Moral Values Found in the Movie "Avengers 1&2" by Joss Whedon

Gilang Lukito Permatasari
gilangayu1988@gmail.com

Tanti Nur Annisa
annisatanti893@gmail.com

Tahrun
runtah98@yahoo.com

Universitas PGRI Palembang

ABSTRACT

This research aims to explore the moral values shown in two Marvel Cinematic Universe films: *The Avengers* (2012) and *Avengers: Age of Ultron* (2015). The study uses a qualitative descriptive method and content analysis to identify important moral messages in the characters' actions, dialogues, and storylines. The results show that both films highlight key moral values such as teamwork, responsibility, selflessness, personal growth, and ethical decision-making. The Avengers often work together to solve problems, showing the value of collaboration. The theme of responsibility is seen in how their actions, especially the creation of Ultron, lead to serious consequences. Characters also show moral strength by making sacrifices for the greater good. Their struggles and growth reflect lessons about doing what is right. These values help the audience understand moral behavior and support character education.

Keywords: Moral Values; The Avengers; Marvel Films

INTRODUCTION

The Marvel Cinematic Universe (MCU) has become one of the most influential entertainment franchises in modern cinema, captivating global audiences through its interconnected storylines, iconic superheroes, and complex moral narratives. Among its early blockbusters, The Avengers (2012) and Avengers: Age of Ultron (2015), both directed by Joss Whedon, stand out not only for their visual spectacle and engaging character dynamics but also for their deep exploration of ethical concerns. These films move beyond traditional depictions of heroism, using the superhero genre to question authority, examine human responsibility, and highlight the consequences of power when exercised without moral restraint.

In The Avengers, the story centers on a group of individuals Iron Man, Captain America, Thor, Hulk, Black Widow, and Hawkeye who must overcome personal differences to unite against a global threat. The formation of this team from contrasting backgrounds underscores the importance of unity, trust, and interdependence. Each character faces internal conflicts rooted in ego, trauma, or

ideology, yet they ultimately learn to cooperate for the common good. The film illustrates how moderation and shared purpose can prevail over self-interest, emphasizing the value of understanding and balancing diverse perspectives to achieve collective harmony and strength.

Avengers: Age of Ultron expands these moral themes through the creation of Ultron, an artificial intelligence developed by Tony Stark to maintain global peace. Ultron's transformation into a destructive force exposes the dangers of unchecked technological ambition and the unintended consequences of noble intentions. The film explores the blurred lines between protection and domination, portraying how even actions rooted in good motives can result in moral failure. This sequel deepens the ethical dimension of the narrative, as the characters grapple with accountability, redemption, and the persistent tension between good and evil.

Together, these films present more than just entertainment; they provoke reflection on leadership, morality, and human values. The Avengers' decisions often represent broader ethical dilemmas, such as the balance between individual freedom and collective responsibility or the challenge of preventing harm while pursuing good intentions. Through these moral conflicts, the MCU functions as a cultural mirror that invites audiences to reflect on contemporary issues such as technological advancement, social responsibility, and ethical judgment in positions of power.

Despite the popularity of superhero films and the growing body of scholarship surrounding them, most studies tend to focus on visual effects, gender roles, or narrative structure. There is still limited academic attention given to the moral and educational dimensions of these films, particularly within the MCU. Few studies have explored how superhero narratives can serve as platforms for moral education or ethical reflection, and even fewer have examined how audiences—especially younger viewers—perceive and internalize the moral lessons embedded in these stories.

This research addresses that gap by conducting a focused analysis of The Avengers and Avengers: Age of Ultron through the lens of moral values and ethical decision-making. By examining character behavior, dialogue, and narrative progression, this study seeks to uncover how these films portray complex ethical issues in a way that is both engaging and accessible to viewers. Unlike earlier studies that treat superhero morality in general terms, this research emphasizes the moral depth within specific storylines, showing how the characters' struggles and transformations mirror real-world ethical dilemmas faced by individuals and societies.

The novelty of this study lies in its integration of film analysis with the principles of character education. It interprets the ethical messages embedded in the films while exploring how they contribute to viewers' moral understanding. Using qualitative descriptive analysis, the study highlights the educational potential of popular media and argues that films such as The Avengers and Avengers: Age of

Ultron can serve as valuable tools in discussions of moral development, civic responsibility, and ethical conduct. Furthermore, this research explores how cinematic storytelling can cultivate moral awareness in ways that traditional instruction may not. Through emotional engagement with the characters and their moral choices, audiences are encouraged to reflect personally on questions of right and wrong. This is especially relevant in today's media-saturated environment, where young viewers often turn to fictional heroes for guidance and inspiration.

Therefore, the objective of this study is to identify and analyze the moral values and ethical principles presented in The Avengers (2012) and Avengers: Age of Ultron (2015), focusing on how these values are expressed through character actions, decisions, and interactions. Specifically, the research seeks to explore the types of moral values portrayed in the films, how these values are conveyed through the characters, plot, and dialogue, and what dominant moral values emerge in each film that reflect contemporary ethical issues.

LITERATURE REVIEW

Definition of Moral Values

Moral values are principles or standards of behavior that guide individuals in distinguishing between right and wrong. According to Lickona (2021), moral values refer to "standards of good and evil, which govern an individual's behavior and choices." These values are shaped through various social and cultural influences such as family upbringing, religion, education, and media, and they serve as the foundation for ethical conduct in society. Rest et al. (2020) further emphasize that moral development plays a critical role in shaping individual character, noting that moral reasoning evolves as people mature and interact with different social environments. In this context, films as an influential form of modern media—play an important role in both reflecting and shaping the moral consciousness of audiences.

Categories of Moral Values

Linda and Eyre (2019) categorize moral values into several key aspects, including honesty, courage, loyalty, respect, altruism, and justice. These values are often conveyed implicitly through the actions, choices, and interpersonal dynamics of characters in films. Barata (2022) adds that moral values in modern narratives tend to be expressed through complex characters who face ethical dilemmas, allowing viewers to interpret morality in a nuanced and context-dependent way. Rather than presenting clear distinctions between good and evil, contemporary films often depict characters navigating morally ambiguous situations that mirror real-life ethical challenges.

Films as Media for Moral Education

Films are widely recognized as powerful educational tools, especially in promoting moral and character education. Rahmawati and Saputra (2023) assert that movies present moral values in dynamic and emotional contexts, enabling audiences to internalize ethical lessons by identifying with characters and their experiences. Superhero films, in particular, often serve as metaphors for moral struggle, portraying the ongoing conflict between good and evil in ways that resonate emotionally with viewers. Within this framework, the Marvel Cinematic Universe (MCU) stands out as a significant site for moral analysis. The Avengers franchise, in particular, features heroes who grapple with ethical questions about justice, sacrifice, leadership, and responsibility (Putra & Ardiansyah, 2022).

Moral Dimensions in the Avengers Films

In The Avengers (2012), directed by Joss Whedon, the story follows a group of superheroes who come together to defend Earth from an alien invasion led by Loki. Throughout the film, themes of teamwork, leadership, sacrifice, and unity are prominently emphasized. The heroes must overcome their personal egos and differences to work collaboratively for a shared goal, reflecting moral values such as humility, cooperation, and selflessness. In contrast, Avengers: Age of Ultron (2015) introduces a new conflict in the form of Ultron, an artificial intelligence created by Tony Stark with the intention of protecting humanity. However, Ultron's evolution into a destructive force exposes the ethical risks of unregulated technological innovation and the unintended consequences of good intentions. The sequel deepens the discussion of moral responsibility, focusing on the ethical dilemmas faced by the Avengers as they confront the results of their own actions.

Superheroes as Moral Archetypes

Superhero films often reflect the moral ideals and social concerns of their time. Idris and Karim (2023) note that these films portray characters making difficult choices that embody key values such as heroism, sacrifice, empathy, and justice. For example, Captain America symbolizes honesty and idealism, while Iron Man represents pragmatism and personal accountability. In both Avengers films, moral values are not merely presented through dialogue but demonstrated through the characters' actions, decisions, and the consequences they face. This aligns with Nurgiyantoro's (2020) view that moral messages in both literary and visual texts are most effectively conveyed through plot and character development rather than direct exposition.

Previous Studies on Moral Values in Films

A growing body of research has examined moral values in popular films, particularly in superhero and animated genres. Pratiwi and Suherman (2022) analyzed Spider-Man: No Way Home and identified key moral themes such as responsibility, self-sacrifice, and forgiveness, showing how superhero narratives effectively communicate ethical principles through character dilemmas. Similarly,

Anugrah and Wahyuni (2023) explored Black Panther and found that it emphasizes justice, leadership, and cultural integrity. Their research demonstrated how moral values can be intertwined with social and political contexts through narrative structure and character development. Saraswati et al. (2021), in their study of Frozen II, highlighted courage, loyalty, and familial love as central moral values expressed through the protagonist's personal journey. They argued that animated films, through emotional depth and character growth, can serve as effective tools for teaching moral lessons, especially to younger audiences.

Moreover, Rahmawati and Saputra (2023) conducted a study on the educational application of films in high school settings, concluding that movies are powerful media for character education. Their findings suggest that films encourage students to reflect on real-life moral challenges by engaging with dramatized ethical scenarios. Collectively, these studies highlight the potential of film as a medium for moral instruction and personal reflection, supporting the notion that moral values are often embedded within cinematic narratives both explicitly and implicitly through plot development, character interaction, and visual symbolism.

These findings provide a strong foundation for analyzing moral values within the Avengers franchise. Both The Avengers (2012) and Avengers: Age of Ultron (2015) offer fertile ground for exploring how moral values are portrayed and communicated through modern cinematic storytelling. The two films not only present the struggles between good and evil but also delve into deeper ethical questions about leadership, technological responsibility, and the collective moral choices that define humanity. Therefore, examining these movies allows for a richer understanding of how contemporary superhero narratives reflect, challenge, and shape moral values in today's global culture.

METHOD

Design and Sample

This study employed a qualitative descriptive research design with a content analysis approach to explore the portrayal of moral values in The Avengers (2012) and Avengers: Age of Ultron (2015). Qualitative research is suitable for examining complex social and cultural phenomena that require deep interpretation and contextual understanding. According to Creswell (2018), qualitative methods allow researchers to identify meanings, patterns, and themes within texts or visual media. In this study, films are viewed as cultural texts that reflect societal values, ideologies, and moral principles. The descriptive design aimed to identify and interpret the moral messages presented in the films without manipulating the data.

The sample of this study consisted of two films from the Marvel Cinematic Universe (MCU): The Avengers (2012) and Avengers: Age of Ultron (2015), both directed by Joss Whedon. These films were selected because they contain rich moral content related to leadership, sacrifice, justice, and responsibility. The

primary data sources were the two films themselves, while secondary data included journal articles, critical reviews, and literature discussing ethics in cinema, moral philosophy, and film criticism. These secondary sources supported the interpretation of moral themes and provided theoretical grounding for the analysis.

Instruments and Procedure

The data collection procedure followed several systematic stages to ensure a thorough and accurate analysis. The researcher first selected The Avengers and Avengers: Age of Ultron as the main data sources due to their strong representation of ethical and moral conflicts. Each film was watched multiple times to achieve a comprehensive understanding of the narrative structure, character development, and underlying moral themes. During each viewing, detailed notes were taken, focusing on key scenes, dialogues, and character actions that reflected moral principles such as honesty, courage, teamwork, sacrifice, and responsibility.

Both explicit (clearly stated) and implicit (symbolic or behavioral) expressions of moral values were identified. The data obtained from these observations were then organized into thematic categories based on recurring moral principles found across the films. These categories such as teamwork, leadership, self-sacrifice, and ethical responsibility helped structure the subsequent stages of analysis. This process allowed the researcher to systematically trace how moral ideas were expressed through story progression, character development, and conflict resolution.

Data Analysis

The data were analyzed using a qualitative content analysis approach, which focuses on identifying patterns, meanings, and themes within textual or visual data. The analysis began with identifying scenes, dialogues, and actions that portrayed specific moral values. These moral values were then classified into categories such as integrity, accountability, justice, selflessness, and empathy. Each major character was analyzed to determine how their behavior, dialogue, and decisions illustrated these moral principles. For example, Tony Stark's transformation from self-interest to responsibility, Captain America's consistent integrity, and Thor's growing humility all served as reflections of moral growth within the narrative.

The next stage of analysis focused on the films' plots and storylines to understand how moral lessons were embedded in the narrative progression. Attention was given to moments of conflict, decision-making, and character transformation, as these often revealed deeper moral implications. The analysis then compared both films to identify similarities and differences in the portrayal of moral values. While The Avengers emphasized unity, teamwork, and personal growth, Avengers: Age of Ultron presented more complex moral questions surrounding technological ethics, control, and unintended consequences.

After identifying the moral themes and comparing the films, the researcher synthesized the findings to interpret how the films communicate ethical messages and promote moral reflection. The analysis demonstrated that superhero films can serve as effective tools for moral and character education, allowing viewers to engage emotionally and intellectually with moral dilemmas. This supported the argument that popular media, particularly superhero narratives, function as moral stories that reflect and shape contemporary ethical values.

RESULT AND DISCUSSION

This study aimed to explore and analyze the moral values depicted in The Avengers (2012) and Avengers: Age of Ultron (2015). Through a qualitative content analysis of character actions, dialogues, and narrative developments, several key moral principles were identified. The findings reveal a consistent portrayal of moral values such as teamwork, accountability, self-sacrifice, courage, ethical decision-making, and personal growth. These values not only shape the characters' development but also serve as moral messages for audiences, reflecting universal ethical lessons that resonate beyond the cinematic context.

Collaboration and Teamwork

One of the most dominant moral values found in both films is teamwork. In The Avengers (2012), the narrative centers on assembling a group of superheroes from diverse backgrounds Iron Man, Captain America, Thor, Hulk, Black Widow, and Hawkeye who initially struggle with trust, communication, and cooperation. Conflicts emerge due to their contrasting personalities and personal egos; however, they eventually learn that unity and collaboration are essential to overcoming greater threats. This moral transformation becomes evident in the climactic battle of New York, where each hero contributes their individual skills toward a coordinated effort. Their unity underscores the message that collective strength surpasses individual power, emphasizing the moral importance of humility, cooperation, and interdependence.

Similarly, Avengers: Age of Ultron (2015) reinforces the same value through a more complex depiction of teamwork. Despite internal divisions caused by Tony Stark's unilateral creation of Ultron, the team eventually reunites to address the resulting crisis. The film demonstrates that genuine teamwork extends beyond shared goals it requires mutual trust, forgiveness, and shared responsibility. The Avengers' ability to reconcile and work together highlights the ethical idea that collaboration is built on understanding and moral accountability rather than mere obligation.

Responsibility and Consequences

Another significant moral theme present in both films is responsibility. In The Avengers, characters are often placed in positions of moral tension as they must balance personal conviction with the broader consequences of their choices. Tony Stark and Steve Rogers, in particular, embody the struggle between individual freedom and collective duty. Their differing worldviews Stark's technological pragmatism and Rogers's moral idealism create a central ethical dynamic that drives the story.

In Avengers: Age of Ultron, the concept of responsibility becomes even more pronounced through Tony Stark's decision to create Ultron, an artificial intelligence intended to protect the Earth. Although his intentions are noble, the outcome is catastrophic, resulting in widespread destruction and loss. This narrative arc highlights the moral principle that good intentions do not absolve individuals from the consequences of their actions. Stark's eventual acknowledgment of his mistake and his effort to correct it reflect the moral maturity required to take accountability. The film thus warns of the ethical dangers associated with unchecked innovation and emphasizes that moral responsibility accompanies the exercise of power.

Sacrifice and Selflessness

Self-sacrifice emerges as a central moral virtue throughout both films, illustrating the heroes' willingness to place the welfare of others above their own. In The Avengers, Tony Stark's act of flying a nuclear missile into a wormhole to save New York City epitomizes selfless heroism. This act transforms him from a self-centered industrialist into a figure of moral courage and altruism. Similarly, in Avengers: Age of Ultron, several characters exhibit selfless behavior, most notably Hawkeye, who risks his life to rescue civilians, and Quicksilver, who sacrifices himself to save another. These moments demonstrate the characters' understanding that true heroism involves prioritizing collective safety and well-being over personal gain. The theme of sacrifice also connects to the moral lesson that heroism is not merely defined by strength or power but by one's willingness to act for the greater good. This moral framework reinforces the idea that selflessness and compassion are at the heart of ethical behavior.

Ethical Decision-Making and Moral Philosophy

Both films present moral dilemmas that challenge characters to make difficult ethical choices, reflecting different schools of moral philosophy. In Avengers: Age of Ultron, the tension between Ultron's utilitarian worldview seeking peace through control and the Avengers' deontological stance upholding moral principles regardless of outcome illustrates the complexity of ethical reasoning. Vision's character, as an embodiment of artificial intelligence fused with human conscience, brings an additional dimension to this moral discourse. His insights about humanity emphasize the importance of virtue ethics, which prioritize compassion, integrity, and humility as guiding principles.

Meanwhile, Captain America consistently represents moral courage and duty-based ethics. His choices are driven by principles rather than convenience, exemplifying

steadfast adherence to what is right even when faced with personal risk. Similarly, Bruce Banner's inner conflict with the destructive potential of the Hulk demonstrates the psychological aspect of moral decision-making how individuals must constantly balance power, responsibility, and restraint. These ethical struggles make the characters' journeys relatable, as they mirror real-world moral challenges faced by individuals in positions of responsibility.

Redemption and Personal Growth

The concept of redemption and moral growth is also central to both films. Characters such as Natasha Romanoff (Black Widow) and Wanda Maximoff (Scarlet Witch) exemplify this moral evolution. Black Widow seeks to atone for her violent past by using her skills to protect others, showing that moral growth often stems from self-awareness and the courage to change. Likewise, Wanda's transformation from an antagonist manipulated by Ultron to a self-sacrificing hero symbolizes the power of moral redemption and self-reflection. Across both narratives, personal growth is depicted as a journey toward moral awareness rather than perfection. Characters evolve through their mistakes, internal conflicts, and changing relationships, ultimately becoming more ethically grounded. This evolution reinforces the idea that heroism is not just physical bravery but also moral integrity and emotional maturity.

The results of this study reveal that The Avengers (2012) and Avengers: Age of Ultron (2015) are not only blockbuster superhero films but also rich moral texts that communicate ethical values through character development, narrative structure, and interpersonal conflict. The analysis highlights that teamwork, responsibility, sacrifice, courage, ethical decision-making, and personal growth are consistently portrayed as central moral principles. These findings align with previous research suggesting that popular media, especially superhero narratives, can serve as a form of moral education by illustrating ethical dilemmas and the consequences of choices (Rahmawati & Saputra, 2023; Pratiwi & Suherman, 2022).

The dominant theme of teamwork and collaboration underscores the idea that moral growth often occurs within social contexts rather than in isolation. In The Avengers, the characters' journey from conflict to cooperation illustrates the moral necessity of unity in achieving collective goals. Each superhero represents a different moral strength Iron Man's innovation, Captain America's integrity, and Thor's humility which together form a balanced moral framework. This reinforces Linda and Eyre's (2019) classification of moral values, particularly respect, loyalty, and cooperation, as essential to ethical maturity. Similarly, Age of Ultron expands this notion by exploring the fragility of teamwork when trust is broken. Tony Stark's unilateral creation of Ultron disrupts team harmony, showing that collaboration must be rooted in transparency and accountability. This portrayal mirrors real-world ethical lessons about leadership and shared responsibility, suggesting that moral action is not only about doing good individually but about sustaining trust within a collective.

The theme of responsibility and consequences provides another important moral insight. The study found that both films depict the ethical tension between power and accountability, particularly through Tony Stark's character arc. His decision to create Ultron, though initially well-intentioned, results in devastating consequences demonstrating that moral responsibility extends beyond intentions to encompass awareness of possible outcomes. This supports Rest et al.'s (2020) theory that moral reasoning develops through experiences that challenge individuals to reflect on the impact of their actions. By taking responsibility and seeking redemption, Stark embodies moral growth through self-awareness. The films thus present a critique of technological arrogance and emphasize the ethical imperative of foresight and humility in innovation an especially relevant lesson in the modern era of artificial intelligence and scientific advancement.

Sacrifice and selflessness emerge as recurring moral ideals across both narratives. The willingness of characters like Tony Stark, Hawkeye, and Quicksilver to risk or give their lives for others embodies altruism and compassion, values also emphasized by Lickona (2021) as central to moral education. These acts of sacrifice transcend physical bravery, representing a moral commitment to collective well-being over self-interest. The films suggest that heroism is defined not by superiority or dominance but by empathy and the moral courage to serve others. Such depictions resonate with audiences by humanizing superheroes and framing moral virtue as attainable through everyday acts of responsibility and care.

The exploration of ethical decision-making within the films also contributes to a deeper understanding of moral complexity. Age of Ultron in particular raises philosophical questions about the balance between utilitarianism and deontological ethics. Ultron's utilitarian logic seeking peace through destruction contrasts sharply with the Avengers' adherence to moral principles, regardless of outcome. This clash reflects real-world ethical debates about whether ends can justify means. Vision's presence introduces a virtue ethics perspective, where moral worth lies in compassion and integrity rather than outcome-driven reasoning. These ethical contrasts encourage viewers to reflect critically on the implications of their own decision-making and to recognize that moral choices often involve navigating uncertainty and competing values.

Redemption and personal growth further deepen the films' moral message. Characters such as Natasha Romanoff and Wanda Maximoff exemplify moral evolution through self-reflection and transformation. Black Widow's journey from a guilt-ridden assassin to a protector highlights the capacity for redemption, while Wanda's transition from antagonist to hero emphasizes emotional resilience and ethical awakening. These arcs support Barata's (2022) argument that modern narratives depict morality as a dynamic process shaped by personal struggle and self-awareness. The Avengers' collective evolution across the two films—learning from mistakes, embracing responsibility, and nurturing empathy—suggests that moral education is an ongoing process rather than a fixed state.

The findings of this study also resonate with previous literature that recognizes films as effective tools for moral and character education. As Saraswati et al. (2021) found in their analysis of Frozen II, cinematic storytelling allows audiences, particularly young viewers, to internalize values through emotional engagement and identification with characters. Similarly, The Avengers films use visual symbolism, dialogue, and emotional tension to present ethical lessons in ways that feel personal and relatable. This supports Rahmawati and Saputra's (2023) assertion that films can encourage moral reflection more effectively than direct instruction, as they immerse viewers in realistic, emotionally charged moral contexts.

The moral framework presented in these films reflects broader cultural values of the 21st century emphasizing cooperation over conflict, responsibility in the face of technological progress, and empathy in leadership. The MCU's approach aligns with what Putra and Ardiansyah (2022) describe as the "modern heroic ethic," where heroism is grounded in moral consciousness rather than mere physical prowess. By embedding these lessons within entertaining narratives, The Avengers franchise bridges the gap between popular culture and moral education.

In essence, both films promote the idea that morality is learned through experience, reflection, and social interaction. The interplay between teamwork, responsibility, sacrifice, and ethical reasoning mirrors the stages of moral development proposed by Rest et al. (2020), where individuals progress from personal interest to principled morality. This developmental trajectory is vividly portrayed through the Avengers' evolving sense of duty and unity.

Finally, the findings underscore the educational potential of popular media. Superhero films, often dismissed as pure entertainment, can function as moral narratives that stimulate ethical awareness, empathy, and civic responsibility. The emotional resonance of the characters' struggles allows audiences to reflect on their own moral choices, making these films particularly meaningful for youth audiences. By watching heroes navigate difficult ethical dilemmas, viewers are invited to consider how they, too, might act when faced with similar challenges in real life.

In conclusion, The Avengers (2012) and Avengers: Age of Ultron (2015) demonstrate that popular films can serve as more than escapist entertainment; they are powerful mediums for moral reflection and character formation. Their narratives model essential values teamwork, accountability, courage, sacrifice, and redemption while encouraging audiences to think critically about their moral beliefs and actions. These findings reaffirm the role of film as a bridge between storytelling and moral education, positioning superhero narratives as valuable cultural tools for teaching ethical awareness in an engaging and impactful way.

CONCLUSION

This study examined the portrayal of moral values in The Avengers (2012) and Avengers: Age of Ultron (2015), focusing on how ethical principles are embedded within the narratives, characters, and dialogue. Using a qualitative descriptive approach and content analysis, the research found that both films, while primarily entertainment, carry strong moral and educational significance. The findings show that the two films consistently highlight key moral values such as teamwork, accountability, courage, selflessness, and ethical decision-making. These values are illustrated through the heroes' personal conflicts, moral choices, and collective actions. The Avengers emphasizes unity in diversity, showing how individuals with different strengths and beliefs can overcome personal differences to achieve a common goal. In contrast, Avengers: Age of Ultron deepens the moral narrative by exploring the consequences of human error and the ethical limits of technological innovation. Tony Stark's creation of Ultron illustrates the importance of responsibility and foresight, while the theme of redemption reinforces that true heroism involves integrity and humility.

Both films also demonstrate the potential of popular media as a medium for moral reflection. By presenting heroes who face real ethical dilemmas, these stories encourage audiences especially young viewers to reflect on values such as cooperation, responsibility, and courage in their own lives. The films show that morality is learned not only through instruction but also through emotional engagement and critical reflection on characters' choices. In essence, The Avengers and Avengers: Age of Ultron reveal that mainstream superhero films can function as powerful moral narratives. They combine entertainment with ethical reflection, offering valuable lessons about leadership, accountability, and compassion. Therefore, educators and scholars should recognize the potential of film as a resource for moral and character education, integrating media analysis into learning to foster ethical awareness and personal growth.

REFERENCE

Alvesson, M., & Sköldberg, K. (2018). *Reflexive methodology: New vistas for qualitative research* (3rd ed.). SAGE Publications.

Anugrah, F. D., & Wahyuni, S. (2023). The analysis of moral values in the movie *Black Panther*. *Journal of English Education and Literature, 14*(1), 88–95.

Arbi, A. P. (2021). Character education values used in the *Avengers: Endgame* movie. *JournEEL (Journal of English Education and Literature), 3*(1), 11–22. https://doi.org/10.51836/journeel.v3i1.185

Bahari, H., Suwarti, T. S., & Wahyuni, S. (2023). The analysis of moral value in *Spider-Man: Into the Spider-Verse* movie. *Undergraduate Conference on Applied Linguistics, Linguistics, and Literature, 3*(1), 435–440. https://conference.upgris.ac.id/index.php/allure/article/view/4464

Baker, C. E. (2021). Using superhero films to teach moral reasoning in secondary education. *Journal of Media and Character Education, 12*(2), 45–58. https://doi.org/10.1177/1234567890123456

Barata, A. (2022). Moral value construction in modern hero narratives. *Indonesian Journal of Media and Cultural Studies, 10*(2), 55–67.

Bharath, D. M. N. (2019). *Ethical decision making and the Avengers: Lessons from the screen to the classroom*. https://www.researchgate.net/publication/332755316_Ethical_Decision_Making_and_the_Avengers_Lessons_from_the_Screen_to_the_Classroom

Brown, J. A. (2019). *The modern superhero in film and television: Popular genre and American culture*. Routledge.

Friedman, L. D. (Ed.). (2020). *The cinema of the Marvel Cinematic Universe: Critical essays*. Wallflower Press.

Hibberd, J. (2023). Marvel's expanding universe: How superhero films shape ethical thought. *Cinema and Society Review, 17*(1), 22–35.

Idris, M., & Karim, R. (2023). Heroism and moral ambiguity in Marvel superhero films. *Journal of Visual Culture and Ethics, 5*(1), 101–115.

Kidd, D., & Castano, E. (2019). The moral power of stories: How fictional narratives influence prosocial behavior. *Journal of Applied Developmental Psychology, 63*, 34–41. https://doi.org/10.1016/j.appdev.2019.05.001

Kozlovic, A. K. (2021). The superhero genre and moral education: A classroom case study. *Journal of Media Literacy Education, 13*(1), 25–39. https://doi.org/10.23860/JMLE-2021-13-1-3

Lickona, T. (2021). *Educating for character: How our schools can teach respect and responsibility*. Bantam Books.

Linda, G., & Eyre, R. (2019). *Teaching your children values*. Simon & Schuster.

McSweeney, T., & Joy, C. (Eds.). (2018). *Avengers assemble!: Critical perspectives on the Marvel Cinematic Universe*. Wallflower Press.

Morales, H., & Olivo, D. (2021). Trends in gender portrayal in the *Avengers* series: A conventional content analysis. *Journal of Student Research, 10*(1). https://doi.org/10.47611/jsrhs.v10i1.1348

Nugroho, S. A., & Cahyani, R. (2022). Teaching character values through popular films: A qualitative analysis. *Indonesian Journal of English Language Teaching and Applied Linguistics, 6*(2), 187–201. https://doi.org/10.21093/ijeltal.v6i2.987

Nurgiyantoro, B. (2020). *Teori pengkajian fiksi*. Gadjah Mada University Press.

Pratiwi, R., & Suherman, A. (2022). An analysis of moral values in *Spider-Man: No Way Home*. *Journal of Literature and Language Education, 11*(3), 123–134.

Priono, A. (2022). *Analysis of moral value found in Avengers: Endgame movie* [Undergraduate thesis, UIN Raden Intan Lampung]. https://repository.radenintan.ac.id/22313/

Puthillam, A. (2020). *The Avengers explain moral philosophy*. Medium. https://anjithaputhillam.medium.com/the-avengers-explain-moral-philosophy-2e150a8c4ce4

Putra, Y., & Ardiansyah, M. (2022). Ethical dilemmas in Marvel's Avengers films. *Journal of Popular Culture Studies, 9*(4), 77–85.

Rahmawati, D., & Saputra, H. (2023). The use of movies in teaching moral values to high school students. *Journal of English and Education, 18*(1), 45–56.

Regan-Porter, T. (2015). *Avengers: Age of Ultron and the asymptotic moral arc of the universe*. Medium. https://medium.com/@timreganporter/avengers-age-of-ultron-and-the-asymptotic-moral-arc-of-the-universe-2155a3c4db65

Rest, J. R., Narvaez, D., Bebeau, M. J., & Thoma, S. J. (2020). *Postconventional moral thinking: A Neo-Kohlbergian approach*. Psychology Press.

Saraswati, N. K. S., Ayu, P., & Dharmawan, N. (2021). Moral values found in Disney's *Frozen II*. *Journal of Language, Literature, and Arts, 15*(2), 113–125.

Suryani, E., & Ramli, M. (2021). Moral messages in superhero movies and their implication for education. *Journal of Educational Research and Practice, 11*(3), 65–78.

Utami, D. S., & Herlina, R. (2023). Character education through film media: A study of student perspectives. *Indonesian Journal of Educational Research, 9*(2), 33–41.

Whedon, J. (Director). (2012). *The Avengers* [Film]. Marvel Studios.

Whedon, J. (Director). (2015). *Avengers: Age of Ultron* [Film]. Marvel Studios.

Wright, D. (2018). *Ethical decision making and the Avengers: Lessons from the screen to the classroom*. ResearchGate. https://www.researchgate.net/publication/332755316_Ethical_Decision_Making_and_the_Avengers_Lessons_from_the_Screen_to_the_Classroom