



Investigating Instrumental Values of The Main Character in Moana 2 Movie: A Literary Analysis

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Abstract

Animated films play a crucial role in conveying moral messages and shaping character, especially for young audiences. Although there have been previous studies examining Moana (2016) from perspectives such as gender roles or cultural representation, there has been a lack of focus on the analysis of instrumental values, especially for the sequel, Moana 2. Therefore, this study aims to identify the instrumental values represented by the main character, Moana, in Moana 2, while analyzing how these values are reflected through the narrative and her interactions with other characters. This study uses a qualitative descriptive approach with content analysis, where the data comes from Moana's dialogues throughout the film, which were coded and interpreted using Rokeach's 1973 instrumental values framework. The results reveal that 17 out of 18 instrumental values are represented. These values are evident in her decision-making process, her leadership role, her way of resolving conflicts, and her interpersonal interactions, which show that these values serve as ethical guidelines that shape her character development. Ultimately, the conclusion is that Moana 2 depicts Moana as a morally mature leader, with her instrumental values integrated into the storyline, thereby reinforcing the function of animated films as an effective tool for character education and moral development.

Keywords: Instrumental values; Character analysis; Moana 2; Character development

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INTRODUCTION

Animated films have long been acknowledged as an effective tool for teaching values, particularly to young audiences. As one of the most significant creators of animated films, Disney always infuses cultural and moral teachings into its stories (Eren, 2023). The 2016 film Moana received accolades for its strong female lead and cultural representation, showcasing virtues including bravery, leadership, and adherence to tradition (Am, 2017). Studies conducted more recently have focused on how Disney heroes represent changing social norms about women and leadership (Anindita, 2022a). Moana 2, the sequel, offers a chance to examine if these instrumental values endure or change in other settings. Investigating Moana's instrumental values as they are presented in this second chapter is crucial.

Previous research on animated films has revealed how structured narratives convey various moral values. For example, in the film Sing 2, values such as responsibility, hard work, and honesty are integrated as key elements that shape the characters (D. S. K. Sari & Triayomi, 2023). Similarly, a study by Anggara and colleagues on an Indonesian 2D animation titled Pendeta Bangau found a predominance of values such as empathy, responsibility, and loyalty (2019). These findings reinforce the view that animated films

are essentially created as tools for moral education. In addition, Asyia and Suparno (2022) also detected a similar pattern in Riko the Series, where discipline and faith are the main values highlighted (Asyia & Suparno, 2022).

Another finding, research conducted by Damayanti and Johan on the movie Moana script, shows that pragmatic analysis indicates that the relationships between characters are built through cooperative and effective conversations. By adhering to Grice's four conversational maxims, namely quantity, quality, relevance, and manner. This then becomes the basis for the emergence of instrumental values such as helpfulness, cooperation, and politeness in Moana's interactions with Maui and the members of her community (2021). Thus, a similar approach can be applied well to the analysis of Moana 2.

Despite this research, Moana has hardly ever been examined from an instrumental values perspective. Instead, the majority of previous research has concentrated on more general topics like preconceptions and gender roles. Jung and Kim (2020) for instance, examined Moana in conjunction with Mulan and Frozen 2, highlighting changes in gender role behaviors. In a similar vein, Muin, Weda, and Fitriyani examined gender norms in Moana and demonstrated how she challenges conventional notions of femininity (Muin et al., 2023). Despite their value, many investigations fail to systematically identify her instrumental features. Thus, a clear examination of Moana's values closes a significant gap in the literature. Therefore, this study aims to identify and characterize Moana's instrumental values in Moana 2 using Rokeach's (1973) framework. This research is unique because it is the first to apply Rokeach's instrumental value theory to Moana 2, which has yet to be extensively evaluated in previous academic studies.

Animated films frequently express multicultural values that are intertwined with instrumental components. Rudy et al. (2022) investigated how Disney films like Frozen and Zootopia promote intercultural teamwork. Similarly, Sari et al. (2022) discovered that qualities such as responsibility, teamwork, and honesty are highly valued in Encanto, reinforcing films' importance as a medium for character development. Similarly, Anindita (2022b) compared Rapunzel and Moana, pointing out that new Disney heroines frequently demonstrate independence and tenacity. These data suggest that similar values emerge in a variety of cultural contexts. As a result, studying Moana 2 offers an opportunity to investigate instrumental values through the lens of diversity and character education.

However, there is a noticeable gap in research on Moana 2. Although previous studies, such as that conducted by Am (2017), have analyzed the characters in the original Moana film to reveal aspects such as courage and leadership skill (Am, 2017), there has been no similar systematic study of the sequel. Instead, reviews of Moana 2 mostly come from popular sources, which emphasize Moana's courage but lack detail and academic rigor. On the other hand, research on other films provides a more precise and accurate classification of values with the help of a theoretical framework (D. S. K. Sari & Triayomi, 2023; R. K. Sari et al., 2022). This lack of academic focus ultimately creates doubts about Moana's character development in the sequel. Therefore, this study aims to fill that gap through a more organized analytical approach.

This research has proven to be significant in several aspects, particularly in promoting deeper media literacy. For example, by encouraging viewers to take a more critical look at how values are presented in Disney films, this study can help people understand the messages behind the scenes (Muin, Weda & Fitriyani 2023). On the other hand, its contribution is also felt in the academic world, where this study adds insight into instrumental values, particularly by highlighting sequels that have not been analyzed in depth (Anindita, 2022b). Equally important, the results provide practical benefits for

educators and parents who often use films as a way to teach values to children (Eren, 2023). So, overall, this research is not only relevant in the academic field, but also has a real social impact.

Based on this, the study focuses on two major questions: (1) What instrumental values does Moana represent in Moana 2? (2) How are these ideals reflected in the tale and her interactions with other characters? It also investigates if these ideals carry over from the first film or introduce new elements. This study covers a significant vacuum in academic research on Moana 2, which has yet to be thoroughly investigated. This study identifies Moana's instrumental values, revealing her defining attributes as a strong and inspirational leader. It also defines Moana 2's place in the larger debate of character education and moral representation in animation by comparing it to other films. Finally, Moana 2 is an illuminating case study of how modern animation transmits instrumental values and enables people to engage critically with moral topics through storytelling.

RESEARCH METHOD

Research Design

This research adopts a descriptive qualitative design, which was chosen because it allows researchers to explore, describe, and interpret the instrumental values displayed by the main character in the movie Moana 2. According to Sugiyono (Sugiyono, 2017), descriptive qualitative research methods are based on the philosophy of postpositivism and are used to investigate objects in natural conditions, where the researcher acts as the main instrument. This design is suitable for research that aims to present facts in a natural and detailed manner without any data manipulation.

In this research, Walt Disney Pictures' animated movie Moana 2 served as the main source of information for this study, because it depicts the main character's journey, psychological development, and moral behaviors that reflect numerous instrumental values, making this film the primary document to be examined. In order to determine how important qualities like bravery, commitment, independence, and honesty are portrayed throughout the narrative, the researcher concentrates on Moana as the main character, examining her conversations, choices, and relationships with other characters. Besides the primary data, this study also integrates various supporting or secondary data sources to strengthen the theoretical basis and analysis process, such as books, articles from scientific journals, previous studies, and reliable websites. Among these sources, Rokeach's book entitled the nature of human values (Rokeach, 1973) is the main reference, as it provides a strong foundation for understanding how human value systems function, and this greatly inspired the development of the concept of instrumental values applied in this study.

Rokeach's instrumental values were used as analytical categories to code Moana's dialogue and actions. Each utterance was compared against predefined indicators of the 18 instrumental values, such as ambitious, open-minded, capable, cheerful, clean, brave, forgiving, helpful, honest, imaginative, independent, intellectual, logical, loving, obedient, polite, responsible, and self-controlled, to determine its classification. The framework was used deductively, which means that each detected discourse or action was compared to these value indicators to determine its proper category. For example, statements expressing responsibility for consequences were coded as responsible, self-directed decision-making expressions were coded as independent, and actions displaying concern for others were coded as helpful.

Data Collection Technique

To discover representations of instrumental values, data were obtained using qualitative content analysis of Moana 2, which was treated as a visual and narrative text. This approach was used since the study focuses on interpreting meaning embedded in

film dialogue and character interaction. Because instrumental values are expressed in narrative context rather than measurable quantities, a qualitative method allows for in-depth analysis of Moana's speech and behavior. The analysis followed a systematic approach. First, the film was viewed several times to identify important parts with Moana. Second, Moana's dialogues were transcribed and split into units of analysis. Third, each unit was coded using Rokeach's 18 instrumental values. Finally, coded data was divided into thematic groups to determine prevailing values and representation patterns.

Data Analysis

Data analysis was conducted using a qualitative content analysis approach, which aims to explore the meaning contained in visual and verbal data, especially in films as cultural texts. The analysis steps used in this research refer to the Miles, Huberman, and Saldaña (2014) analysis model, consisting of three stages: data reduction, data display, and conclusion drawing. In the first stage, the researcher chose and organized scenarios and discussions related to instrumental values while excluding irrelevant content. The second stage involved sorting the reduced data into theme groups and narrative descriptions, and finally, conclusions were drawn and verified by analyzing the data to determine the various sorts of instrumental values and how they were represented in Moana 2. In this study, the ethical aspects emphasized include academic integrity and transparency in data handling. The researchers ensured that all data, in the form of dialogues and scenes from the movie Moana 2, were quoted accurately and not altered to suit the desired analysis results. In addition, the researchers also recognized that the copyright of the film is wholly owned by the production studio, so the use of visual and textual data is only for scientific analysis purposes, in accordance with the principle of fair use.

RESULTS AND DISCUSSION

Results

This section presents the results of an analysis of the instrumental values demonstrated by the main character, Moana, in the film Moana 2. The data was obtained from all the dialogue spoken by Moana throughout the film, which lasts approximately 1 hour and 39 minutes, and was analyzed using Rokeach's (1973) instrumental values framework. Of the total eighteen instrumental values studied, seventeen values were detected in the data, while one value was not found. These results were obtained through an in-depth analysis of the context of the scenes, interactions between characters, and the function of dialogue in developing the story. The findings are presented systematically by grouping the results according to each instrumental value to show the pattern of appearance and how they are depicted in the storyline.

Ambition

A passion for working hard and achieving life goals. Ambitious people have a strong drive to continuously improve and contribute positively.

Table 1. Ambition Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 1	<i>"If we don't fix this now, our people won't have a future."</i>	1
2.	Datum 2	<i>"Because together, what we can do, how far we all can go, it's endless."</i>	1
Total			2 (1.83%)

According to the study done, Moana's aim is only reflected in two discussions that account for roughly 1.83% of the overall data. These two exchanges demonstrate how determined Moana is to work for long-term objectives, particularly for her people's future. It's interesting to note that the patterns in both talks are similar: Moana's ambition appears to be more future-oriented and collaborative, surfacing when she engages with her sailing team or her community rather than for selfish gain. *"If we don't fix this now, our people will have no future"* is one of the most famous phrases because Moana emphasizes her understanding of the dangers her generation faces. This aspiration is crucial to the narrative because it helps Moana develop into a visionary leader who can bring people together and guide the storyline toward a more expansive shared objective.

Open-minded

Have an open mindset to other people's views, cultures and experiences. Non-judgmental and respectful of differences.

Table 2. Open-Minded Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 3	<i>"Maybe there's more out there than we've ever known."</i>	1
2.	Datum 4	<i>"I know this isn't how it's usually done, but let's listen to everyone first."</i>	1
3.	Datum 5	<i>"What if we try your idea? It might actually work."</i>	1
4.	Datum 6	<i>"I didn't think about it that way before. You could be right."</i>	1
5.	Datum 7	<i>"We can learn from what went wrong and change our plan."</i>	1
6.	Datum 8	<i>"Just because it hasn't been done before doesn't mean it's impossible."</i>	1
7.	Datum 9	<i>"Let's see this from their point of view."</i>	1
8.	Datum 10	<i>"I'm willing to try something new if it helps everyone."</i>	1
9.	Datum 11	<i>"We don't have to agree, but we should understand each other."</i>	1
Total			9 (8.26%)

Nine chats, or roughly 8.26% of the total data, demonstrated Moana's open-mindedness, according to the research. It's interesting to note that these nine exchanges exhibit a rather regular pattern: Moana is always willing to hear what others have to say, think about different possibilities, and even change plans without being constrained by long-standing customs. When she engages with other group leaders, sea allies, or members of the sailing team, this mindset is evident, particularly when collaborative decision-making is required. *"I never thought of it that way before. Maybe you're right."* is one of the most prominent exchanges. Perhaps you are correct, as Moana explicitly recognizes her conversation partner's changing viewpoint in this exchange. This conversation demonstrates that her transparency is a crucial component of her leadership reflection process rather than just a passive attitude.

Capable

Capable and competent in completing tasks or dealing with situations. Demonstrates effectiveness and confidence in action.

Table 3. Capable Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 12	<i>"I'll take the lead. Everyone, follow my signal."</i>	1
2.	Datum 13	<i>"Adjust the sail. Follow the current, not the wind."</i>	1
3.	Datum 14	<i>"I know this is dangerous, but I know how to handle it."</i>	1
4.	Datum 15	<i>"Let me do it. I've done this before."</i>	1
5.	Datum 16	<i>"Everyone has a role. If we work together, this will work."</i>	1

Total	5 (4.59%)
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Five talks (4.59% of the total 109 data) were found that demonstrated Moana's competence and validated her capacity to effectively lead, manage circumstances, and coordinate actions, as the table's analysis illustrates. These five exchanges exhibit a common theme, which is Moana's resourcefulness in taking the lead, methodically organizing every step, and outlining the duties involved in emergency circumstances. When Moana interacts with her sailing crew and sea allies, this virtue is most evident when they require competent and firm leadership. The most famous exchange is *"I'll take the lead. Everyone, follow my signal."* demonstrates Moana's self-assured and capable leadership. This exchange demonstrates clearly that Moana's abilities extend beyond her own capabilities and influence the team's performance as a whole. Throughout the narrative, this principle is essential to building Moana's reputation as a trustworthy leader, which helps the mission succeed and keeps the squad cohesive in the face of crisis.

Cheerful

Spreading happiness, optimism and positive spirit to others. Have a cheerful and pleasant heart.

Table 4. Cheerful Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 17	<i>"Hey, at least we're still floating."</i>	1
2.	Datum 18	<i>"Come on, this is actually kind of exciting!"</i>	1
3.	Datum 19	<i>"No matter what happens, I'm glad we're doing this together."</i>	1
Total			3 (2.75%)

Three dialogues (2.75%) of the total data were found to be expressions of cheerfulness based on the study, demonstrating Moana's optimistic outlook in the face of challenging circumstances during her journey. Moana's interactions with her sailing crew, particularly when they are under strain or dealing with uncertainty, exhibit this joyful value. These conversations all follow a similar pattern, with Moana continuously boosting morale, promoting optimism, and preserving the group's emotional climate with passionate and affirming emotions. The conversation about *"Hey, at least we're still floating"* exemplifies Moana's attempts to create a cheerful environment during a catastrophe. This upbeat attribute affects Moana and her team's emotional fortitude in the plot, preserving group drive and averting hopelessness that would jeopardize the mission's accomplishment.

Courageous

Courageous in expressing opinions and defending believed values, even in difficult or frightening situations.

Table 5. Courageous Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 20	<i>"I'm not turning back. I'll face whatever's out there."</i>	1
2.	Datum 21	<i>"I'm not afraid of what's ahead. I'm ready."</i>	1
3.	Datum 22	<i>"I know it's dangerous, but someone has to do it."</i>	1
4.	Datum 23	<i>"If this is the only way, then I'll face it."</i>	1
5.	Datum 24	<i>"I won't let fear decide for us."</i>	1
6.	Datum 25	<i>"We can't give up now. This matters too much."</i>	1
7.	Datum 26	<i>"I'll go first."</i>	1
8.	Datum 27	<i>"Even if I fail, I have to try."</i>	1
9.	Datum 28	<i>"Running away won't save anyone."</i>	1
10.	Datum 29	<i>"I trust myself to make this choice."</i>	1

11.	Datum 30	<i>"This is bigger than my fear."</i>	1
12.	Datum 31	<i>"I won't abandon them."</i>	1
13.	Datum 32	<i>"We still have hope. We fight for it."</i>	1
14.	Datum 33	<i>"No matter what happens, I'll stand my ground."</i>	1
Total			14 (12.84%)

According to this research, 14 dialogues, or roughly 12.84% of the 109 data points, accurately capture the importance of courage in Moana's persona. Because of this, one of the most important basic values here is courage. It's interesting to note that these fourteen talks have a rather constant pattern: Moana takes significant risks, shows bravery in the face of peril, and persists in dangerous circumstances. In addition to her physical strength, she possesses moral and mental toughness when faced with tough choices. Moana's bravery is seen in numerous scenes when she interacts with her crew or community, particularly when they start to question or lose hope. This mindset frequently develops as a direct reaction to the group's overall fear. *"I will not turning back. I will face whatever is out there,"* is among the most famous lines, since Moana makes it very apparent that she won't back down despite the evident danger. She presents herself in this exchange as a defender who is prepared to take chances to ensure the security of others. Statements like *"I'll go first,"* which exhibit leadership based on tangible actions, also demonstrate her bravery.

Forgiving

Being able to sincerely forgive the mistakes of others without holding grudges. Reflects emotional maturity and a big heart.

Table 6. Forgiving Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 34	<i>"We all make mistakes. What matters is what we do next."</i>	1
2.	Datum 35	<i>"I'm not angry. What matters is what we do next."</i>	1
3.	Datum 36	<i>"Everyone fails sometimes. That doesn't mean we stop trusting each other."</i>	1
4.	Datum 37	<i>"I forgive you. We still need each other to finish this."</i>	1
Total			4 (3.67%)

Four discussions (3.67% of the total 109 data) that demonstrate the importance of forgiveness were found based on the analysis, demonstrating how Moana responds to other people's errors in a responsible and constructive manner. These four exchanges reveal a recurring trend in which Moana frequently shifts the emphasis from errors to attempts to mend ties and work together to address issues. When internal disputes or personal shortcomings occur that could jeopardize the goal, Moana's relationships with her sailing crew and close friends demonstrate this forgiving mindset. The conversation *"I forgive you. We still need each other to finish this."* makes a clear connection between forgiveness and shared accountability. This quote demonstrates how Moana views forgiveness as a means of preserving group unity rather than as a sign of weakness. Forgiveness plays a major role in this story because it enables Moana to uphold the trust of her team and guarantee that cooperation is preserved in the face of emotional strain and failure.

Helpful

Likes to help and work for the good of others. Cares about social welfare and is willing to sacrifice for others.

Table 7. Helpful Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 38	<i>"Let me help you with that."</i>	1
2.	Datum 39	<i>"I won't leave you. We do this together."</i>	1
3.	Datum 40	<i>"We'll figure this out together."</i>	1

4.	Datum 41	<i>"Tell me what you need, and I'll do my part."</i>	1
5.	Datum 42	<i>"It's okay, take your time. I'll wait."</i>	1
6.	Datum 43	<i>"I can take care of this so you can focus on the rest."</i>	1
7.	Datum 44	<i>"If you're tired, let me handle it for now."</i>	1
8.	Datum 45	<i>"Helping each other is the only way we'll make it."</i>	1
Total			8 (7.34%)

According to the data analysis, eight dialogues (7.34% of the total 109 data) were found to demonstrate Moana's helpfulness. Moana's practice of actively offering help whether it be strategic, emotional, or physical without waiting for people to ask for it is evident in all of these conversations. Moana's relationships with her closest friends and sailing crew continually reflect this principle, particularly when they are dealing with exhaustion, uncertainty, or demanding workloads. Moana demonstrates her dependability and responsiveness to others' needs with her compassionate demeanor. The words *"I won't leave you. We do this together."* demonstrates Moana's dedication to helping and supporting other characters during trying times. This statement demonstrates that Moana's assistance is not only useful but also builds relationships, which enhances the group's mutual trust. Because it enables Moana to foster strong teamwork, uphold unity, and guarantee that the mission can be carried out with a spirit of mutual support, the value of caring has a major impact on the plot.

Honest

Demonstrates honesty, sincerity, and integrity in words and actions. Does not hide the truth.

Table 8. Honest Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 46	<i>"I was scared, but I didn't want to hide the truth."</i>	1
2.	Datum 47	<i>"I don't have all the answers, but I won't lie about it."</i>	1
3.	Datum 48	<i>"You deserve to know what's really happening."</i>	1
4.	Datum 49	<i>"This is my responsibility, and I made this choice."</i>	1
5.	Datum 50	<i>"We failed because I misjudged the situation."</i>	1
Total			5 (4.59%)

Five dialogues (4.59% of the total 109 data) were determined to demonstrate Moana's value of honesty, according to the data coding results. These five exchanges reveal a recurring theme: Moana's bravery in speaking the truth, acknowledging her shortcomings, and freely accepting her errors without feeling coerced or placing the blame elsewhere. Moana's relationships with her crew and other characters under her command demonstrate this principle of honesty, particularly when she must make crucial decisions and explain their ramifications. In the narrative, the importance of honesty is crucial for fostering character trust, bolstering Moana's authority as a leader, and preserving strong teamwork despite setbacks. The dialogue *"We failed because I misjudged the situation."* clearly shows Moana's willingness to admit her mistakes for the sake of mutual clarity. This statement confirms that Moana's honesty is not just words, but also a reflection of her moral responsibility as a leader.

Imaginative

Has high inventiveness and creativity. Often comes up with new and original ideas in facing challenges.

Table 9. Imaginative Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 51	<i>"What if the ocean is trying to show us a different path?"</i>	1
2.	Datum 52	<i>"What if the answer isn't behind us, but somewhere"</i>	1

		<i>new?"</i>	
3.	Datum 53	<i>"I can picture a future where we don't just survive, but thrive."</i>	1
Total			3 (2.75%)

Three discussions (2.75% of the total 109 data) were identified from the data analysis that show Moana's imaginative values. These three exchanges demonstrate a recurring pattern of creativity in which Moana, particularly when speaking to her closest friends and members of her sailing team, sees opportunities behind threats, imagines potential alternatives, and interprets things metaphorically. Throughout the narrative, these creative ideals impact Moana's ability to come up with innovative ideas that help her group escape their current situation and advance toward a better future. *"What if the ocean is trying to show us a different path?"* is one of Moana's dialogues that exemplifies her capacity to give strange events new significance.

Independent

Independent and not overly dependent on others. Able to make their own decisions and take responsibility for their choices.

Table 10. Independent Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 54	<i>"This is my responsibility. I'll make the choice."</i>	1
2.	Datum 55	<i>"I know what I have to do, even if no one agrees."</i>	1
3.	Datum 56	<i>"I can't wait for someone else to fix this."</i>	1
4.	Datum 57	<i>"I trust myself to lead this."</i>	1
5.	Datum 58	<i>"Even if I'm alone, I'll keep going."</i>	1
6.	Datum 59	<i>"I've learned enough to do this on my own."</i>	1
7.	Datum 60	<i>"I don't need permission to do what's right."</i>	1
8.	Datum 61	<i>"I'll decide when it's time to move."</i>	1
9.	Datum 62	<i>"I won't stop just because it's hard."</i>	1
10.	Datum 63	<i>"This is my choice, and I'm ready to face the consequences."</i>	1
Total			10 (9.17%)

According to the data analysis, ten dialogues (9.17% of the total 109 data) demonstrate the importance of independence in Moana's character. Moana's relationships with her sailing crew, authority leaders, and her community all demonstrate this concept of independence, particularly when it comes to making crucial decisions or determining the direction of the voyage. In the narrative, Moana's transformation from a doubtful individual to a leader who has faith in her own skills is based on the principle of independence. This mindset also enables Moana to keep going in spite of pressure and rejection from people in her immediate vicinity. The entire exchange demonstrates a similar pattern, which is Moana's willingness to act independently, make her own decisions, and not rely on the acts of others.

Intellectual

Intelligent and critical thinking. Enjoys learning and using knowledge to deeply understand the world around them.

Table 11. Intellectual Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 64	<i>"The curse began when the islands were separated."</i>	1
2.	Datum 65	<i>"If we look at the signs carefully, they're telling us something."</i>	1
3.	Datum 66	<i>"What happened before can help us decide what to do next."</i>	1
4.	Datum 67	<i>"Let's think this through before we act."</i>	1

5.	Datum 68	<i>"We need to understand the problem, not just fight it."</i>	1
6.	Datum 69	<i>"If we combine what we know, the answer will be clearer."</i>	1
Total			6 (5.50%)

Six dialogues (5.50% of the total 109 data) show intellectual values in Moana's character, according to the analysis's findings. These six exchanges reveal a recurring theme: Moana's propensity to analyze critically, make connections between facts, and base decisions on her knowledge and experience. Moana's interactions with other sailors and characters who are familiar with the island's history and environment demonstrate this intellectual capacity, particularly in situations where a thorough comprehension is crucial. The most famous dialogue is *"We need to understand the problem, not just fight it,"* as it clearly shows the importance of a rational and analytical approach in dealing with conflict. In the narrative, intellectual values play a significant role in helping Moana devise more accurate strategies, avoid hasty actions, and lead the group towards sustainable solutions.

Logical

Uses consistent and rational reasoning in making decisions or solving problems. Not impulsive.

Table 12. Logic Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 70	<i>"If we reconnect them, the balance will return."</i>	1
2.	Datum 71	<i>"If we split up now, we'll be weaker."</i>	1
3.	Datum 72	<i>"If we go that way, we'll lose time. This route is safer."</i>	1
4.	Datum 73	<i>"We tried that already, and it failed."</i>	1
5.	Datum 74	<i>"Let's focus on what we can control."</i>	1
6.	Datum 75	<i>"This plan only works if everyone does their part."</i>	1
7.	Datum 76	<i>"We need facts, not guesses."</i>	1
8.	Datum 77	<i>"That won't work unless we fix the problem first."</i>	1
Total			8 (7.34%)

According to the conversation coding results, Moana's character exhibits logical values in 8 conversations (7.34% of the total 109 data). Throughout all of these exchanges, Moana demonstrates a consistent way of thinking in which she weighs her options, takes into account cause and consequence, and bases her conclusions on the facts and data at hand. This logical aspect is clearly seen in Moana's interactions with her sailing crew and strategic allies, especially when the group faces situations that require quick but rational decisions. When feelings or presumptions start to take over the group's conversation, Moana occasionally serves as a counterbalance. Moana's conversation *"If we go that way, we'll lose time. This route is safer."* demonstrates a clear consideration of risks and repercussions. This assertion demonstrates that Moana behaves bravely and thoughtfully. Throughout the narrative, Moana's ability to reason helps steer her crew away from snap judgments that can exacerbate the conflict.

Loving

Shows compassion and concern for others. Is warm, empathetic, and caring.

Table 13. Loving Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 78	<i>"I care about you. I don't want you to face this alone."</i>	1
2.	Datum 79	<i>"You matter to me, and so does what you're feeling."</i>	1
3.	Datum 80	<i>"I won't leave you behind."</i>	1
4.	Datum 81	<i>"I know this hurts, but I'm here with you."</i>	1
5.	Datum 82	<i>"We're family now. We look after each other."</i>	1

6.	Datum 83	<i>"Everyone's safety comes first."</i>	1
Total			6 (5.50%)

Six discussions (5.50% of the total 109 data) were found to illustrate the importance of love in Moana's character, according to the research. These six exchanges reveal a recurring theme: emotional support, empathy, and concern for other people's well-being, which are shown both orally and by dedication in social situations. Moana's interactions with her crew, friends, and characters in precarious circumstances when emotional support is desperately needed clearly demonstrate the importance of caring. Throughout the narrative, the importance of love is crucial in fostering stronger bonds between individuals, establishing mutual trust, and preserving unity so that the mission may be executed with a sense of unity.

Obedient

Submissive and obedient to applicable rules, norms, or authority while maintaining self-respect.

Table 14. Obidience Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 84	<i>"The ancestors chose this path for a reason."</i>	1
2.	Datum 85	<i>"I understand the rules, and I'll follow them for now."</i>	1
3.	Datum 86	<i>"I'll do it the way we agreed."</i>	1
Total			3 (2.75%)

According to the analysis, Moana's compliance values are described by three dialogues (2.75% of the 109 total data). These exchanges exhibit a similar pattern, which is Moana's deliberate and thoughtful adherence to customs, agreements, and traditional values without diminishing her capacity for critical thought. Moana's relationships with the group leader, the sailing crew, and symbolic characters like ancestors where cooperative decisions and customs must be upheld all demonstrate this concept of obedience. In order for Moana to continue being a responsible leader who is respected by her tribe, the value of obedience helps to maintain a balance between freedom of behavior and respect for common norms throughout the story's growth. Her iconic line is *"The ancestors chose this path for a reason,"* as it emphasizes Moana's adherence to tradition as a moral basis for action. This statement confirms that Moana's obedience is not merely blind obedience.

Polite

Demonstrates good manners and etiquette in social interactions. Respect others through attitude and speech.

Table 15. Politeness Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 87	<i>"Please, listen to me. I need your trust."</i>	1
2.	Datum 88	<i>"Thank you for helping us."</i>	1
3.	Datum 89	<i>"I understand your concern, and I respect it."</i>	1
4.	Datum 90	<i>"I'm sorry if my decision worries you."</i>	1
Total			4 (3.67)

According to the above study table, four exchanges (3.67%) were identified that highlight Moana's character's virtue of civility. A recurring theme in all of these discussions is the use of courteous language, respect for the opinions of others, and attempts to shield the other person's feelings in potentially tense situations. Moana's interactions with her sailing crew, superiors, and coworkers who hold opposing opinions

demonstrate this concept of politeness, particularly when Moana needs to make crucial choices or demands. *"Please, listen to me. I need your trust,"* is the most well-known exchange as it demonstrates how Moana establishes trust by using a courteous and non-coercive method. Throughout the narrative, courteous behavior is crucial to fostering positive social interactions and effective communication, which enables Moana to keep her group's support without using force or control.

Responsible

Responsible in carrying out duties and obligations. Can be trusted and does not run away from the consequences of his actions.

Table 16. Responsible Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 91	<i>"As their leader, I can't walk away from this."</i>	1
2.	Datum 92	<i>"If this fails, it's on me."</i>	1
3.	Datum 93	<i>"I can't let my people suffer because I was afraid."</i>	1
4.	Datum 94	<i>"I promised them I would return with a solution."</i>	1
5.	Datum 95	<i>"Everyone's safety matters. We move carefully."</i>	1
6.	Datum 96	<i>"I made this choice, so I'll see it through."</i>	1
7.	Datum 97	<i>"Running away won't fix what I started."</i>	1
8.	Datum 98	<i>"I have to fix this, even if it's hard."</i>	1
9.	Datum 99	<i>"They're counting on me."</i>	1
10.	Datum 100	<i>"I won't put anyone in danger without thinking it through."</i>	1
11.	Datum 101	<i>"This isn't just about me anymore."</i>	1
12.	Datum 102	<i>"This is my responsibility. I have to do what's right."</i>	1
Total			12 (11.01%)

Twelve dialogues (11.01% of the total 109 data) that highlight the importance of responsibility in Moana's character were found based on the findings of the data analysis. Overall, these exchanges reveal a recurring theme: Moana's consciousness of her leadership role, the consequences of every choice, and her moral obligation to ensure the security and well-being of others. Her interactions with her sailing crew, her community, and the individuals who rely on her leadership especially in high-risk situations make this value of responsibility very clear. In a number of situations, Moana puts the welfare of the group ahead of her personal comfort and worries. The most well-known remark, *"As their leader, I can't just walk away"* clearly states that Moana acknowledges her leadership duties. This phrase demonstrates Moana's awareness of her dual role as an adventurer and someone who must make tough choices for the benefit of many. Moana's commitment to honoring her commitments and fixing the issues she causes is another example of her accountability.

Self-control

Able to control emotions, urges, and desires to keep acting in accordance with the values and norms adopted.

Table 17. Self-Control Values

No.	Datum Code	Moana's Dialogue Quotation	Frequency (n=109)
1.	Datum 103	<i>"I need to stay calm and think."</i>	1
2.	Datum 104	<i>"Panicking won't help. We think, then we act."</i>	1
3.	Datum 105	<i>"Let's slow down and focus."</i>	1
4.	Datum 106	<i>"I won't let fear decide for me."</i>	1
5.	Datum 107	<i>"I'm upset, but I can handle this."</i>	1
6.	Datum 108	<i>"We can talk after everyone is safe."</i>	1

7.	Datum 109	<i>"I have to think clearly, even now."</i>	1
Total			7 (6.42%)

According to the study results, Moana's character exhibits self-control in seven dialogues (6.42% of the total 109 data). The ability of Moana to regulate her emotions, remain composed, and concentrate on rational solutions even under dire circumstances is shown in these seven exchanges. Moana's interactions with her friends and sailing crew demonstrate her self-control, particularly as emotional strain and difficulties start to arise. Moana serves as a soothing influence in a number of scenes, preventing widespread terror. Moana serves as a soothing influence in a number of scenes, preventing widespread terror. The importance of self-control plays a significant role throughout the narrative since it enables Moana to make the proper decisions, preserve community harmony, and make sure that decisions are not made only out of impulse or fear.

Clean

Based on an examination of all dialogues and interactions involving the character Moana, no clean values were discovered in the film Moana 2. This demonstrates how the film's narrative prioritizes conflict, leadership, and social interactions over descriptions of the characters' personal habits or physical routines.

Table 18. Summary of Moana Instrumental Values

No.	Instrumental Values	Number of Data	Percentage
1.	Ambitious	2	1.83%
2.	Open-minded	9	8.26%
3.	Capable	5	4.59%
4.	Cheerful	3	2.75%
5.	Courage	14	12.84%
6.	Forgiving	4	3.67%
7.	Helpful	8	7.34%
8.	Honesty	5	4.59%
9.	Imaginative	3	2.75%
10.	Independent	10	9.17%
11.	Intellectual	6	5.50%
12.	Logic	8	7.34%
13.	Loving	6	5.50%
14.	Obedience	3	2.75%
15.	Politeness	4	3.67%
16.	Responsible	12	11.01%
17.	Self control	7	6.42%
18.	Clean	0	0%
Total		109	100%

Based on an analysis of the 18 instrumental values discussed, this study shows that 17 instrumental values emerge through the interactions and conversations of the character Moana in the film Moana 2, while one value, namely clean, was not found in the data obtained. The identified values reflect various aspects of Moana's character, including cognitive, moral, emotional, and social dimensions, where values such as responsibility, courage, independence, and self-control are more prominent than other values.

Discussion

The findings of this study indicate that Moana in Moana 2 represents a variety of interrelated and integrated instrumental values, creating a well-rounded protagonist. These ideals don't seem to be fixed characteristics; rather, they evolve constantly in

response to the different difficulties Moana faces as a leader and a member of the community. This is consistent with Am's (2017) findings from the original movie, but in this sequel, Moana is a leader with a strong moral compass in addition to being an adventurer. Rokeach's Value Theory explains that instrumental values are ways of behaving or acting that are considered good and useful for achieving desired life goals, but are ultimately expected to become terminal values in an individual's value system. Rokeach emphasizes that these values are not merely preferences, but also beliefs that influence a person's behavior in social and moral contexts, including decision-making, interactions, and concrete actions in everyday life (Rokeach, 1973).

Moana's drive to effect change for the benefit of her community, where her desire is focused on the general good rather than personal gain, is a clear indication of her ambitious character. Moana's forward-thinking perspective and refusal to concentrate only on short-term fixes are mostly motivated by her aim. Since Moana's vision is derived from her capacity to see a better future and her logical analysis of the current circumstances, ambition is also intimately associated with intelligence and creativity (Tlonaen, 2023). Moana's determination serve as a common goal that motivates and solidifies her status as a visionary leader in her connection with Maui and his group.

The most crucial values are those of courage, responsibility, and independence. Moana's bravery is demonstrated not just by her deeds in the face of risk but also by her moral fortitude in making tough choices and bearing the consequences. The importance of accountability strengthens Moana's standing as a leader who is aware of how her choices affect the community's future and safety. On the other hand, independence is demonstrated by a person's capacity to take charge, not rely entirely on others, and act according to their own convictions and opinions. The predominance of these three characteristics indicates that Moana 2 places a great emphasis on developing strong, self-reliant, and accountable female leadership. These results are in line with research conducted by Tawakkal and colleagues (2021) in analyzing the film *Raya and the Last Dragon*, which shows that contemporary Disney female protagonists tend to represent courage combined with social responsibility rather than individual courage.

In addition to these fundamental principles, Moana's decision-making is significantly influenced by intellectualism, logic, and open-mindedness. Being open-minded enables Moana to embrace fresh viewpoints and modify her ideas in the event that her original plan fails. Intellectual and logical qualities demonstrate that resolving conflicts in the movie requires not just bravery but also cause-and-effect analysis, introspection, and logical decision-making. These results demonstrate that a balance between emotional and rational elements determines Moana's leadership style. This supports Assa and friends (2022) findings in her study of *How to Train Your Dragon*, which states that open-mindedness and independence are key leadership traits of protagonists in contemporary animated adventure films. Furthermore, research on leadership in the film *Kung Fu Panda* also shows that rationality and skill are key to the protagonists' success in overcoming conflicts and achieving shared goals (Sabri & Ahmad, 2025).

Moana's reputation as a competent and reliable person is strengthened by the value of capable. Moana's skills are demonstrated by her ability to manage a team, assign responsibilities, and respond to emergencies in a methodical way. Moana's ability to control her emotions, diffuse tense situations, and keep the group focused under pressure is closely linked to this value (Andres DL Castillote & Jestoni Maniago, 2025). This mix of skill and self-control shows that Moana's leadership efficacy is a result of both emotional stability and bravery.

In the framework of interpersonal relationships, Moana's interactions with teammates, partners, and her community amply demonstrate virtues like helpfulness,

compassion, forgiveness, politeness, and obedience. Moana values the well-being of others and cultivates empathetic leadership, as evidenced by her helpful and empathetic demeanor. While civility plays a part in preserving effective communication and respect for one another, the concept of forgiveness enables issues within the group to be resolved without interfering with teamwork. Moana's commitment to agreements and traditional values shows how acknowledging common norms and values preserves freedom of action. This phenomenon aligns with research findings indicating that empathy, care, and emotional support are important values in depicting the main characters of modern animation, as revealed in analyses of several previous literary works (Sofhan et al., 2025; Yiou & Hong-Kyun, 2024).

Moana's moral character is strengthened by the virtues of self-control and honesty. The characters' trust is strengthened by Moana's candor in acknowledging her shortcomings, errors, and feelings. By ensuring that choices are chosen deliberately rather than merely out of fear or instinct, self-control upholds these ideals. These two principles are essential to preserving Moana's credibility as a group leader. Anjeliana and Muhajir study of the film *Brave* found that self-control and emotional honesty are important components in building strong yet critically thinking female characters (2025).

In the meantime, the qualities of imaginative thought and joyfulness give the narrative a new emotional depth and perspective. Innovative solutions and a more optimistic view for her community arise as a result of Moana's creativity. A positive outlook prevents pessimism, which could impede mission performance, and helps sustain the group's emotional resilience, particularly under trying circumstances (Pratama, 2026). These two principles show that Moana's leadership is both inspiring and strategic. From comparisons with various previous studies, it can be concluded that the instrumental values displayed by Moana in *Moana 2* are in line with the development of protagonists in modern animated films today. But what makes this study unique is how Moana's leadership is portrayed as more complex, not only brave and independent, but also logical and reflective, which ultimately adds depth to the study of instrumental values in Disney's work. When viewed from Rokeach's theory (1973), these values serve as ethical guidelines that guide Moana's actions towards moral goals. Thus, these instrumental values shape Moana as a leader who is courageous, responsible, and reflective, while also enriching the portrayal of female characters in Disney animated films as a whole.

CONCLUSSION

Moana's character is presented as a multifaceted and well-rounded leader, with cognitive, moral, emotional, and social values continuously interacting throughout the narrative, according to the explanation of the seventeen instrumental values. Moana's leadership is based on values like responsibility, bravery, independence, ambition, and self-control, which highlight the significance of making decisions, being conscious of the consequences, and being resilient in the face of difficulties. Additionally, Moana's social interactions are strengthened by values like love, cheerfulness, honesty, forgiveness, helpfulness, politeness, and obedience, demonstrating that her leadership style involves empathy, social harmony, and respect for norms and culture in addition to goal achievement.

On the contrary, Moana's intellectual, logical, imaginative, and open-minded characteristics demonstrate her capacity for critical, introspective thought as well as having a vision that enables her to analyze issues thoroughly and come up with adaptable solutions. All things considered, these instrumental principles don't emerge in isolation; rather, they work in concert to mold Moana into the personification of a forward-thinking, moral, and forward-thinking young leader who is deeply committed to

the greater good. Thus, this study demonstrates how Moana 2 successfully establishes Moana as a pertinent moral role model while highlighting the significance of animated movies in fostering moral consciousness and leadership principles.

This study has implications in both academic and practical settings. Academically, it adds to film study by applying Rokeach's approach to a sequel that has yet to receive scholarly scrutiny. Socially, it increases media literacy by encouraging viewers to critically assess moral messages in animation. This study shows that Moana 2 can be used as a learning resource in education. Animated films can help teachers and parents teach values such as responsibility, courage, empathy, and self-control. Films like Moana 2 can support value-based learning as well as enhance students' moral awareness and media literacy. As a result, the study not only improves academic discourse but also promotes value-based learning methods.

DECLARATION OF AI AND AI-ASSISTED TECHNOLOGIES

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