

Moral Value of Fantasy Literary: A Critical Discourse

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ABSTRACT

Fantasy literature has grown, diversified, and become famous in recent decades. One such phenomenon is Harry Potter, which has a readership base from all over the world to make this fantasy literary novel one of the world's most famous cultures. However, it is crucial to know how popular culture influences moral practices in its readers, so it is necessary to identify what kind of moral representation appears in the text. This study aims to examine the representation of ideology through moral conceptions. Fairclough's critical discourse analysis was applied to discover the reality behind the text of the Harry Potter novels and *The Philosopher's Stone*. The finding of this study is that there are ten discourses of moral representation related to morality in education, morality in private and public interactions, morality formed based on social strata, and morality in the view of norms and ethics. Morality is not only about good and bad but how it affects the order of life in social life, even though it is represented in an unlimited imagination.



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1. Introduction

The existence of literature is inseparable from everyday human life. Humans can be both subjects and objects in literary works. Literature is not only limited to writing on paper but has also played an essential role in human life since immemorial (Pastrana-Huguet et al., 2022). Through literature, humans can convey their aspirations to others, either with fellow citizens or governments. Fantasy is one of the literary genres that displays magical and supernatural elements not found in the real world. Writers can juxtapose real-world settings with various elements of fantasy, creating a universe filled with imagination, having its laws and logic complemented by populations of unique races or imaginary creatures (Sya et al., 2022). This genre is speculative and has no basis in scientific fact. It is closely related to supernatural and magical elements that logic finds difficult to accept because it tends to be absurd. Structurally, descriptions can sometimes be difficult to distinguish between fantasy and science fiction. The most likely difference is that science fiction has a more accurate description of boundaries, locations and purposes than fantasy (Wiseman & Watt, 2022). Fantasy will arise with challenges beyond the reach of human thought. The challenges in question are comprehensive, one of which can be visualized as text or story. Fantasy can involve fairy tales with elements of dreams, futures, allegory, romance, surrealism, magical realism, satire, wonderlands, supernatural fiction, dark fantasy, strange fiction, horror, and more (Stableford, 2009). Of course, the definition of fantasy may not necessarily accommodate everything that anyone has experienced at a particular time considered "fantasy".

One such phenomenon is Harry Potter, whose initial appearance over twenty years ago was only one of children's literature but ultimately able to influence even today in its development in the form of wizarding world fandom, pop culture, and social media aimed at both adults and children (Efimova, 2015). The rise of fantasy novels that emerged after the publication of Harry Potter made a story of intertextuality that became the attention and study material of world researchers. The author J.K Rowling never predicted that anything that came into contact with the results of her literary writings would become a business opportunity with promising profit achievements. It is an undeniable reality that Harry Potter has changed the world.

Nevertheless, although this famous fantasy story can cross the global industry, as evidenced by being translated into more than sixty countries and languages, studying the ideology in writing is essential. It is imperative to know what ideological representation the author conveys through his novel so that this novel becomes very popular with world readers. The significance of this research is that knowing the reality represented by the author through his writing can summarise multidisciplinary knowledge in a famous fantasy literature world. This study examined the representation of meaning in the Harry Potter novel corpus. Here are the research questions: What is the moral value represented in Harry Potter novel?

1.1. Literature Review

1.1.1. Discourse Analysis

Discourse is structured or created by domination, so every discourse produced has historical interpretations limited in space and time (Wodak, 2001). Furthermore, a structure of domination is indeed legitimized by a strong group ideology. So, when discussing a discourse, it will correlate with the analysis of power, which is likely to be a resistance to unequal power relations in society. From a socio-psychological perspective, Van Dijk (1993) expressed discourse not only as a classical relationship of causal hypotheses but as a systematic framework of social reality phenomena that relate between discourse, cognition and society. He defined discourse as communicative events, including conversational

interactions, written texts, related gestures, facework, typographic layout, images, and other dimensions of 'semiotic' or multimedia significance. In line with the above opinion, one of the characteristics of discourse is historical and, therefore, can only be understood by referring to the context, namely extralinguistic factors such as culture, society, and ideology (Meyer, 2001). It is succinctly understood that context is essential in discourse since it explicitly contains socio-psychological, political and ideological components.

Therefore, discourse research is not enough to be based solely on the analysis of the text alone but also on how the text is produced, which involves social cognition (Nguyen et al., 2020). Thus, it can be argued that discourse is the use of language in oral and written communication that combines linguistic and non-linguistic elements to act out activities, views, and identities. In that communication, ideas or opinions are always related to who uses the language, how, why and when.

Discourse analysis goes beyond language units to uncover things not apparent by linguistic analysis or ordinary grammatical analysis (Taylor & Del Fante, 2020). Discourse analysis is often associated with sociolinguistic studies and can even be called part of it. Discourse analysis cannot be strictly limited to purely linguistic fields; several related characteristics, such as speech acts, presumptions, references, inferences, and sociocultural aspects, should follow it. The term discourse analysis used in the study of language in sentences was first introduced by Hams in 1952, but the study of discourse has been advocated since Firth in 1935 (Trindade & Valério, 2018).

Discourse analysis is a study that includes various pragmatic functions of language. Discourse analysis emphasizes the use of language in social contexts and interactions between speakers. Ziskin(2019) states that the exploration of discourse will be related to broader social education practices, and contribute to the following more general objectives of the analysis will go towards social power structures, informing individual actions and life experiences. So, discourse analysis is not intended to look for regularities and rules such as grammar but regularities related to their acceptability.

1.1.2. Fairclough Critical Discourse Analysis

The discourse analysis social change approach is used to analyze discourse in which there is a relationship between discourse and social change. This approach was first proposed by Norman Fairclough, influenced by Foucault's thought and the intertextuality of Julia Kristeva and Bakhtin. Fairclough viewed the use of language, both spoken and written, as a social practice. Social practice in discourse studies is positioned as a condition that causes an interconnected relationship between social structure and the discourse production process (Fairclough, 1995).

To understand discourse as a whole, we must not detach it from its context. To be able to find the reality behind a text requires an examination of the context in which the text was produced, the consumption of the text, and the sociocultural aspects that influence the creation of the text (Saquete et al., 2020). In this respect, Fairclough views the existence of a dialectic between social practice and discourse. In a sense, discourse can affect the order of social practice and social life can affect discourse production.

Fairclough's views on the dialectic of social practice and discourse are concerned with; 1) Discourse shapes and is shaped by society; 2) Discourse helps shape and transform knowledge and its objects, social relations and social identity; 3) Power relations shape discourse and is closely related to ideology; 4) The formation of discourse marks the tug-of-war of power. Because Fairclough's discourse analysis approach focuses on studying the relationship between social and discourse, this approach is also called the Dialectical-Relational Approach (Fairclough, 1995).

The core study of Fairclough's model analysis is fixed on three levels namely: first, each text has three functions, namely representation, relation and identity; second, the practice of discourse has ways of producing texts that relate to the author as a person; Third, sociocultural practice analyzes three main things, namely economic, political and cultural (Anwar et al., 2020). The discussion of sociocultural practices also covers three aspects: situational, institutional and social. The situational aspect deals with the production and context of the situation. The institutional aspect deals with the influence of the institution internally and externally. The social aspect deals with more macro situations, such as the community's political, economic, and cultural order. Fairclough suggests that the social practice of discourse is divided into three dimensions: text, discourse practice, and sociocultural practice.

1.1.3. Fantasy Literary

Fantasy is a literary genre that uses imaginary, speculative and unreal elements in building a story (Deszcz-Tryhubczak, 2020). The fantastical element that appears and is depicted in the story depends mainly on the imaginative level of the writer. At first, this genre was enjoyed by many children because children tend to still like this. Beyond reason or something that is impossible to happen, but in its current development, teenagers and adults also widely enjoy fantasy literature (Wilkins, 2019). One of the characteristics of fantasy literature is the setting and characters that are unique, even sometimes beyond logic (Rustamov & Mamatqulov, 2021). Because the story's background is fictional, it is not taken from places often encountered in the real world but made up by the author according to the power of imagination. Similarly, characterizations mostly have strange and absurd powers or characters. In addition, the style of language that is often used in telling fantasy stories always uses formal language, and this is to highlight the exciting side of the fictional story.

Many myths and legends have been passed down and exist alongside social life in various countries. These myths and legends were brought to life by authors who later became works of fantasy literature through the power of imagination—the general idea of how a fantasy inspiration might be created in the writer's mind. Often set in imaginary universes, sometimes combining locations, events, or civilizations from the real world and equipped with magic, supernatural and magical creatures usually only found in the imagination and intended for children and adults. Historically, most fantasy works were written. However, since the 1960s, segments of the fantasy genre have flourished in the form of films, television programs, graphic novels, video games, music and art.

2. Methods

This research is a study of critical discourse analysis of fantasy literary novels. The approach to this research is qualitative by using critical discourse analysis methods to find the reality behind the texts of the Harry Potter novels. The discourse is carried out to explore the context in which the text was produced, the consumption of the text, and the sociocultural aspects that affect the creation of the text. The discourse analysis approach uses Norman Fairclough's model framework, namely the Dialectical-Relational Approach, which focuses on studying social and discourse relationships. These relationships are a process of semiosis. In considering the process of semiosis in critical discourse analysis, Fairclough pays attention to three dimensions that will be a reference in this study. The source of the data is a corpus of translated novels entitled Harry Potter and the Sorcerer's Stone.

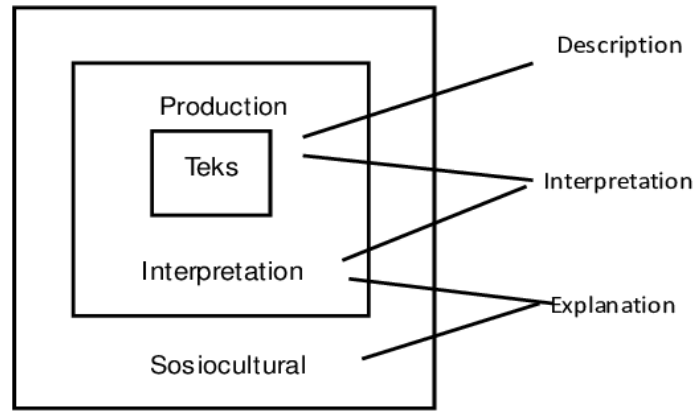


Figure 1. Critical discourse analysis (Fairclough,1995)

Analysis Criteria:

Moral representation can be interpreted as an idea related to what is considered good, bad, appropriate and even desired by all levels of society in social life. Morality is the rules, norms, and institutions that govern the behaviour of individuals in social relations, how good and bad a person's actions are. Morality is always related to values, the reasons why a person performs an action and the impact of his actions on that person's moral values.

3. Results and Discussion

3.1 Results

Here is a visualization of the moral representation in the novel

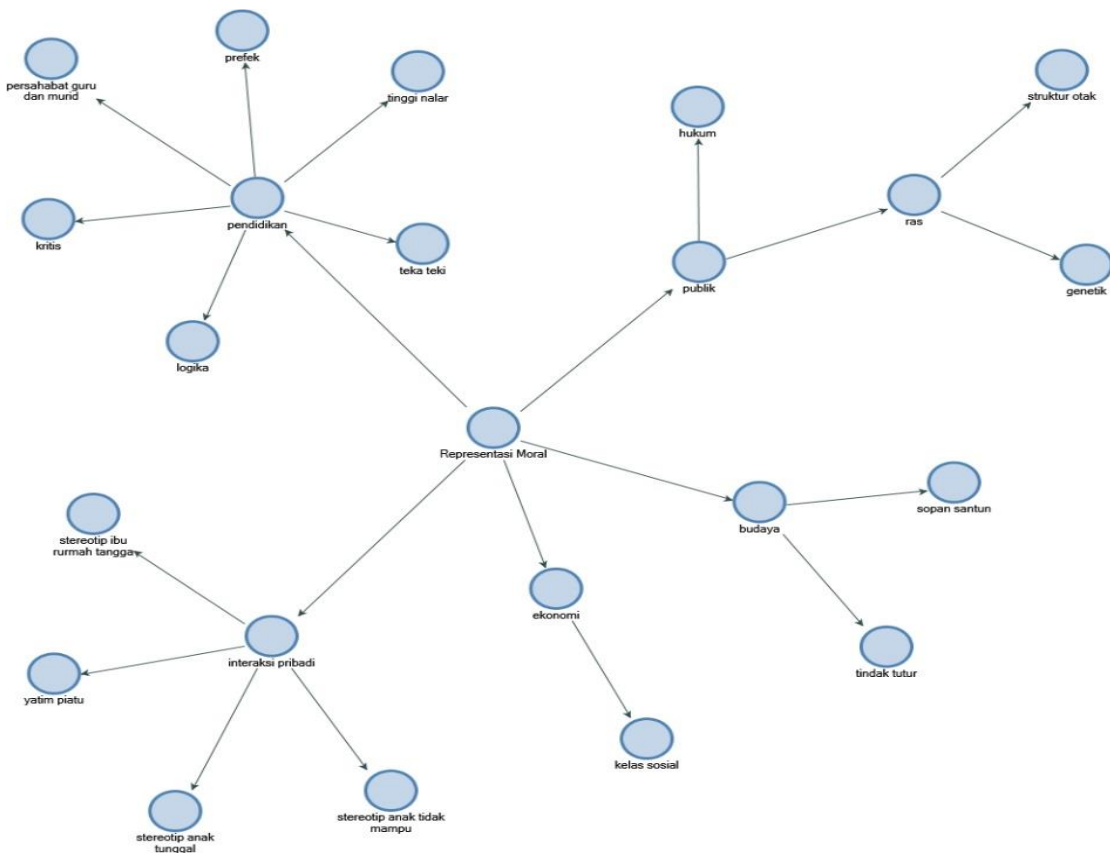


Figure 2. Visualization of moral representations

Data 1

Sign	Object	Interpretation
<i>..tetapi sudah bertahun-tahun mereka tidak bertemu. Mrs Dursley malah berpura-pura tidak punya adik, karena adiknya dan suaminya yang tidak berguna itu tak layak sama sekali menjadi kerabat keluarga Dursley.</i>	Pretending not to have a sister	Individual behaviour in social relationships

Coding: N1 C1 P8

Analysis:

Indicating that Mrs Dursley did not like her siblings at all for some reason; the siblings' relationship was not as affectionate as they should be, and they had not seen or visited each other for a long time.

Synthesis: Discourse represents bad social relations between relatives.

Data 2

Sign	Object	Interpretation
<i>Mrs. Dursley kurus berambut pirang, lehernya dua kali panjang leher biasa. Baginya ini menguntungkan karena kegemarannya adalah menjulurkan leher diatas pagar-pagar, mengintip para tetangga.</i>	Craned your neck over fences	Bad individual behaviour

Coding:

N1 C1 P7

Analysis:

Indicates a favourite character less beautiful than his Harry Potter aunt; observing others is allowed because what we get from seeing others is an action, but do not let this become an "unnatural" attraction and harm the world around us. This discourse represents the stereotype of a middle-aged housewife who does not work outside the home. His daily life takes care of the household, and when bored, he chooses to do things considered less beautiful such as peeking at neighbours' activities.

Synthesis:

Discourse represents stereotypes of homemakers' behaviour.

Data 3

Sign	Object	Interpretation
<i>Di sekolah, Harry tak punya teman. Semua anak tahu bahwa geng Dudley membenci Harry Potter yang aneh dengan pakaian bekasnya yang kebesaran dan kacamatanya yang bingkainya patah, dan tak seorang pun berani menentang geng Dudley.</i>	Children of distinguished people	Inappropriate behaviour due to parental upbringing

Coding:

N1 C2 P43

Analysis:

Dudley is a respected child with absolute power in his school, so that he can mistreat other children he does not like. The repetition of Harry and the Duddley gang's words and phrases creates a harmonious relationship. This discourse represents a moral attitude towards children who are indigent and not from respectable families will be difficult to accept in a community or society that is considered respectable.

Synthesis:

Discourse represents the moral concept that children have.

Data 3

Sign	Object	Interpretation
<i>Keluarga Dursley sering membicarakan Harry seperti ini, seakan anak ini tidak ada, atau lebih tepat lagi, seakan dia sesuatu yang sangat menjijikkan seperti bekicot.</i>	Anthroponyms Dursley	Social relationships

Coding: N1 C1 P33

Analysis:

The social attitude of the Dursleys towards a child who is still related by blood, but they do not like it very much. Even sometimes treated like animals. The role of immediate family should be obliged to provide maintenance and care for a child, but instead, it does the opposite, namely, taking away the child's rights in terms of time and good growth opportunities. Of course, this will affect the psychological condition of children in the future.

Synthesis:

This discourse represents social relations that are not and the impact of such actions on one's moral values.

Data 5

Sign	Object	Interpretation
<i>Masuklah, orang asing, tetapi berhati-hatilah terhadap dosa yang harus ditanggung orang serakah, Karena mereka yang mengambil apa saja yang bukan haknya, harus membayar semahal-mahalnya, jadi jika kau mencari di bawah lantai kami harta yang tak berhak kaumiliki, Pencuri kau telah diperingatkan bukan harta yang kau dapat tapi ganjaran</i>	Legal norms	The impact of individual actions on moral values

Code: N1 C3 P 93

Analysis:

It signifies the existence of a legal norm in society intended to provide a sense of security to individuals and groups of people in carrying out daily activities. The sense of security referred to inside. It is a calm state without fear of threats or actions that may harm individuals in society. Any action that is not following applicable norms will cause losses. The loss in question is not only related to loss as we understand it in the civil sense but also includes damage to the body and soul. The body, in this case, includes the body that is also related to one's soul, the soul, in this case, includes feelings or psychological states.

Synthesis:

Discourse represents why a person performs an action and how the impact of his actions on that person's moral values.

Data 6

Sign	Object	Interpretation
<i>Semua milik Harry-bukan main. Keluarga Dursley pastilah tak tahu soal ini, kalau tidak pasti sudah mereka rebut dalam sekejap. Betapa seringnya mereka mengeluhkan biaya yang harus mereka keluarkan untuk membesarkan Harry. Padahal selama ini ada harta</i>	Materially	Bad social relationships

begitu banyak miliknya, tekubur dalam-dalam di bawah kola London.

Coding: N1 C5 P96

Analysis:

The Dursleys feel burdened by Harry's presence in their family because Harry has nothing, so the Dursleys have to bear his living expenses. Nevertheless, they did not know that Harry's parents had many savings in one of the banks.

Synthesis:

This discourse represents too many people judging someone just by their outward appearance, someone who looks ordinary is very likely to have much wealth.

Data 7

Sign	Object	Interpretation
<i>“Ayahku di sebelah, membelikan bukuku, dan ibuku di toko lain mencari tongkat, “ Kata anak itu. Suaranya membosankan dan seperti dipanjang-panjangkan.</i>	Childish attitude	Parenting affects children's morality.

Coding: N1 C5 P99

Analysis:

Signifies a bad childish character. This type of character shows a lack of stamina in facing life's challenges. Every parent indeed loves their children with all body and soul. They did not want their son to be hurt in the slightest. They want their children always to get the best covering basic needs such as food or food consumed daily, clothing or clothing, housing or shelter. Including other needs such as secondary and tertiary needs. But because of the love of parents. Sometimes such attention is also excessively given by parents—especially parents with only an only child.

Synthesis:

Discourse representation is the impact of actions related to the value of self-morality.

Data 8

Sign	Object	Interpretation
<i>“Menurut aku sih bangsa lain sebaiknya jangan diizinkan bergabung. Iya, kan? Mereka tidak sama, mereka tidak pernah dibesarkan dengan cara-cara kita. Beberapa diantara mereka bahkan tidak pernah mendengar tentang Hogwarts sampai menerima surat.</i>	Arrogant attitude	Individual behaviour in social interaction

Coding: N1 C5 P101

Analysis:

It signifies the nature of a person who considers himself better than others or all areas of life. People with arrogant nature value compliments and often talk about their qualities when talking to others. Pride should be kept away from children because it results in low self-esteem and the habit of comparing qualities with others. Arrogant people are weak individuals because they rely on external factors to define themselves rather than their values and integrity.

Synthesis:

Discourse represents individual qualities based on moral attitudes and integrity.

Data 9

Sign	Object	Interpretation
<i>"Semua orang mengaggapku istimewa, " ... "Semua orang di Leaky Cauldron, Profesor Quirrel, Mr.Ollivander tetapi aku sama sekali tidak tahu apa-apa tentang sihir. Bagaimana mereka mengharap aku melakukan hal-hal luar biasa? Aku terkenal dan bahkan aku tak ingat aku terkenal karena apa.</i>	Low self-esteem	The family influence upbringing patterns on children's psychological development.

Coding: N1 C5 P110

Analysis:

The inferiority, imagined or displayed in daily behaviour, is because children experience feelings of inferiority due to physical or mental Bullying by those closest to them. Criticism that children receive consistently or continuously from peers and siblings can also trigger feelings of inferiority. The same is true when children grow up in emotionally abusive families.

Synthesis:

Discourse representing family love patterns will shape the character of a child's psychic and mental child.

Data 10

Sign	Object	Interpretation
<i>Bagi Harry tidak ada yang salah kalau tidak mampu membeli burung hantu. Lagi pula dia sendiri tak pernah punya uang sepeser pun sampai sebulan yang lalu. Maka dia menceritakan semuanya kepada Ron, tentang bagaimana dia harus memakai pakaian bekas Dudley dan tak pernah mendapat hadiah ulang tahun yang pantas.</i>	Harmful contact with other family members	Interpersonal relationships between family members

Coding: N1 C6 P126

Analysis:

Indicates that Harry did not get the treatment his uncle and aunt deserved. It reflects individual behaviour that affects social relationships. Deep social interaction between family members is a reciprocal relationship and affects what happens between individuals. Social interaction will not occur if it does not meet the requirements of social interaction. Social contact will not occur if there is no action, response, or reaction to the action. Social contact can be positive or negative. Positive contact will succeed when there is cooperation, while harmful contact leads to conflict or no interaction.

Synthesis:

Discourse represents interactions that will mutually affect interpersonal relationships in the family.

3.2. Discussion

Moral representations that allude to the attitudes of today's children are also seen in the discourse—the arrogant attitude of a child who looks down on other less fortunate children. For example, Dudley and Draco are respected children with dominating power in their school, so they can mistreat other children they do not like. Currently, there are many cases like this in educational institutions or known as *Bullying*; the role of parents and teacher supervision will be able to control attitudes beyond the limits of reasonableness caused by children who feel they have more dominance and are supported by the power of parents. Quite a lot of discourse represents that too many people judge a person only by his outward appearance, in fact like Harry Potter, an orphan who is considered a burden to his relatives and grows up as an ordinary child without parental affection, turns out to have much wealth inherited by his parents that he does not know at all. The quality of individuals can be measured by their attitudes and moral integrity, as in the Malfoy family, who consider themselves better than others or all areas of life. Their hallmark is arrogance, appreciating compliments, and often talking about their qualities when talking to others, impacting the behaviour of children and the next generation; therefore, pride is something that must be kept away from children because it can indirectly form the most excellent extortion attitude, cover up incompetence with pretentiousness and cause a sense of inferiority. Finally, the habit of comparing qualities with others is an absolute thing that must be done in order to cover up incompetence. In terms of psychology, family parenting will shape a child's character, both psychic and mental (Scharf & Goldner, 2018). The psychological point of view is also very clear from the internal character of Harry, an orphan who, in certain situations, hallucinates about the appearance of his parents and causes effects that lead to psychotic disorders, such as hearing or seeing things that are only in their heads or things that are not real, only bringing out the deepest desires of the human heart.

Another moral value that is quite prominent in the storyline is about a child's talent. Like Hermione, a child who is not of witch descent but can learn witchcraft very quickly and become the greatest among her friends born to parents with a wizard background. Whether the ability is genetically based or indeed coincidence has been widely debated. The structure of the brain influences a person's abilities. A child's talent (artistic or scientific) is not only due to genetic factors or coincidence but a combination of both (Dai, 2019). Inborn talent allows a person to learn something faster than others. However, if a talent is not honed, his skills will not increase. It can also be defeated by people who are considered not talented but have a strong will and diligently exert themselves to be able to do so. The discourse that represents politeness, attitudes and speech acts is also an important lesson, how Harry and their friends accept the offer of bread from Hagrid, which is very harsh and unpleasant to appreciate. Nowadays, this attitude must avoid conflicts, give a friendly impression, and not embarrass the interlocutor.

The discourse in the novel also provides much moral advice, as found in many quotes in specific plots. For example, a quote in the Bank of Gringots realizes that a legal norm in society is intended to provide a sense of security to individuals and community groups in daily activities. The sense of security referred to in this is a calm state, without fear of threats or actions that can harm individuals in society. Any action that is not following applicable norms will cause losses. Moral values are represented by good and evil and how a straightforward and sometimes ignored thing can help a person's life. The condition surrounded by the danger that requires Harry and his friends to solve puzzles quickly if they want to survive becomes a logic teaser that impacts a person's ability to make decisions to overcome the problem. Not infrequently, someone who cannot hone his logical skills will be confined to a crush of problems that never find a solution because they think narrowly.

The phenomenon of friendship between teachers and students has also become attractive to the principle of morality; in the last decade, teachers taught under pressure on

their students (Yuhastina et al., 2020). A good teacher is one who not only positions himself as a teacher but also as a friend to his students. The teacher begins to play his role as a friend, where the teacher can understand the differences in the personality of his students and listen and provide solutions to problems faced by students. It is not easy to understand every personality and problem students face, but in this way it will strengthen the relationship between teacher and student. At Hogwarts, several teachers are role models like Professor Dumbledore's teacher character, but there are also opposite ones like the mysterious Professor Snape.

4. Conclusion

The morality raised in this novel is an idea related to what is considered good, bad, appropriate and even desired by all levels of society in social life. Morality is always related to values, the reasons why a person performs an action and the impact of his actions on the moral value of that person. The most prominent common representation of moral attitudes is the interaction of children who are indigent and not from respectable families, challenging to accept in a community or society that is considered respectable. The role of the nuclear family, which should be obliged to provide for and take care of children, is just the opposite: depriving children of their rights in terms of time and good growth and development opportunities. Parenting affects children's morality by meeting all needs and excessive parental love, shaping the behaviour of children who have no responsibility and care morally for their environment. Legal norms in society aim to provide a sense of security to individuals and community groups in daily activities. The sense of security referred to here is a calm state, not afraid of threats or actions that can harm individuals in society. Any action not following applicable rules will result in losses, especially for parents who only have an only child. Individual behaviour in social interaction signifies the nature of a person who considers himself better than others or all areas of life.

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