

MORAL VALUES AND ETHICS IN CHILDREN'S PICTURE BOOK "OF THEE I SING: A LETTER TO MY DAUGHTERS" BY BARACK OBAMA

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Abstract: The purpose of this study was to analyze: 1) Moral values in a children's picture book "Of Thee I Sing: A Letter to My Daughters" by Barack Obama. 2) Ethics in a children's picture book "Of Thee I Sing: A Letter to My Daughters" by Barack Obama. The method used in this research is descriptive-qualitative, which aims to describe moral values and ethics in the children picture book Of Thee I Sing: A Letter to My Daughters. The result of the analysis: 1) In moral values, self-confidence gets the highest percentage of 45.65 %, bravery 19.56 %, strong belief 15.22 %, peace-loving 10.87%, love and affection 8.69%. 2) While ethics, justice, and beneficence get the highest percentage of 25 %, rights 22.5 %, utilitarianism 10%, and respect for autonomy, 17.5%.

Keywords: moral values, ethics, children, picture book.

Introduction

Pictures are becoming increasingly important in our modern world. We see visual images worldwide, such as books, newspapers, billboards, television, cinema, computer, and even on our handphone screen. A picture book is one of the best choices for children. The picture in the book is a surface that might be printed, painted, or marked in some way in order to raise the reader's response, for example, sensation, thought, interpretation or emotion.

One of the good children's book is a picture book entitled *Of Thee I Sing: A Letter to My Daughters* by Barack Obama as the most significant concern of the above issues. This book consists of 40 pages and is illustrated by an award-winning artist Loren Long, capturing the American most popular personalities and historical achievements. This lovely picture book was published in America on November 16, 2010, by Knopf Book for Young Reader. This beautiful book celebrates the characteristics that unite all Americans, from their nation's founders to generations come. It is about our potential to pursue our dream and form our life path, written by Barack Obama. Barack Obama is the forty-fourth president of the United States from 2009-2017.

Children who love reading and see them as a reader are the most successful in school and have a great life opportunity. Reading is also more likely to succeed in the workforce. Reading books is the only out-of-school activity for teenagers to have a higher chance of attending college. The value of lifelong reading habits to the individual is significant. Even schools and classrooms that emphasize independent reading often see it as nothing more than an inroad to improving students' scores. Linda and Eyre (1997:156) stated that types of moral value consist of:

1. Bravery
2. Enthusiasm
3. Kind-hearted
4. Honesty
5. Love and affection
6. Loyalty
7. Peace-loving

8. Perseverance
9. Sacrificing for Others
10. Self-confidence
11. Sincerity
12. Strong belief

(1) Bravery is an encounter (something that can have unhappy or devastating consequences) or lasts (as difficulty) with fear control and self-control, and also with life-cycle goals. Bravery comes from or indicative of controlled fear and intelligent use, particularly under strain, of the faculties. (2) Enthusiasm is a strong emotion of feeling in the name of the subject's cause, something that encourages or is sought or perceived with passionate zeal or fervor. An enthusiast is a person who believes that he or she is inspired or possessed by divine power or spirit or a person who is visionary, extravagant, or overly zealous in his or her religious beliefs or emotions. Although passionate about excitement or motivated preaching. Enthusiasm is an ardent, receptive, sensitive, temperamental, or tending to give oneself entirely to whatever is in one's interest or liking. Although passionate about excitement or motivated preaching. Enthusiasm is an ardent, receptive, sensitive, temperamental, or tending to give oneself entirely to whatever is in one's interest or liking. (3) Kindhearted. Kind is equal to what has been given or earned. Kind is most frequently at the mercy of compassion and helpfulness. Being kind is emphasizing more the manifestation of the caring, supportive disposition, mood, or impulse of a kind person with a kind interest in the problem of others) kind-heartedness is the quality or state of being kind-hearted. (4) Honesty. Honesty is an appreciable character; honesty and straightness of behavior or obedience to the facts. Honesty is free from subterfuge or duplicity, truthfulness, and honesty. (5) Love and Affection. Love has fallen out of affection. Love is a contact code word for the message. Love has fallen as a reference adoration for (God). Affection is a disposition or disposition of affection. Affection is a kind feeling of tender attachment: affection, goodness, will. Affection is a powerful emotion or passion (as rage, fear, or hatred), a sensation of awareness (as in pleasure or displeasure), a flexing of the mind: a sensation or instinct that drives the mind: a propensity, a behavior. (6) Loyalty is the quality, the state, or the instance of loyalty, fidelity, or steadfast obedience. Loyal is loyal and committed to a private person, loyal or steadfast in loyalty to purpose, ideal, practice, or tradition. (7) Peace is harmony within human or personal relationships. A mental or spiritual illness is marked by freedom from disruption or thoughts or emotions that are oppressive. (8) Perseverance is the act of maintaining, continuing, or steadfast pursuit or prosecution of an undertaking or goal, or the fact or illustration of it. Perseverance is the state or power to persevere, persevere in pursuing goals or undertake some mission. Perseverance can persevere or willing to. (9) Sacrifice is consecrated and given in the manner of worship, thanksgiving, atonement, or negotiation to God or divinity or an immolated victim or an offering of some kind laid on an altar or otherwise presented. (10) Self-confidence is self-assurance. Self-confidence depends on one's own power or skill. (11) Sincerity, an expression of genuine emotion, is the quality or state of being genuine. city or state of being sincere, an expression of a sincere feeling. (12) Strong may bear or tolerate, withstand stress or aggression, have moral or intellectual strength, stamina or vigor, or show them. Belief is a state of mind in which confidence, confidence, dependency, is put in some entity or object. Belief is something that the proponents of any class of view believe, state, or body of statement; conviction of the validity of some statement or the existence of some being or phenomenon, primarily when focused on testing the basis for accepting it as genuine or actual.

Hill (2015:55) stated that the principles of ethics are as follows: (1) The principle of beneficence guides the decision-maker to do what is right and good. This priority of doing good makes an honest opinion appropriate and a potential solution to an ethical problem. This theory is also connected to the utility principle, which states that we should strive to produce the best possible ratio of good to evil in the universe. (2) Least harm deals with situations under which no alternative seems advantageous. In such situations, policymakers aim to do the least possible harm and to do the least possible harm to the fewest persons. (3) Respect for Autonomy indicates that the emphasis of decision-making should be on empowering individuals to be independent and make choices that matter to their lives. As far as possible, people should have the power of their lives because they are the only individuals who truly understand their chosen lifestyle type. Typically, a person who is independent likes to have control of his life experiences to get the lifestyle they enjoy. (4) Decision-makers should concentrate on steps that are fair to those concerned. It implies that unless extenuating circumstances that can be justified exist in the situation, they should be compatible with the ethical principle. (5) The deontological class of ethical

theories notes that individuals should stick to their responsibilities and duties when engaging in decision-making when ethics are in play. An individual will obey his or her duty to another person or society because it is considered ethically acceptable to uphold one's duty. A person who adheres to deontological theory will make very consistent choices because they will be focused on the individual's set duties. (6) Utilitarian ethical theories are based on the capacity of one to predict an action's outcome. The option that offers most individuals the most excellent value is that which is ethically right. There are two types of utilitarianism, utilitarianism by actions and utilitarianism by laws. Act utilitarianism subscribes precisely to a person who performs the act that benefits most people, regardless of personal feelings or social constraints such as laws. It is not always concerned with justice, beneficence, or autonomy for an individual to lead to the solution that benefits most people. (7) The rights that a community has formed are secured and given the highest priority. Rights are ethically correct and valid since a large population endorses them. (8) The ethical theory of virtue measures a person by his/her character rather than by an action that may deviate from his / her usual conduct. When rating unusual and abnormal conduct that is considered immoral, it takes the individual's morals, credibility, and motivation into account.

Sowers (2000:18) stated that "children to be those of school age or younger for purposes of eligibility for early intervention services." Children generally have fewer rights than adults and are classed as unable to make serious decisions, and legally must always be under the care of responsible adult or child custody, whether their parents' divorce or not. Recognition of childhood as a state different from adulthood began to emerge in the 16th and 17th centuries. Society began to relate to the child not as a miniature adult but as a person of a lower level of maturity needing adult protection, love, and nurturing.

Brown & Tomlinson (2005:3) stated, "Children literature is a good quality trade book of children, from birth to adolescence covering the topic of relevant interest to the children of those age through prose and poetry, fiction and nonfiction." Children's literature, especially picture books, is like a poem. The text must convey mood, emotion, and setting with a few carefully considered words. It does not presume to teach; instead, it tells a story and invites the reader to enter the world it creates.

Historian of children's literature begins their narrative work of art in a variety time of period. Each choice tells the reader something about the historian of childhood or what children's literature is. Levy & Mendlesohn (2016:19) stated that children's literature refers to the Walt Disney version of those tales. Many publishers and commentators express views about the suitability or otherwise of artworks for children. Nevertheless, no definitive research can tell us what kind of imagery is most appealing or communicative to the young eye. The perceived wisdom is that bright, primary colors are most effective for the very young. The difficulty is that children of traditional children's literature age tend not to have the language skills to express what they are receiving from an image. They can also be suggestible and prone to saying what they imagine adults want to hear. So, even with the best-designed research projects, the world that children are experiencing will inevitably remain something of a mystery to us.

In Levy & Mendlesohn (2016:11), Hughes Thomas stated that "children's literature less as a body of text, which was generally shared with adults." Children generally have fewer rights than adults and are classed as unable to make serious decisions, and legally must always be under the care of responsible adult or child custody. Society began to relate to the child not as a miniature adult but as a lower level of maturity needing adult protection, love and nurturing. Children were shown playing with toys, and later literature for children also began to develop at this time. While most picture books are still written for younger children, many excellent picture books for upper elementary and middle school readers have been published. The definition of children's literature has also enlarged. Many adults are also interested in children's literature nowadays, and children also need the adult or especially their parents to do the storytelling. The fascinating evolution of children's literature, mostly picture books, as a storytelling medium and cultural agent, and peer into the future to see where the medium might be going next. In the present era, children's literature is a cultural form to be enjoyed by people of all ages. It is a precious and versatile art that has already left the confines of paper behind, shattering its genre boundaries and fusing various forms of art and imagery.

Kiefer (2010:5) stated, "A picture book has a collective unity of storyline, theme, or concept, developed through the series of the picture the book comprises." The illustrator is an interpreter, creating a sequence of pictures that build on one another to illuminate and expand the text. This sequential imagery is working in concept with the written word that involves the child's imagination. It brings the story to life. In a successful picture book, text, and illustration work together to make an interactive whole more

significant than the sum of its parts. A picture book begins with an idea. Sometimes this idea is in words, and sometimes it is in pictures. Authors usually do not have a chance to tell illustrators how they would like to have their books illustrated. Furthermore, an author will need an editor to help him by suggesting ways to improve the text, a book designer who decides how the book will look by choosing its size and shape, the color and type of paper, and the type style fonts for the text. He or she also designs the cover, the layout of the pages, and a publisher who decides which company should publish books.

Story of the concept presented through a combination of text and illustration. Classification is based on format, not genre. All genres appear in the picture book. Tomlinson & Brown (2005:5), stated "Picture book is a profusely illustrated book in which both words and illustrations contribute to the story's meaning" The picture book is a highly developed, widely available art for children and families. Since its appearance in the 18th century, it has evolved from a medium of saccharine entertainment and didactic instruction to an intricate interactive art with its requirements and structure. A picture book is a text, illustration, total design; an item of manufacture and a commercial product; a social, cultural, historical document, and foremost, an experience for a child. As an art form, it hinges on the interdependence of pictures and words, on the simultaneous display of two facing pages, and on the drama of turning the page. The illustrator is an interpreter, creating a sequence of pictures that build on one another to illuminate and expand the text. It is the sequential imagery working in concert with the written word that involves the child's imagination and brings the story to life. Illustrators use a variety of tools and techniques to interpret and amplify a picture book. They often start by making a series of rough sketches and then decide what materials are best for the final illustrations.

Kiefer (2010:5) stated, "A picture book for the children, as distinguished from other books with illustration, is defined as one that essentially provides the child with a visual experience." Pictures books usually consist of 32 pages and generally less than 2000 words with a readable font large enough for everyone to read, dominated by the picture, which integrates with the text to bring the story to a satisfying conclusion. It uses funny words without any inappropriate language. The illustration uses bright colors while drawing a picture to catch the child's eye and keep him interested in the book. The book's theme is usually made clear and understandable so the children can relate to what is happening in the story and be interested in what happens next. Picture books are also provided with exciting characters; the plot makes the children feel emotional (the feeling of happy, sad, angry) with the story that might be related to people's experiences, including the different aspects of the people (genre, environment, background). The children with a catchy title can easily understand a lot of easy pictures.

Method

In this research, the writer uses qualitative research. Creswell (2013: 62) stated that qualitative research is the inquiry research approach useful for exploring and understanding a central phenomenon by asking participants broad, general question, collect the detailed view of participants in the form of words or images and analyze the information for description and themes and the meaning of information, drawing on personal reflection and past research were interpreted by the researcher. The final reports' final structure is flexible, and it displays the researcher's biases and thoughts.

From the statement above, qualitative is an approach in research based on the researcher's phenomenon and addresses research problems where the variables are unknown and require exploration.

A qualitative research has six ultimate characteristics, as stated by Creswell (2013). The first is that to roam an issue and develop a strong understanding of a phenomenon. Then, it will entail the literature review that plays a minor role in justifying the problem. The third characteristic is determining the objective and research questions in general and vastly according to the participants' experiences. After that, it draws data based on words from a small number of individuals to gain the participant's views. Next, the data is analyzed for description using text analysis and interpreting the findings' broader meaning. The last is this kind of research will reveal the report using the flexible, emerging situation and evaluative criteria, and even the researcher's subjective reflexivity and bias. Furthermore, what it means qualitatively in the form of words or symbols.

Kothari (2005:37) stated that the descriptive qualitative method is concerned with describing a particular individual's character or a group situation. Additionally, Creswell (2003:30) stated that the

descriptive qualitative method intended to describe everything related to the study's topic. The qualitative descriptive method aims to obtain in-depth data and close reading of the text; data contains the meaning. The meaning is the actual data, definitive data, which is a value beyond the data that appears. Therefore, a qualitative study does not emphasize generalizations yet concentrates more on the meaning to express a variety of qualitative information with detailed and nuanced descriptions to describe the properties of the case (individual or group), the state of the phenomenon accurately. It is not restricted to data collection but preferably includes the analysis and interpretation. Descriptive assessment advised on the assessment is made solely based on the fact or phenomenon that empirically lives in its speakers (writer). Taking a descriptive assessment into account means that recorded and analyzed are elements in the literary works.

This research is designed to answer research questions on the moral value and ethics in a children's picture book entitled "Of Thee I Sing: A Letter to My Daughter" by Barack Obama. In conducting this research, the writer uses the content analysis method. While in this research, the method used is the content analysis method since its goal is to obtain data about Moral Values and Ethics in a children's picture book "Of Thee, I Sing: A Letter to My Daughter." Content analysis is research in which focuses on analyzing the content of the document or textual data as Krippendorff (2004:30) stated that content analysis is a research technique replicable and valid interference from the text for other meaningful matter to the context of their use. It means that content analysis is a technique of the research that the other researcher can re-use. The valid interference is taken from the text (or another written document important) and used appropriately. This research aims to discover information derived from the data as much as possible. After the data collected, they must be interpreted to achieve the aim which has been set.

The writer uses the theory from Creswell (2007:213) in the case of data collection procedure, describe some steps of collecting data as follows:

- 1) Identify the purposely selected document for the proposed study
- 2) Indicate the types of data to be collected. Inquires spend a considerable time in the natural setting information from the children's picture book.
- 3) Discussion. In a discussion about the data collection forms, be specific about the data, and include arguments concerning each data's strengths and weaknesses.

Based on the points above, the writer will use a table to analyze the moral values and ethics in the children's picture book "Of Thee I Sing: A Letter to My Daughters" by Barack Obama. Table I: To analyze the moral values in children's picture book "Of Thee I Sing: A Letter to My Daughters" by Barack Obama, this instrument refers to the moral value in the picture book. Table II: To analyze the ethics contained in children's picture book "Of Thee I Sing: A Letter to My Daughters" by Barack Obama, this instrument refers to the ethics in the picture book

Results and Discussion

In this part of the chapter, the writer would like to interpret the data she found in the picture book "Of Thee, I Sing: A Letter to My Daughters" as the research object. The data interpretation is divided into: Moral Value in the children's picture book. After analyzing the data found in the children picture book, the writer can draw a brief conclusion of moral value that emerges in the picture book. Self-confidence gets the highest percentage of 45.65 %, bravery 19.56 %, strong belief 15.22 %, peace-loving 10.87%, love and affection 8.69% Based on the result of the moral values contained in the picture book. Self-confidence gets the highest percentage since it is a letter written by the author to his daughters and the author would like to tell to his daughters and the readers to have a good self-confidence that they could be the one that makes history just like the thirteen groundbreaking Americans are told in the book: George Washington, Abraham Lincoln, Martin Luther King, Neil Armstrong, Sitting Bull, Cesar Chavez, Billie Holiday, Maya Lin, Albert Einstein, Georgia O'Keeffe, Jackie Robinson, Hellen Keller and Jane Addams.

2)Ethics in the children's picture book Of Thee I Sing A Letter to My Daughters by Barack Obama.

Tabel 2. Ethics in Of Thee I Sing: A Letter to My Daughters

No.	Kinds of Moral Value	Time of Show Up	Percentage in Percent (%)
1.	Self-confidence	21	45,65
2.	Bravery	9	19,56
3.	Strong Belief	7	15,22
4.	Peace loving	5	10,87
5.	Love and Affection	4	8,69
	Total	46	99,99

No.	Kinds of Ethics	Time of Show Up	Percentage in Percent (%)
1.	Beneficence	10	25
2.	Justice	10	25
3.	Rights	9	22.5
4.	Respect for Autonomy	7	17.5
5.	Utilitarianism	4	10
	Total	40	100

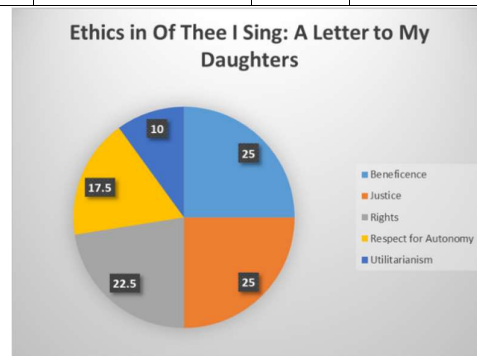
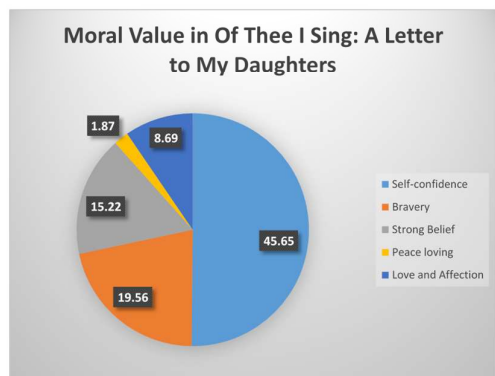


Figure 4.1

The Diagram of Moral Values in Of Thee I Sing: A Letter to My Daughters

After analyzing the data found in the children picture book, the writer can draw a brief conclusion of ethics which emerge in the picture book *Of Thee I Sing: A Letter to My Daughters* by Barack Obama. Beneficence and justice have the same percentage of 25%, rights 22.5%, respect for autonomy 17.5 %, and utilitarianism 10%.

Based on the result of the moral values contained in the picture book. Beneficence and justice have the same percentage since it is a letter written by the author to his daughters. The author would like to tell his daughters and the readers that beneficence guides the decision-maker to do what is right and good. This priority to do good makes an ethical perspective and a possible solution to an ethical dilemma acceptable. It is God's creation that we are different. Human differences refer to characteristics and conditions that identify, distinguish, and differentiate individuals based on social and cultural experiences and naturally occurring physical and intellectual challenges and abilities.

Conclusions

After reading and analyzing the children's picture book of "*Of Thee I Sing: A Letter to My Daughters* by Barack Obama, it can be surely 46 data related to moral value and 40 data related to kinds of ethic. The analysis has two objectives. The first objectives are to analyze the moral values that the novel brings, and the second is to analyze the ethics that the book wants to convey to the readers. There are five kinds of moral value in the children's picture book "*Of Thee I Sing: A Letter to My Daughters* by Barack Obama. They are bravery, love and affection, peace-loving, self-confidence, and strong belief. Self-confidence gets the highest percentage of 45.65 %, bravery 19.56 %, strong belief 15.22 %, peace-loving 10.87%, love and affection 8.69%. Self-confidence gets the highest percentage since it is a letter written by the author to his daughters. The author would like to tell his daughters and the readers to have a good self-confidence that they could be the one that makes a history like the thirteen groundbreaking America. There are five kinds of moral value in the children's picture book "*Of Thee I Sing: A Letter to My Daughters* by Barack Obama. They are beneficence, respect for autonomy, justice, utilitarianism, rights, and virtue.

Beneficence and justice have the same percentage of 25%, rights 22.5%, respect for autonomy 17.5 %, and utilitarianism 10%. Beneficence and justice have the same percentage since it is a letter written by the author to his daughters. The author would like to tell his daughters and the readers that beneficence guides the decision-maker to do what is right and good.

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