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ABSTRACT

Film is the most effective communication medium to delivered a social message or moral to the audience with the purpose of providing information, entertainment, and science are certainly useful and educate as seen and heard by many audiences. Film impact on any audience, be it positive or negative impact. Through the messages contained therein, the film is able to influence and even change and shape the character of the audience. Equally important, the film is a statement from a culture also reflect and express aspects that are sometimes less visible in the community.

One of the most movie had a good quality for showing the strong morality is Birdman by Alejandro Gonzalez Irranitu. Though it is known as film who claim the special award in Academy Award as the best pictures. Birdman reviews story behind the glamour and awesome stage in Broadway and the director repacking the story in more than 90 minutes be interested movie to watch.

Moral of the teachings, discourses, sermons, standards, rules and regulations set a verbal or written about how to live and act in order to become a good human being. Source basic moral teachings are the traditions, customs, religion and certain ideologies. Moral teachings create views about values and norms which are among a group of humans. Moral norm is about how human beings should live in order to be a good human being.

This study is itended to describe element of moral message in the film of Birdman The Unexpected Virtue of Ignorance. From the observation, there is a moral message element behind the stage in Birdman movie. Birdman gives a new color to the world movies because its packaging is way different, yet the movie topics are inspiring, fresh and informative. Because of that Birdman The Unexpected Virtue of Ignorance by Alejandro Gonzalez Irranitu being the number one in Academy Award for the best pictures