

# Qualitative Content Analysis of Moral Messages in the Film "Air Mata di Ujung Sajadah"

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## ABSTRACT

**Keywords**  
Content Analysis  
Moral Messages  
Film

Film is a mass communication that combines audio and visual aspects, serving to convey social and moral messages to the audience. Through storylines, dialogue, and compelling visualizations, films are able to convey moral values and depictions of the reality of social life to their audiences. Air Mata di Ujung Sajadah is an Indonesian religious drama film released in 2023. This movie tells the story of a woman named Aini who experiences various life trials, but remains firm in her stance and always adheres to religious teachings. This study aims to analyze the qualitative content of moral messages contained in the film Air Mata di Ujung Sajadah. The method used in this research is descriptive qualitative with content analysis techniques. The results showed that the movie Air Mata di Ujung Sajadah contains strong moral messages about human relationships with God, self, and other humans, including nature. The moral message is conveyed through various film elements, such as dialog, character actions, and symbols contained in the film. This research is expected to provide a deeper understanding of the moral values taught in the movie Air Mata di Ujung Sajadah and contribute to the development of science and culture.

## 1. Introduction

The word "morals" comes from the Latin "mores", which means habits and customs that reflect values and norms about correct behavior in a society. (*Kamus besar bahasa Indonesia / Departemen pendidikan nasional*, 2008) Just as morality is shaped by the habits and customs of society, movies also have a role in shaping and reflecting moral values in society. Film as a complex work of art not only presents stories and entertainment, but also carries messages and meanings that can influence the perspective and behavior of the audience. Through visuals, dialogue, and characters, films can criticize social issues, stir emotions, and inspire positive change. In addition, movies often reflect the reality of society, making viewers reflect on important issues and broadening their understanding of the world... Air Mata Diujung Sajadah is a family drama movie that touches on a mother's struggle to get her son back and regrets over the past. The movie was released in September 2023 directed by Key Mangunsong and received more than 3,300 viewers. The embodiment of moral values contained in this film can be seen clearly in several scenes in the film.

The movie "Air Mata Diujung Sajadah" not only presents a touching and captivating story, but also presents a series of profound moral values. Through a mother's struggle to get her son back, the movie teaches about fortitude, sacrifice, and the power of a mother's tireless love. In addition, the message of the importance of forgiving oneself and others, as well as learning from past mistakes is also strongly felt in the emotionally presented storyline. Thus, "Tears at the End of the Prayer Mat" is not only entertainment, but also a reflection on life values that are important to consider in living everyday life.

There have been many studies that discuss movies and their influence on society. However, researchers refer to a previous study entitled "Content Analysis of Moral Messages in The Platform Movie". The method used in previous research was qualitative with data collection techniques through thorough documentation of the object of research. The result is that there is a moral message as a whole and can influence the audience. (Wahyudi, 2023) The difference between previous research and this research lies in the focus of research and the data produced. Previous research examined one of the Spanish fiction horror films in 2019. While this research examines an Indonesian family drama religious film in 2023.

## 2. Method

In this study, researchers used qualitative and descriptive research. Qualitative research aims to understand phenomena in depth through data collection, without focusing on population or sample size. This research emphasizes the depth of information rather than the amount of data collected. (Rachmat Kriyantono, 2010). Qualitative methods emphasize the depth of information obtained. The researcher will use qualitative content analysis to analyze the data, starting with reviewing various data that has been collected. In this context, the data obtained by the researcher are scenes in the film that have been categorized to show the moral messages present in the film. The qualitative content analysis method was used to structure the literature review and analysis. It is a descriptive research method that involves developing and applying a qualitative coding framework. The qualitative method is dynamic, meaning that it is always open to change, addition, and replacement during the analysis process. (Moleong, 2018)

In order to produce objective research, researchers use primary data sources and secondary data. Primary data according to Nur Indriantoro and Bambang Supono is a research data source obtained directly from the original source without going through intermediaries. (Indriantoro & Supono, 2013) Meanwhile, according to Sugiyono, secondary data is a data source that does not provide data directly to data collectors, but through intermediaries such as other people or documents. (Sugiyono, 2018) Primary data sources in this study are footage and dialog of the cast in the film "Air Mata di Ujung Sajadah" and secondary data sources in this study are information obtained from previous research, books, journals, articles and related to this research.

The data collection technique used by researchers in this study is by exploring the object of research to obtain facts and data. The data that has been collected is then analyzed and conclusions are drawn. Furthermore, researchers made observations of the object of research by watching and observing every scene and dialog in the film. After observing each scene in the movie, researchers conducted documentation by capturing scenes that contained moral messages.

The data analysis technique in this study is that the researcher will watch the movie "Air Mata di Ujung Sajadah" through the available platform while grouping data in the form of scenes that show moral messages. After the data is collected, the researcher will examine the contents of the film by interpreting the meaning of the dialogue and the selected scene and then analyze it. The next step is to draw conclusions on the research conducted.

## 3. Results and Discussion

The results of the study are the content of the message contained in the movie "Air Mata di Ujung Sajadah", the content of the message in question is a moral message. In this study, researchers found several scenes that showed moral messages, among others:

Scene 1

03 : 05

Moral Messages : Honesty

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Figure 1. A scene Depicting the Moral Message of Honesty

Dialog

- Aqilla's mom : How did you get home from college at this hour?
- Aqilla : ee, from the studio just finished drawing. There's an assignment due tomorrow.
- Aqilla's mom : That's a nice bracelet, it's a shame you forgot to remove it.
- Aqilla : Mah music concert.
- Aqilla's mom : So why did you say it was from the studio?
- Aqilla : Mah, please forgive me.

According to (Ibung, 2009) honesty is the ability to express feelings, thoughts, or actions openly to others. It is important because by admitting things as they are, one can avoid the guilt that comes with lying, as well as maintain honest and trusting relationships with others. Honesty also plays a role in building healthy and strong relationships between individuals. By adhering to the principle of honesty, one can open up better and more open lines of communication with others. This helps in building strong emotional bonds and creating a supportive environment. Thus, honesty is not just about avoiding the negative consequences of lying, but also about building a solid foundation for meaningful and sustainable relationships.

In this scene, it shows a scene where Aqilla's mother is angry with her child because she has lied to her mother. Aqillah lied to her mother by saying she had just returned from doing an assignment at the college. Then her mother found out that she had just returned from a concert and was still wearing a concert bracelet tied to her hand. She felt guilty to her mother and apologized.

The scene illustrates how important honesty is in the relationship between parents and children. Qila's lying makes her mother feel angry and disappointed. This situation shows that lies have the potential to undermine trust and negatively affect relationships between individuals. The impact of these lies is not only limited to the direct consequences of the act itself, but also to the vulnerability of the emotional relationship that builds between parents and children. Therefore, the scene reinforces the message that honesty is a crucial foundation in building and maintaining healthy and harmonious relationships.

Scene 2

49:32

Moral Message: Regret



Figure 2. The Scene Where Arif (Baskara's Foster Father) Feels Guilty About Himself

#### Dialog

- Aqillah : Can you imagine how broken my heart is at being refused to meet my own child?  
Arif : You want to take him away from us?  
Aqillah : I just want to get acquainted, I want to meet you.  
Arif : Give us time.

Regret is a complex feeling that arises when a person realizes or imagines that things would have been better if they had acted differently in the past. This emotion can be very painful and diminish one's sense of self, but on the other hand, it can also be a powerful impetus to make positive changes in life. When a person experiences regret, they reflect on the choices they have made in the past and think about how their life could have been different if they had taken a different path. This can include everything from big decisions to small everyday actions. While regret can often be painful and overwhelming, at the same time, it can be a starting point for introspection and personal growth. Many people find strong motivation to change and make improvements in their lives when they feel regret, making it a valuable lesson for the future.

This scene shows Aqillah coming back to Arif's office so that she can be given the opportunity to meet her biological child. This scene shows that Rif has reached a point of self-awareness where he acknowledges his past mistakes and realizes his negative impact on those around him. This is an important step in his recovery and growth process.

Arif is portrayed as an individual who is filled with remorse for his past actions. He felt sorry for the mistakes he had made and had a strong desire to make up for them and restore the trust that had been disrupted by his actions. Rif's desire to correct his mistakes shows that he has a strong conscience and a great determination to become a better person. This reflects a responsible attitude and emotional maturity, where Arif not only recognizes his mistakes, but is also committed to learning from the experience and taking positive steps to transform himself into a better individual in the future.

#### Scene 3

50:16

Moral Message: Surrender to God



Figure 3. A Scene of Aqillah Praying Solemnly

According to (Adz-Dzakiey, 2004) A prayer is a petition or request that a servant makes to God, using words of his own choosing and following existing rules, to ask for something according to his needs or to ask God for protection. In this context, prayer is a spiritual activity that contains a request to Allah SWT. When someone prays, they express their needs, desires, or gratitude to God. Prayer is not just words, but also a form of deep spiritual communication between humans and the Creator. Through prayer, a person seeks guidance, strength, and protection from God, as well as demonstrating their dependence on Divine power in living their daily lives.

This scene shows Aqillah surrendering completely to God. This scene reflects Aqilla's struggle as a single parent who has to raise her son alone. Her prayer shows her dependence on God for strength and guidance in facing various obstacles.

Aqilla realized that she could not face all the challenges in life alone. She needed strength and guidance from God to help her through the difficult times. Her prayers show her dependence on God and her belief that God will always help her. In addition, Aqilla has deep love and affection for her son. Through her prayers, she showed her desire to provide the best for her son and hoped that he would grow up to be a strong and faithful child. Aqilla understands that in the face of life's difficulties, she needs divine help. Her prayer reflects her dependence on God and trust that God will support her.

#### 4. Conclusion

This study aims to analyze the qualitative content of moral messages contained in the film "Air Mata di Ujung Sajadah". The method used is descriptive qualitative with content analysis techniques. The results showed that the movie "Air Mata di Ujung Sajadah" contains strong moral messages about human relationships with God, self, and other humans, including nature. The moral message is conveyed through various film elements, such as dialog, character actions, and symbols contained in the film. This research is expected to provide a deeper understanding of the moral values taught in the movie "Air Mata di Ujung Sajadah" and contribute to the development of science and culture.

#### 5. Acknowledgement

Praise be to God Almighty who has given his grace and mercy to the author so that the author can complete the research entitled Qualitative content analysis of moral messages contained in the film "Air Mata di Ujung Sajadah". The author would also like to thank the supervisor who has helped researchers in conducting this research.

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