



## ANALYSIS OF ETHICAL AND MORAL VALUES IN UPIN AND IPIN CHILDREN'S CARTOON FILM ON STUDENTS' CHARACTER DEVELOPMENT

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### Abstract

Education in general is a process of learning and developing knowledge, skills, attitudes and moral values which is carried out systematically, structured and directed, both through formal learning in educational institutions, as well as through experience and interaction in the social environment. Education also has a role in forming attitudes, character and courage in facing life's changes and challenges. The aim of education is to develop individual potential and prepare them to face roles and responsibilities in society. Character is a very important thing to form and develop in individuals, especially in children from an early age. This research aims to analyze and observe changes in character values due to the influence of the film Upin and Ipin in everyday life. Character education can be studied through various sources, one of which is visual media, namely films or cartoon series. The influence of entertainment media, especially films, cannot be considered trivial. Films can attract the attention of the audience to always watch, so that films can be used as a medium for learning material, therefore as a good observer you must be able to take positive values from watching films to emulate and put aside the negative values from films. The type of research used in this research is qualitative research with modeling effect research mechanisms (providing impressions), library research (collecting various kinds of reference reading), and eliciting effects (observing and observing). Based on the results of the analysis, it can be concluded that the influence of the film Upin and Ipin includes three character values, namely character values with an attitude of helping, friendship and politeness. Based on the results of this research, it can also be concluded that the children's cartoon film Upin and Ipin is suitable for broadcasting to provide learning in a fun way for students.

**Keywords :** Analysis, Film, Upin and Ipin, Characters

### Introduction

Education in general is a process of learning and developing knowledge, skills, attitudes and moral values which is carried out systematically, structured and directed, both through formal learning in educational institutions, as well as through experience and interaction in the social environment. Education is not only a benchmark in learning, but also the main foundation for advancing the nation's next generation, especially in intellectual development. The aim of education is to develop individual potential and prepare them to face roles and responsibilities in society. Education also has a role in forming attitudes, character and courage in facing life's changes and challenges. Law of the Republic of Indonesia no. 20 of 2003 concerning the National Education System Chapter II Article 3 states that "National education functions to develop abilities and shape the character and civilization of a dignified nation in order to educate the life of the nation, aiming to develop the potential of students so that they become human beings who have faith and are devoted to God Almighty. One, noble character, healthy, knowledgeable, capable, creative, independent, and a democratic and responsible citizen." According to

John Dewey, education is a process of developing all aspects of life as a whole, not just fulfilling formal education needs. In line with Soegeng Ysh's opinion. – Abdullah - Kasihadi (2013: 158) "educators are helpful in three aspects, namely individual, social and personality". Character is something that is very important to form and develop in individuals, especially in children from an early age. Dirgantoro (2016) in an effort to foster character in students emphasized that character education is needed to create human life that has integrity and moral values so that children have an attitude of respect for others, are honest and care about the environment. Currently, Indonesia is being hit by a crisis regarding character values which is marked by the rise of other actions that do not reflect character values. Various problems that occur in people's lives. Fuadah, Respati, & Halimah (2017) stated that children are guided and directed to discover and deepen concepts, discover and develop abilities, as well as behave and socialize towards their environment. Hamidayanti & Hidayat (2020) stated that character development and character education are a necessity because education not only makes students intelligent, but also has moral values and good manners so that their existence as members of society becomes meaningful both for themselves and others. Character education can be studied through various sources, one of which is visual media, namely films or cartoon series. According to Heinich et al (Kustandi - Sujipto, 2011: 8) emphasize that "Media is an intermediary that accompanies information between the source and the recipient. So, television, film, photographs, radio, audio recordings, projected images, printed materials, and the like. If the media contains messages or information aimed at learning or contains learning purposes, then the media is learning media." The increasing number of mass media such as television is one aspect that can influence students' behavior patterns. Television is an electronic media that almost all people can enjoy. This media provides information, both news, knowledge and entertainment that can be enjoyed by the general public. Patricia Mars Greenfield (2007) in her book entitled *Mind and Media*, which has been translated by Sugeng P. That "Watching television can be a passive activity that is dangerous if parents do not guide what their children can and cannot watch. , while teaching children to watch critically and to learn from what they watch." According to Desti (2005:2), quoted from the journal *Communicology*, currently many private television stations present programs that are not suitable for children to watch, and the broadcast time is precisely when children need entertainment after coming home. school or in the afternoon.

The influence of entertainment media, especially films, cannot be considered trivial. Films can attract the attention of the audience to always watch, so that films can be used as a medium for learning material, therefore as a good observer you must be able to take positive values from watching films to emulate and put aside the negative values from films. By showing films on television, students can learn quickly, because the meaning and values of the characters are presented in film form and provide elements of entertainment and knowledge about life. Agus Suheri (2006:2) stated that "Animation is a collection of images that are processed in such a way as to produce movement". One cartoon film that can provide positive teaching is the Upin and Ipin cartoon series. This series was first released on September 14 2007 and aired in 2 countries, namely Malaysia and Indonesia on TV channels TV9 and MNCTV. This series was directed by Mohd Nizam Abd Razak using the comedy animation genre, produced by Les' Copaque, Malaysia. This film is set in a village called Durian Runtuh, Malaysia. The Upin and Ipin film series has had many seasons (episodes), namely 15 seasons with different topics. This film tells the story of twins named Upin and Ipin whose stories are based on the real lives of children and students. This film is not only popular with children, but also all ages because this film can influence students' behavior and language style, because the purpose of making this film is to educate and direct good things. Moreover, the target market for this film is children and students, because students are very susceptible to being influenced and imitating. The influence of the large number of students who are interested in watching the Upin and Ipin film series is the reason that Upin and Ipin shows should contain moral values that can be used as examples and educational media for students, considering that nowadays there are fewer or even rare shows that are worth watching. student. Many students and children imitate scenes that are not appropriate for children their age to imitate in soap operas which are supposed to be broadcasts aimed at adults. It is hoped that the character points contained in the Upin and Ipin film series will be good examples for students, including the values of responsibility, honesty and tolerance which can be role models for students. The positive value of this film is that students' knowledge of ethics can be realized as previously mentioned, where psychologically children will imitate everything they have seen, both in terms of speaking and behavior. Judging from the many episodes in the Upin and Ipin film series, it is impossible to analyze them one by one, so the researchers decided to choose 1 episode for research entitled "Alunan Ramadhan (Syawal Full of Meaning)". The following episode of the film Upin and Ipin was chosen to be the focus of this research study because there are many positive values contained in the story and the storyline is in accordance with real life. Based on the description above, the researcher is interested in analyzing the character values in the previous episode of the film Upin and Ipin with the title "Analysis of Ethical and Moral Values in the Children's Cartoon Film Upin and Ipin on the Character Development of Students".

## Research Methodology

The method used in this research is a qualitative descriptive method whose collection system involves collecting various reading materials including journals, reference books, teaching materials or monographs (library research). Researchers also showed videos of the Upin and Ipin series to several children (modeling effect), and observed and observed the children (eliciting effect). However, in this study, the researcher only noted important points in various references that the researcher had collected, then compared the study results from journals and books to interpret and provide opinions regarding changes in behavior that occurred in children after watching the Upin and Ipin series.

## Result & Discussion

The results of the research carried out by the researchers were in the form of comparisons from various reference sources such as journals and others as well as by showing videos of the cartoon film Upin and Ipin, the episode Alunan Ramadhan (Syawal Full of Meaning), the researchers found that there were many positive things from the children's cartoon series Upin and Ipin. Ipin. Researchers can also feel a comfortable feeling when watching the cartoon. Apart from feeling comfortable, Upin and Ipin cartoons are also suitable shows for young children to watch with the aim of building character to create humans who have integrity and good moral attitudes. Sudjana (2010:58) states that cartoon media is a depiction in the form of paintings or caricatures of people, ideas or situations designed to influence public opinion, although there are a number of cartoons that function to make people smile, such as the cartoons published in newspaper. Cartoons as a tool have important benefits in teaching, especially explaining a series of material contents in a logical or meaningful matter. Munadi (2013: 116) states that seen from the participating senses, film is a communication tool that really supports the effective learning process because what is seen by the eye and heard by the ear, is faster and easier to remember than what can only be read or only just listen. Other benefits and characteristics of film media in increasing the effectiveness and efficiency of the learning process include: (1) Overcoming distance and time limitations, (2) The message given is fast and easy to remember, (3) Describe abstract things and provide a more realistic picture, (4) Very valid in influencing someone's emotions, (5) All students can learn from films, both experts and less experts. This cartoon can also teach about how to be polite towards parents, can exemplify good character values for children to emulate, such as in the part where Upin Ipin and his friends help Atok collect coconuts to sell, restraining his desires while fasting, chanting the names of Islamic months which can foster a religious attitude in children, helping each other, speaking polite and courteous words, apologizing when making mistakes, kindness when fasting, as well as kindness that can be imitated by children. Apart from the benefits above, the researcher also received good benefits from several Upin and Ipin serial shows which the researcher showed to several children around the researcher's residence. Researchers observed the changes made by children as a result of watching the Upin Ipin series and found that the children began to show good changes such as helping each other, speaking politely and not being embarrassed to apologize. This proves that the children's cartoon series Upin and Ipin is a show worth watching and as a reference for teaching character education to children.

## Conclusion

Based on the research and discussion that has been discussed explained in the previous chapters, it can be concluded that the method used in the analysis of ethical and moral values in the children's cartoon film Upin and Ipin on student character development goes through 3 stages, namely modeling effect (providing impressions), library research (collecting various kinds of reading reference), and eliciting effect (observer and observing). First, the researcher looked for various reference sources in journals and books, then determined the points that would be included in this research and first analyzed the character values contained in the broadcast. Second, giving the Upin and Ipin film to the children, and finally observing and observing whether there are any changes that occur after the children watch the Upin and Ipin film and it turns out that the children imitate the commendable behavior in the broadcast.

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