AN ANALYSIS OF MORAL VALUES FOUND IN K-DRAMA "FLOWER OF EVIL"

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Abstract

A literary work is a representation of human thought that has been poured into a medium. The literary works classified as informative literature or imaginative literature. Informative literature focuses on facts, history, explanations, and famous people, whereas imaginative literature is based on fantasy and employs connotative language and qualified aesthetic art. Moral values are the values than can give the reners or viewers some positives message from literary works. This article tries to analyze the K-Drama entitled Flower of Evil. Flower of Evil is one of the most popular K-drama that aired in TVN (One of television station in South Korea) on Wednesday and Thursday from July to September 2020. This drama has got 57th Baeksang arts award for the best director in 2020. Baeksang arts award is one of the precious award in South Korea especially in entertainment industrial. This research uses qualitative method because the researchers try to describe the moral values from that-Drama Flower of Evil. Documentation method is used for collecting the data of this research. The data analysis method is an important step in this research because it examines the validity and reliability of the data collections. The results of this research are the researchers have found out sixth moral values in this K-Drama. First, don't judge the people just based on their appearance. Second, making your own reputation as a "good person" is important in today's society. Third, father is the first love for his daughter. Fourth, family is always together, no matter how far you go family is still the most comfortable place to come home from all of the problems. Fifth, your family is the one who know you better than the other people. Last, the truth will always win.

Keywords: Analysis; Flower of Evil; K-Drama; Moral Values

INTRODUCTION

Literature and human life cannot be separated. It is also related with the values in our life. Literature plays an important role in human life; it has provided audiences, readers, or viewers with much entertainment, inspiration, motivation, and information. Literature can also be used to express attitudes, behaviors, and adjustments (Fitria, 2020). A literary work is a representation of human thought that has been poured into a medium. They are classified as informative literature or imaginative literature. Informative literature focuses on facts, history, explanations, and famous people, whereas imaginative literature is based on fantasy and employs connotative language and qualified aesthetic art. Literature encompasses the writing experimented result within language form to produce creative images or ideas that intentionally and creatively involve the readers' imagination (Goodman, 2001; cited in (Nasir, 2019)). Literature also one of the media sources to deliver the education, message, and moral values to readers and viewers.

Stevenson (2010) as ited in Fitria (2020) defines morality as "the principles of right and wrong behavior." The moral is everything related to what is right and wrong in human behavior that most people consider to be right and good in accordance with the standards of behavior appropriate to the group or community (Alawiyyah & Oktavi, 2019).

Moral values are the values than can give the readers or viewers sine positives message from literary works. Moral comes from the Latin word 'mos,' which means "attitude and habits." This attitude is based on determining what is right and wrong. A value is a standard that is used to define something and is considered to be a standard (Utami & Arini, 2017). It also means that moral value is the standard to measured god or bad of human attitude. Moral values convey information in the form of advice. It is presented by the character who performs either good or bad action. In human life, the principle of good and bad is viewed in terms of kindness for changes to be a better person (Nasir, 2019).

According to Endraswara (2008) as cited in Fitria (2020), moral values encompass the entirety of what each person believes within heir strides. Moral values are something that readers and viewers can learn at any age. Some moral values will be obtained from the characters, and these moral values will be reflected in places where readers or audiences can see them. As a result, the moral values obtained will be living descriptions for the audiences to see life through. Moral value was chosen because it is an essential component of literary works. It is something that the author will convey to the audience. The moral value will cause someone to be more aware of their responsibility to others.

A movies or film is one of literary works. A movie on small screen or K-Drama now is booming in today's generation. Today's generations or called as a millennial generation have familiar with K-Drama. K-Drama has many genres. They are romance, mellow, thriller, suspense, and etc. K-Drama not only as an entertaining media where we can see the best story, actor, visualization but also harmany moral values that we can get from the story itself. This article try to analysis the K-Drama entitled Flower of Evil. Flower of Evil is one of the most popular K-drama that aired in TVN (One of television station in South Korea) on Wednesday and Thursday from July to September 2020. This drama has got 57th Baeksang arts award as the best director in 2020. Baeksang arts award is one of precious award in Sous Korea for giving award in entertainment industrial. The story of flower of Evil is about Lee J®n Gi as Baek Hee Seong/ Do Hyun Su who try to hint his real identity and married with Moon Chae Won /Cha Ji Won as a detective in crime cases specialist. They live happy until 14 years. They also have one beautiful daughter who casted by Jung Seo Yeon as Baek Eun Ha. They happily life changed when Cha Ji Won has a new case about serial killer murder 14 years ago. Flower of Evil has got good ratings when it aired. The Drama ended up in September 23 2021 with highest rating.

The first previous study was conducted by Fitria (2020) entitled An Analysis of Moral Values Found in a Korean TV Series 'The World of Married'. This previous research also focuses to analysis the moral values from K-Drama. The differences of the previous study and this study are the genre of the drama. The world of the married is romance and family drama. Which focused to the relationship between husband, wife, and an affair. While Flower of Evil is suspense melodrama genre. Suspense melodrama genre is one of rarely genre of K-Drama. The story not only focus to the relationship between husband and wife but also raised an issues of parenting style, mental health, and social life. The story line of the drama flows naturally. The writer gives balance portion between suspense and mellow every episode. It makes the drama unique because it can raise different is 10 es in one episode. The Second previous study was conducted by Subrata et al., (2018) entitled An Analysis of Moral Values Found in Robert Frost's Selected Poems.

The differences this previous study and this study are the kind of literary works. Subrata conducts the research focused to poe 2 analysis while this study focuses to conduct research in K-Drama with rarely genre. The next previous study was conducted

by Affandi (2018) entitled An Analysis of Moral Values of The Rainbow Troops Novel by Andrea Hirata. The difference of the previous study re also the kind of literary work. Affandi tries to analyze moral values of a novel while this study focus to analyze the moral values of the drama. However, in this study the researcher is interested to conduct the research in form of drama or K-Drama. It is because K-Drama one of literature works that the booming in millenial generation. In addition, the researchers try to conduct the research entitled "An analysis of Moral Values Found in K-Drama "Flower of Evil".

METHOD

This research uses qualitative method because the researchers try to describe the moral values from the K-Drama lower of Evil. It is also in line with Moleong (2002) as cited in Fitria (2020) stated that qualitative research is defined as "research in which data in the form of written or oral words are descriptively analyzed without any calculation or enumeration." Documentation method is used for collecting the data this research. The method is found the data from object or variable from the book, note, transcript, newspaper, and etc. This method is easy to do because if the esearchers do a mistake, the data sources still available. This method is simple, which means that even if it makes a mistake, the source of data remains constant. Data was observed from the lifeless object as a result of the documentation method (Arikunto, 2010:274; (Fitria, 2020)).

This study is taken the data from K-Drama "Flower of Evil". The researchers try to analyze the moral values from this drama from the story and the main characters or casts. The data analysis method is an important step in this research because it examines the validity and reliability of the data collections. The procedures used in data analysis are as follows: 1) the researcher chose the movie and downloaded "Flower of Evil" K-Drama. 2) The researcher watched the K-Drama "Flower of Evil." 3) The researcher looked for moral messages in the K-Drama "Flower of Evil." 4) The data was analyzed by the researcher. 5) The researcher read some the K-Drama "Flower of Evil." reviews on the internet. 6) Based on the data analysis, the researcher came to a conclusion (Fitria, 2020).

RESULTS AND DISCUSSION

Every movie, novel or k-drama always contains some moral values for making the reader and viewers are interested. In other way, moral values also make the viewers and the readers can get the lesson from the story and related it to their real life. A filmmaker always includes moral values/messages in his or her films to entice readers or viewers to watch them. The moral values of the film teach us about everything that can improve our lives (Fitria, 2020). The moral values and life lesson found in K-Drama "Flower of Evil" as follows:

1. Don't judge the people just based on their appearance

From the first episode as a viewer. We have guided that Baek Hee Sung as a villain for this story. It is also proved with the dialogue between Kim Moo Jin and Baek Hee Sung in Baek's workshop.

Dialogues from Episode 1

Kim Moo Jin: Gosh. Do Hyun Su.

Baek Hee Sung /Do Hyun Su: Thanks. Kim Moo Jin: I barely recognized you. Baek Hee Sung /Do Hyun Su: But you did.

Kim Moo Jin: Sure. That's because...we grew up in the same neighborhood.

Anyway, you've changed a lot. It's so hot today, isn't it? I'm sweating.

Baek Hee Sung /Do Hyun Su: Really?

Kim Moo Jin: I'm fine.Am I the only one who's hot? Your body temperature is going up because you are holding in...

Baek Hee Sung /Do Hyun Su: What you want to say.

Kim Moo Jin: What? - Go ahead.

Baek Hee Sung /Do Hyun Su: Ask the question that popped into your head at the moment you saw me.

Kim Moo Jin: What do you mean? There's no such question.

Baek Hee Sung /Do Hyun Su: Gosh. What...

Kim Moo Jin: Hey, I should go. I have an appointment.

Baek Hee Sung /Do Hyun Su: Don't you want to know? You must be curious. You're a reporter. Ask me.

Kim Moo Jin: So, I don't believe anything...that isn't confirmed with facts. The rumors about you are like novels to me.

Baek Hee Sung /Do Hyun Su: Really?

Kim Moo Jin: I don't know whether or not you know, but 18 years ago So, the day you disappeared from a town, there was a murder. The village foreman died.

Baek Hee Sung /Do Hyun Su: So?

Kim Moo Jin: Were you involved...with it?

Based on the first dialogue although Kim Moo Jin said that he does not believe with all of the rumor because it is not confirmed with the facts but it is still confused because at the end he said *were you involved...with it?* Indirectly, asking the question like that means that Kim Moo Jin still believes with the rumors. It is highlighted that from the first either the viewers or the supporting cast is guided to believe that Baek Hee Sung/ Do Hyun Su as the villain.

2. Making your own reputation as a "good person" is important in today's society.

The second moral values that we have got from the story is important to us for making a good reputation. Back Hee Sung as parent for his daughter tries to cultivate the understanding to his daughter for being a good person in any condition. It is also proven from this dialogue

Dialogues from Episode 2

When Baek Hee Sung /Do Hyun Su came to Eun-Ha's School for having an apologizing for his daughter.

Baek Hee Sung /Do Hyun Su: I apologize. It's my fault. I'll educate her properly from now on. Soo Young's mother: What? Oh, okay.

Baek Hee Sung /Do Hyun Su: Eun Ha. Apologize to Soo Young.

Cha Ji Won: Honey.

Baek Hee Sung /Do Hyun Su: Eun 145 Go on.

Eun Ha: I'm sorry. It was my fault. I'm sorry, ma'am. I'm sorry, principal.

Outside from Eunha's School, Cha Ji Won and her husband have conversations

Cha Ji Won: You just ignored Eun Ha's feelings. Why would you apologize? You made us seem like fools.

Baek Hee Sung /Do Hyun Su: But it's true that Eun Ha touched Soo Young's doll first.

Cha Ji Won: Who punch their friend for touching their doll? Do you seriously understand

Baek Hee Sung /Do Hyun Su: It's impossible to understand everyone. I just wanted to deal with the issue first.

Cha Ji Won: Deal with it? Do you really think you dealt with this properly? What about Eun Ha? She's been quiet all along. You're her favorite person. Imagine how hurt she must be.

Baek Hee Sung /Do Hyun Su: Ji Won, did I make a terrible mistake?

Cha Ji Won: Don't ask. I'm upset.

Baek Hee Sung /Do Hyun Su: I'm sorry for upsetting you. It's my first time being a dad, so
I'm still struggling. Okay. From now on, I will ask you first and
do what you tell me to do.

Cha Ji Won: Sure, you will. Just do what you can to make Eun Ha feel better.

Baek Hee Sung /Do Hyun Su: Don't worry about her. Leave it to me.

Cha Ji Won: Don't smile. It's annoying.

Baek Hee Sung/ Do Hyun Su and His Daughter Conversations

Baek Hee Sung /Do Hyun Su: Why aren't you eating? This is egg tart, your favorite.

Eunha: You're my favorite. But... you like Soo Young more than me.

Baek Hee Sung /Do Hyun Su: Gosh, that's nonsense.

Eunha: You took her side.

Baek Hee Sung /Do Hyun Su: I'm on your side. And I'm going to raise you to become a nice kid. You have a good reputation now.

Eunha: What's that?

Baek Hee Sung /Do Hyun Su: It means no one will doubt you when something bad happens.

But if you have a bad reputation, people will doubt you first.

After what happened today, Soo Young and her mother will have a very bad reputation.

Eunha: Who cares? I was the only one who apologized. And I was the only one who got a nosebleed. I feel so upset.

Baek Hee Sung /Do Hyun Su: Don't be too upset. I saw Soo Young earlier crying on her way home because she lost her doll.

Eunha: Really?

Baek Hee Sung /Do Hyun Su: It's because she didn't take good care of her stuff. Eun Ha, don't ever be like her, okay?

Eunha: Okay.

Baek Hee Sung /Do Hyun Su: Okay then. You should eat now.

Eunha: It's delicious.

Baek Hee Sung /Do Hyun Su: Is it delicious? Then would you like one more today?

Eunha: Yes.Dad, you're my favorite person in the whole wide world

Based on the dialogue Baek Hee Sung as Eunha's dad tries to make his daughter to aware with the reputation. He realizes that today, the reputation is important than anything. First, if you have a good reputation, you will be safe and you don't have any problem with society. Building good reputation as soon as possible is the target of Baek Hee Sung as Eunha's dad.

3. Father is the first love for his daughter.

The dialogue also shows the relationship between father and daughter. Based on the dialogue from episode 2. Cha Ji won as Eunha's mother says that Baek Hee Sung or Do Hyun Su is Eunha's favorite person. It is also strengthened by Eunha's dialogue that saying Baek Hee Sung/ Do Hyun Su is her favorite person in this world. This is important for all of the father in the world to give and make best chemistry for his daughter because father is the first love for his daughter.

4. Family is always together, no matter how far you go family is still the most comfortable place to come home from all of the problems.

Based on the dialogue from the eleventh episode. The researchers can take the best values from this episode. "Family is our home". Finally after Cha Ji Won knows that Baek Hee Sung is Do Hyun Su (Do Min Seok's son/serial killer from Yeonju's case). Cha Ji Won actually realizes that Baek Hee Sung is Do Hyun Su, She is a detective who has the unique style of her investigation. She just believes what she sees. She tries to solve this case herself. Finally, she knows that Baek Hee Sung is Do Hyun Su. Do Hyunsu is hiding his identity using fake identity from Baek's Family. Although she knows everything about his husband, as a detective she can't cover her feeling to her husband. She asks Do Hyun Su to leave her, don't even remember her, run away as far as he can but as a husband, and he loves Cha Ji Won so much, only that he can't realize his feeling (due with his mental health condition/no emotions) but he does not want to run and make a choice to face this with Cha Ji Won. He cries a loud like a baby. This is the episode for the first time Do Hyun Su can express his feeling like crying naturally. Cha Ji Won can't refuse her feeling. As a wife he can't deal with the condition, but her feeling can't lie to it. She tries to admit Do Hyun Su and face this problem together. A Family is the best home to back from any other situation. They both agree to face this problem together. It also can be seen from the dialogues

Baek Hee Sung/ Do Hyun Su: Why didn't you leave me even though you knew everything? I just don't get it.

Cha Ji Won: Do you really not understand? Do you really not know...why I tried so hard to protect you even though I knew your identity?

Baek Hee Sung/ Do Hyun Su: I'm sorry. I'm sorry, Ji Won. I was wrong. <mark>I've been hurt...I've hurt</mark> you. <mark>I've</mark> only caused you pain. Why did you do it? If you knew everything...

Cha Ji Won: That was all I could do.

Baek Hee Sung / Do Hyun Su: I want to go home, Ji Won.

Cha Ji Won: Okay, let's go. Let's go home. Whatever happens, let's start over there.

Tomorrow, people will start to judge you and define who you are by their own

standards.

Baek Hee Sung / Do Hyun Su: It's all right. Now, I couldn't care less. Just never forget...that there's warmth inside you.

5. Your family is the one who know you better than the other people. They are also as your support system for your life

This dialogue also reflects that no matter what other people judge about yourself. Your family is the one who know you better than the other people. It can be seen from the dialogue that Jiwon told to her husband.

6. In the end, the truth will always win

In the last episode, the ending of this K-Drama although the protagonist character (Baek Hee Sung/ Do Hyun Su) suspected as a serial killer from Yeonju's case, the truth has opened one by one. In fact, Do Hyun Su/ Baek Hee Sung was the real victim. Baek Hee Sung/ Do Hyun Su passed his childhood without his mother's love and in the school, he is also bullied by his friends every day because he has no emotion and he also survived with mental illness. No one supported him. No one trusted him. Everyone thought that he was just a weird child. He did not get any sweet memories of his childhood. Furthermore, the fact that his dad is also psychopath made his life more complicated. Seeing from the past life of Baek Hee Sung/Do Hyun Su, neither his parents nor his surrounding, both of them are really don't care about him until he meets

The cheerful girl named Cha Ji Won who will be his wife. His life changes step by step. Finally, He married Jiwon and got one daughter called Eun Ha. In the last, this drama is happy ending. Although Baek Hee Sung/ do Hyun Su lose a half of his memories but Cha Ji Won still accepts his husband just the way he is right now. In addition after Baek Hee Sung/ Do Hyun Su passed many problems in his life finally he is back to his family to start a new life with his wife and daughter. It shows in this dialogues of episode 16 (last episode).

Cha Ji Won: I have to go pick up Eun Ha. Do you want to go with me? Baek Hee Sung/Do Hyun Su: Will she like me? Why are you laughing?

Cha Ji Won: And why are you laughing, Hyun Su?

Cha Ji Won: Because you laughed.

Eunha's Kindergarten

Eunha: Daddy! Daddy!! I've missed you so very much! Daddy. Did you bring me a gift?

Baek Hee Sung/ Do Hyun Su: What?Sorry. I forgot.

Eunha: It's okay. You're my gift, Daddy.I like you more than

anything in the whole world.Daddy... Baek Hee Sung/ Do Hyun Su Daddy too.

Literary work is the one way for the writers for communicating with their reader. Literary work also has some moral values such as in this K-Drama, We have many moral values that we can get from "Flower of Evil".

First, don't judge the people just based on their appearance. This is the highlight moral value from the first episode. Trying to relate this values with our real life many of us just judge the people just based on their appearance. We know that nobody's perfect include ourselves but in real life we can't take off the judge feeling to other people just by their appearance, just by their work or their words. Just want to say that you have limited access to know about people's life, we can measure the deep of the sea but we cannot measure what inside human's heart. Moreover, as a human we cannot judge anyone although he/she is your sister.

Second, making your own reputation as a "good person" is important in today's society. The second highlight from this K-Drama is about making good reputation. We can't show whatever we feel, we just need to follow the rule then we think that other's opinion is more important than anything. In this era also, where social media like our basic need for life, building good reputation is the main goal. Many things that we can do for building good reputation from bad sides to good one. Example, just for building their image as a good reputation many people has debt just to follow their lifestyle although they know that they can't get it. Building good reputation is also not just bad ones but from our effort to do the best in every work also the good one. Both of them are just choice for through the life.

Third, father is the first love for his daughter. This look like a simple statement but in fact this is really happen. A father must has a good relationship with his daughter because the first man in her life is her father. Father is like a man's role model seeing from his daughter eyes. As a father, he also must tries to show the best side of himself, he guides his little girl, his shows the right norm and rule to her so when his little girl has grown up, she will make her father as a role model and her first love. So when the daughter realized that her father is her first love, it means that as a father, you are successful to guide and teach her to be a better version of herself.

Fourth, family is always together, no matter how far you go family is still the most comfortable place to come home from all of the problems. This moral values mean that family is like our truly home for releasing all of the problem in life. Family is like support system to us and give us the guide to keep on the track and in the right way. Don't care how far you go, family is always waiting for you. Trying to relate this with the real life, when we have a problem in school, campus, office, or in our relationship, we also think that the best way to tell of our problem is to our family. Family will give the solution for your problem.

Fifth, your family is the one who know you better than the other people. They are also as your support system for your life. This point also relates with previous point. The highlight from this morel value is we can't switch role of our family to other people. Although, we must have a friend with everyone but family is number one. Family is like home for ourselves. We have grown and we spend day by day with our beloved family. It makes family is the one who know you better than others. Almost of our time is spent with our family. The family members know more about your character.

Sixth, the truth will always win. The writer truly agree with this moral values. Truth is like a light in the darkness. How far you hide it, light always has a way to show it and defeat the darkness. In the beginning of the story from flower of evil. Many of viewers agree that the protagonist (Baek Hee Sung/ Do Hyun Su) has bad character, most of the viewer judge this main character from the first episode. Moreover, after the every episode has released every week and until in the middle episode of the drama, the truth shows step by step, and approaching the final few episodes, finally, viewers realized that Baek Hee Sung/ Do Hyun Su is real victim. He has grown without his mother's love, bullied by his friends in the school, and society believe that he is just weird child. It is very complicated life. He struggles with the condition till he meets Cha Ji Won and changing his personality with learning some emotions through video. In addition, trying to relate this point with our real life, finally we realized that the truth cannot be hidden because they always find a way to show it, therefore the truth will always win in the end. It is like the story of Flower of Evil where we can see in the end all of the truth of Baek Hee Sung/Do Hyun Su finally opened in the end.

1 CONCLUSION

Literary work produced by people to share the idea, feeling, describing something. Literary works have many kinds of it. It can be a drama, movie, poem, novel, song and etc. These are all the example of literary work itself. Every literary work also has a moral value to taken by the viewer or reader. In this current research, the writers try to analyze the moral value from K-Drama Flower of Evil because this drama has unique genre and get many viewers based on the rating on cable TV. There are sixth moral values that found in this K-Drama. First, don't judge the people just based on their appearance. Second, making your own reputation as a "good person" is important in today's society. Third, father is the first love for his daughter. Fourth, family is always together, no matter how far you go family is still the most comfortable place to come home from all of the problems. Fifth, your family is the one who know you better than the other people. Last, the truth will always win.

In addition, for the future researchers can conduct the research related to the moral values from song lyric and movie who have getting viral and consist of unique moral messages.

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