

ABSTRACT

Film is a media of mass communication that is effective in the delivery of messages compared to other mass media. The process of delivering a message tends to construct reality in the surrounding environment of human life and suggest various possible moral, social and psychological. Formulation of the problem in this research is how many messages in the film Forrest Gump moral directed by Robert Zemeckis. Moral in this case is a good and a bad attitude that includes individual moral (moral concerns man's relationship with his personal life), social moral (moral concerns about man's relationship with another man in the life of society or the surrounding environment), moral, religious (moral concerning the human relationship with God which he believed), individual and social moral, social and religious morals. The unit of analysis is the scene with the number 150 scene with sample scene that has a moral message in the form of 62 scenes and dialogue scenes. Where each scene is taken and then included in each category. While the scope is the movie "Forrest Gump" which focused on the moral message that exist in each of his scenes. With the kind of moral categories of individuals, social moral, religious moral, individual and social moral, social and religious morals. Based on the research that has been conducted, it was found the following results: the moral of individual moral category appears as many as 14 scenes or 22.6%, social moral message appears at 25 scenes or 40%, religious morality scene as much as 3 or 5%, individual moral and social appears as many as 17 scenes or 27.4%, social moral and religious moral appears 3 times or 5%. From these results it can be concluded that the movie Forrest Gump Robert Zemeckis are fairly complete moral message to be conveyed to the audience. It can also be said as one of the alternative process of delivering a message through the medium of film in a moral and ethical act everyday.

Keyword : Moral Message, Film, Forrest Gump.