illustrates that a parent's love never fades, even when separated by death; that love endures through prayers, cherished memories, and the values and kindness that Don continues to uphold in his life.

Analysis <i>Scene</i>	In this part of the scene, Don's gloomy facial expression and his slouched posture reflect the emotional burden he carries. The scene is generally presented at a slow pace. As Don bows his head, remains silent, or gazes at the belongings left behind by his parents, the audience is guided to feel his emotional connection to the loved ones who have passed away. When Don prays, it becomes evident that he uses prayer not only as an emotional bridge to his parents but also as a source of moral strength that guides him through life. This segment serves as a moment of reflection, illustrating how Don's grief gradually transforms into motivation to become a better person, in accordance with the hopes and values that his parents wished for him.
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Discussion

3.1 Self-Confidence and Self-Acceptance

One of the moral messages found in the film *Jumbo* is the importance of self-confidence and self-acceptance. The film shows that self-confidence is not determined by physical appearance, but by an individual's willingness to recognize and develop their own potential. It teaches that every person has unique strengths and abilities that make them valuable.

3.2 Avoiding Bullying

The film conveys a strong message about the importance of avoiding bullying. Don experiences ridicule and discriminatory treatment from some of his friends because of his body shape and family background. These scenes illustrate the negative impact of bullying on a person's emotional well-being and self-confidence. Through Don's experiences, the audience learns that mocking or belittling others can cause psychological harm. Therefore, children should be taught to respect and appreciate others regardless of their physical appearance, social status, or personal background.

3.3 The Importance of Friendship

Friendship is another important value presented in the film. Cooperation and mutual support among friends show that true friendship is built on trust, empathy, and helping one another. This moral message teaches that good friends provide encouragement and support in all situations.

3.4 Courage in Facing Challenges

The film emphasizes that challenges are a natural part of life and must be faced with courage. This value is important for children because it helps develop perseverance and the ability to overcome difficulties in a positive way.

3.5 Family Love and Support

Family affection is one of the main themes in *Jumbo*. After losing both of his parents, Don is raised by his grandmother, who continuously provides support and motivation. The grandmother's role highlights the importance of family in shaping a child's character and emotional well-being. The film emphasizes that love, guidance, and emotional support from family members can help children build self-confidence and develop into better individuals.

4. Conclusion

Based on the analysis of the film *Jumbo*, it can be concluded that the film contains various moral messages and educational values that are relevant to everyday life. The most prominent moral messages include the importance of self-confidence and self-acceptance, avoiding bullying behavior, building meaningful friendships, having the courage to face challenges, and appreciating the love and support of family.

Through the character of Don, *Jumbo* portrays the struggles of a child who faces ridicule, low self-esteem, and the loss of his parents. The various conflicts he experiences teach viewers that success is not determined by physical appearance but by hard work, perseverance, courage, and support from loved ones. Furthermore, the film demonstrates that friendship, empathy, and cooperation are essential values that help individuals overcome difficulties.

Therefore, *Jumbo* serves not only as a source of entertainment but also as a medium for character education that promotes positive moral values among viewers, especially children and adolescents. As a result, the film is worthy of being used as an educational tool to foster positive attitudes, social awareness, and good character development.

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