

ANALYSIS OF CHARACTER AND SOCIAL EDUCATION VALUES TOWARD CHILDREN IN NUSSA AND RARA FILM EPISODE 3S

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Abstract. Apart from being a means of entertainment, films can also be a means of guidance to the public through the message contained in the film. Therefore, the public must be more careful in choosing films, especially for children, so as not to fall prey to the negative things that come from the films they watch. Nussa and Rara is one of the children's animated films with the Muslim genre that children like. In this animated film there are positive educational values for children. This study aims to analyze the educational values contained in the film Nussa and Rara in one of its episodes entitled 3S (Senyum, Salam, Sapa). This study used library research methods with mass media analysis as the type of research. The results of the study show that there are two types of character education in the films Nussa and Rara episode 3S (Senyum, Salam, Sapa), namely character education and social education. The character education values contained in the animated film are based on the Ministry of Education and Culture's references, namely religious attitude, fond of reading and curiosity. Meanwhile, the social educational values contained in the film are based on Nashih Ulwan's opinion, namely 1) the inculcation of noble psychological foundations, namely piety and brotherly affection. 2) safeguarding the rights of others, namely the teaching of social etiquette.

Keywords: Educational Value, Children, Nussa and Rara

BACKGROUND

Education is an important thing for society that can never be abandoned (Novalita, 2019, p. 1) (Abidin, 2019, p. 78). With education, a person will be able to actualize himself in life (Winata, Zaqiah, Supiana, & Helmawati, 2021, p. 2). The purpose of education is not only to develop science, technology, and art. But the purpose of education is broader, namely to form personality, independence, social skills and character (Nuruddaroini, 2018, p. 27).

In RI Law no. 20 of 2003 article 3 in the National Education Goals which states that "National education aims to develop capabilities and shape national character and civilization, aims to develop the potential of students to become human beings who believe and fear God Almighty, have noble character, are healthy, knowledgeable, competent, creative, independent, virtuous, and becomes a democratic and responsible citizen (Arkam & Mustikasari, 2021, p. 18) (Shoimah, Sulthoni, & Soepriyanto, 2018, p. 170). Education is carried out in principle all the same, namely providing guidance so that they can live independently so that they can continue the tradition of living in society (Zaman, 2019, p. 17).

In the educational function, the world of cinema which is shown in the mass media (television and Youtube) is one of the educational media. As a spectacle, it is possible that it will also be seen by children. Jahja and Irvan revealed that the socialization process of children will be more influenced by television broadcasts or Youtube compared to the advice of teachers and parents (Khodijah, 2019, p. 98)

Academy of Pediatrics (AAP) has reported the positive and negative impacts of the mass media. The benefit is as a means of education to develop knowledge and creativity. The negative impact is that there are many shows that display things that are inappropriate for consumption by underage children such as discriminatory acts or violence. (Raihan, Rachman, Saputra, & Afghan, 2020, p. 54) Therefore, parental assistance is needed in choosing shows for children. Because the child's way of thinking is simple and cannot weigh the good and bad of a spectacle.

The animated film *Nussa and Rara* is an animated film made by the animation house *The Little Giants* which was initiated by Mario Irwinsyah in collaboration with *4 Stripe* production which is broadcast by the *Nussa Official* channel which is packaged in an attractive way by inserting moral messages in everyday life. In terms

of delivery, the style of language used in this animated film is easy to understand and suitable for children's intellectual growth, so this film can be used as an alternative learning that shapes children's personality and emotional intelligence.(Febriandini & Ismet, 2021, p. 54).

THEORETICAL STUDY

Score

In the Big Indonesian Dictionary, value can be interpreted into two definitions, namely characteristics or things that are important or useful for humanity and something that perfects humans according to their nature.(Big Indonesian Dictionary (KBBI), 2021)According to Osborne in the Foundations of the Philosophy of Value, the definition of value has various meanings that are commensurate with the notions of good and bad. Psychologically, value can be interpreted as satisfaction or enjoyment. From the social conception, value is the object of the goals agreed by the community together. Meanwhile, according to a metaphysical conception, value is found in the concrete existence of a real and religious relationship between value and belief in the salvation of the afterlife.(Sagala, 2013, p. 5)

Character building

Lickona defines character education as a genuine effort to help someone understand, care about and act on the basis of ethical values.(Sulistiawati & Nasution, 2022, p. 27) (Saiful, Yusliani, & Rosnidarwati, 2022, p. 730).Faridah Alawiyah interprets character as an identity which is a basic value and characteristic of a person in thinking and behaving(Rusydi, 2021, p. 78). Character education is an effort to form a good personality in children, so as to form noble character in everyday life(Haeruddin, Rama, & Naro, 2019, p. 61).

According to the Ministry of National Education, there are 18 values of character education, namely Religious, Honest, Tolerance, Discipline, Hard Work, Creative, Independent, Democratic, Curiosity, National spirit, Love for the motherland, Respect for achievement, communicative, Love peace, Love to read, Care for the environment, Social Care and Responsibility(Khairani & Putra, 2021, p. 2248) (Month & Hasan, 2020, p. 33).

Social Education

According to Masnur Muslich, education is a process of internalizing culture as well as a means of channeling values and ethics into a person and society. In addition to getting knowledge, a child must also get an education based on humanitarian principles(Nuruddaroini, 2018, p. 27). While social comes from the word socius which means friends or community. In the Dictionary of Sociology and Population, social is the

relationship of an individual with others of the same kind; or on the number of individuals who form more or less organized groups, also of tendencies and impulses related to others(Saihu, 2020, p. 131).

Social education according to Nashih Ulwan is to educate by directing and instilling a noble soul personality, so as to be able to adhere to good social ethics and be based on Islamic aqeedah and deep feelings of faith(Mahfudoh, 2020, p. 1544). Abdullah Nashih Ulwan classifies the values of social education to several things:(Nurunnisa & Husni, 2016, pp. 11–12)

- a. Planting noble psychological foundations which include piety, brotherly affection, prioritizing others, forgiving others and courage for God.
- b. Safeguarding the rights of others includes: parental rights, neighbors' rights, relatives' rights, teachers' rights, friends' rights, elders' rights and the obligation to carry out social etiquette.

RESEARCH METHODS

This study used library research methods with a qualitative approach. The data collection technique used is observation. The type of research used in this research is mass media analysis, namely analyzing a mass media with the animated films Nussa and Rara as its object.

RESULTS AND DISCUSSION

Value of Character Education in the films Nussa and Rara Episode 3S

The value of this character education is based on the reference of the Ministry of Education and Culture as explained in the previous explanation. In this episode there are three character educations, namely fond of reading, curiosity and religion.

1. Like to read

In the film Nussa and Rara episode 3S (Senyum, Salam, Sapa) there is a character education value, namely reading fondness. Seen in the film footage, it can be seen that Nussa is reading a book which says "3S is Indonesian culture (Smile, Greet, Greetings)"



2. Curiosity

In the films Nussa and Rara episode 3S (Senyum, Salam, Sapa) there is a character education value, namely curiosity. Seen in the film footage, after Nussa read a book about 3S, Nussa asked her mother what 3S was about.

Nussa: "Umaa... what does this mean?"



3. Religious

In the films Nussa and Rara episode 3S (Senyum, Salam, Sapa) there is a value of character education, namely religion. Seen in the film footage, Uma explains that Allah commands to give a good call, then Nussa responds by quoting the meaning of a verse in the Qur'an.

Uma: ".....God ordered to give a good name"

Nussa: "Oh, yes. in the letter Al-hujurat verse eleven "And do not call you with bad titles"



The Value of Social Education in the films Nussa and Rara Episode 3S

The value of this social education is based on Nashih Ulwan's perspective, as explained in the previous explanation. In this episode there are three social educations, namely the nature of piety, brotherhood of love and the teaching of social etiquette.

a) Taqwa

In the opinion of Nashih Ulwan, taqwa is social education including the cultivation of the noble foundations of the soul. In the films Nussa and Rara episode 3S (Senyum, Salam, Sapa) there is a social educational value, namely taqwa. Seen in the film footage, Uma explains that Allah commands to give a good call, then Nussa responds by quoting the meaning of a verse in the Qur'an.

Uma: ".....God ordered to give a good name"

Nussa: "Oh, yes. in the letter Al-hujurat verse eleven "And do not call you with bad titles"



b) Brotherhood of Love

In the opinion of Nashih Ulwan, brotherhood of love is social education including the cultivation of the principles of a noble soul. In the films Nussa and Rara episode 3S (Senyum, Salam, Sapa) there is a social educational value, namely taqwa. Seen in the

film footage, Uma can be seen explaining to Nussa and Rara that Rara calls Nussa as Nussa's sister, and Nussa calls Rara as Rara's sister. This reflects a form of respect for you.



c) Teaching about social etiquette

In Nashih Ulwan's opinion, social etiquette is social education, including safeguarding the rights of others. In the film Nussa and Rara episode 3S (Senyum, Salam, Sapa) there is the value of social education, namely teaching about social etiquette. It can be seen in the film footage that Uma explains the meaning of 3S.

Uma: "So 3S stands for smile, greeting and greeting. This is Indonesian warm-hearted culture which is very good in everyday life. if we meet people on the street, we give them a smile, then we say hello, for example Assalamu'alaikum sir, good evening ma'am, mission miss, that's it"

In the clip, Uma teaches Nussa and Rara about social etiquette.



CONCLUSIONS AND RECOMMENDATIONS

In the film Nussa and Rara episode 3S (Senyum, Salam, Sapa) shows that there are two types of character education, namely character education and social education. The character education values contained in the animated film are based on the Ministry of Education and Culture's references, namely religious attitude, fond of reading and curiosity. Meanwhile, the social educational values contained in the film are based on Nashih Ulwan's opinion, namely 1) the inculcation of noble psychological foundations, namely piety and brotherly affection. 2) safeguarding the rights of others, namely the teaching of social etiquette.

The researcher hopes that in the future, further research will be carried out on the animated films Nussa and Rara with other episodes as learning materials for parents in educating children.

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The International Conference on Education, Social, Sciences and Technology (ICESST)

Vol.1, No. 2 July-December 2022

e-ISSN: 2964-2671; p-ISSN: 2964-2701, Pages 1-9

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