

**CHARACTER EDUCATION ON SOCIAL CARE
AT *PADA ZAMAN DAHULU* CARTOON FILM**



UNDERGRADUATE THESIS

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ABSTRACT

Definition of character education on social care is effort to advance character education for better direction. One of a way can use to instill character education on social care through film, one of them is *Pada Zaman Dahulu* cartoon film. The writer is chooses object research cartoon film because based on preliminary observation obtained such as; in facebook account, *Pada Zaman Dahulu* cartoon film is known have followers $\pm 1.728.730$ people from various age. The audiences respond is positive, can look for their arguments in this account.

The purpose of the research is to describe character education on social care which contained in *Pada Zaman Dahulu* cartoon film and relevance of character education on social care with moral education for children. The kind of research is use library research, that research which use literature sources. The technique of research is content analysis.

Character education of the actors contained in *Pada Zaman Dahulu* cartoon film in the form of attitude and actions that always want to provide help to others and communities in need; 1) Treating others with courtesy and being polite; 2) Tolerant of difference; 3) Dislikes to hurt others; 4) Want to hear others; 5) Want to share; 6) Not taking advantage of others; 7) Want to work together; 8) Love humans and other creatures, faithful, peace loving in facing problems; 9) Peaceful love in the face of the problem. The character education on social care which relevance with the Moral Education for children is to find out the relation between character education in cartoon film with moral education for children, and it means to find out the direct beneficial of the Islamic Education values in film for children moral education. The Relevance between Islamic Education values in *Pada Zaman Dahulu* cartoon film is the values inside the film proper with the main goal with Islamic educational purpose. The social moralities inside the film are philanthropist, forgiving, sincere and patient.

Keyword: character education, social care, *Pada Zaman Dahulu* cartoon film

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CHAPTER I

INTRODUCTION

A. Background of The Problem

The nation must be priority for character building because it makes Indonesia for a great nation, developed and dignified. If character building is not finish, Indonesia will become coolies. Character education is foundation to be strong nation so it will begin an early age. Indonesia has been motto “United we stand, divided we fall” in order that everyone must have solidarity and social care it can make them solid and united.¹

Education is a principle element in human developing development. Education is divided become three kinds, they are: formal, nonformal, and informal. Formal education is progressing education by school and government, then nonformal education is progressing by course and islamic boarding school. Informal education is progressing by parents at home. Character education can be practiced at schools, islamic boarding school or parents at home. Character education is belonging to informal education because since chilhood parents have intitiative pro active about manufacture children character.

In Indonesia, implementation of character education on social care is low, it proven by the number increasing of clashes among students, bullying, senior dominance to junior, using drugs, and other social vices. The worse, mass media thing forgets to educate nation and give motivation for social care. Nation

¹Imas Kurniasih dan Berlin. *Sukses Mengimplementasikan Kurikulum 2013*.(Yogyakarta: Kata Pena, 2014), p. iii

newspapers seldom publish education events, harmonies social contact, solidarity, social care and humanity. Television shows more quantity entertainment only without education and moral values.

Character education is an effort to be good people, it is a way to be good qualified and objective, not just good for themselves but for all people. David Elkind and Freddy Sweet also added comment that character education is a work or conscious to help people to understand, care, and will apply ethic value.²

Social care is an attitude and action which always to help other people and needed people. Then, when children begin be adults they do not lose people. In order that, the children must begin social action such as social care for people. That is so important for children, because kids are social creature which will need to help and be helped people. When children do not have social care for people, children will not feel to be cared by people. For that, social care attitude must be important in an action of character education.³

Cartoon film or animation film is a result of film from hand drawing so the picture can be seen as moving. On the first discovery cartoon film is made from many pages then it is turning so it appears the effect of moving picture.⁴

One of the favorite programs which they often watch is *Pada Zaman Dahulu* cartoon film. Cartoon film in *Pada Zaman Dahulu* programs education that can cultivate children character. *Pada Zaman Dahulu* cartoon film uses fairy tale with characterizations of animals, imaginative world of children. It tells a

² Muhammad Fadhilah dan Lilif Mualifatu. *Pendidikan Karakter Anak Usia Dini*. (Yogyakarta: Ar-Ruz Media, 2013), p.22

³ Muhammad Fadhilah dan Lilif Mualifatu. 2013. *Pendidikan Karakter...*, p.204

⁴ red-string.blogspot.co.id/2011/03/film-kartun-dan-klasifikasiya.html?m=1 access on Wednesday, 30/11/2016 at 5.51 WIB

story of animals that live at forest. One of the contents is care for each other, and helps each other. This cartoon film will be character education on social care.

Pada Zaman Dahulu cartoon film by Les Copaque is not lost idea to make story about daily activity of children at village with character a boy named Aris and his sister named Ara. They are always happy to listen a story fable, it has philosophy and advices for grandfather's Aki. Aki tells about animal activity in forest, such as: Kancil, Tupai, Singa, Kera, Monyet, Gajah, Kerbau, Semut, Merpati, Tikus, Landak, Siput, Serigala, Anjing, Pemburu, Ular, Elang, Bangau, Ayam Serama, Ayam Utan and Musang.

Pada Zaman Dahulu is an animation cartoon film which is aimed for children literature. It refers to the real life story and correlate with children world.⁵ There are character educations at *Pada Zaman Dahulu*, they are: honest, creative, friendly, peace loving, caring environment, responsible and social care. In this undergraduate thesis, it discusses about social care character, because it becomes important to children in implant of good behaviour since childhood.

At the present we often are meet many characteristic individualism on children. So that, it is the important to do research about social care. One of them liked by children is cartoon film. Cartoon film has character education on social care values that is *Pada Zaman Dahulu*.

From many kinds of character in this cartoon film of Kancil is that has several characters. They are clever, creative and innovative. Other characters are caring with other animal and giving help. At episode "Merpati Semut and

⁵Heru Kurniawan. *Sastra Anak dalam Kajian Strukturalisme, Sosiologi, Semoitika, hingga Penulisan Kreatif*. (Yogyakarta: Graha Ilmu, 2009), p.22

Gajah” Merpati’s character is like giving help for Semut, and Semut also shows gratitude friend. And other character likes Aki is giving advice with telling story and capable, this cartoon film is having the most important character education values that is social care character on episode “ Singa dan Tikus”, Ayam Utan cares about it on episode “Arrogance of Ayam Serama”.

On episodes *Pada Zaman Dahulu* cartoon film have especially character in social care. It is showed by animals always caring or giving help in their life in forest, it is Aki telling on episodes especially Kancil. There will be three episodes that will be the object of the research.

The writer chooses objectives of the research *Pada Zaman Dahulu* cartoon film which origin from Malaysia because this film is one popular cartoon film for children nowadays. The film, uses unique and interesting language. The language is near with Indonesian, and also children can understand about it. Although the writer chooses a foreign film as subject of research, it cannot lose the nationalism. The kind of film from foreign is also need to watched children for their knowledge and insight added. The fact, children keep using origin language, that is Indonesian in everyday activity and just entirely uses Malay language when playing dialog to copy on their favorite Malaysia cartoon film.

Based on introduction of research in getting data, among other things: in official account facebook *Pada Zaman Dahulu*, having follower \pm 1.728.730 followers to consist of many age circles, start from children until adults. Response spectators is positive, it can see from account on fans comments, one

of them is giving argument that this film educating and proverbs inside. There is one of bloggers suggests that parents need to watch this cartoon film and repeat of telling for their children. That is all because this film has positive values. The other things can be find is on Thursday, 26 July 2016 *Komisi Penyiaran Indonesia* (KPI) gave appreciation for programs on television children confidant. Based on jury value, for winner of category program kids animation is MNC TV of program animation *Pada Zaman Dahulu* cartoon film. KPI is doing appreciation because KPI released that initiative of television giving impressions for children is not easy. "... Belong to move rathing, with quality priority is impression for kids to console, creative and educate...", said Judhariksawaan, leader of central KPI when he gave a speech at jurisdiction on appreciation Television Children Confidant (YPMA) saying that kids is needed priority treatment. Convention of Children Right is giving also surety that children must be full needed with healthy console.⁶*Pada Zaman Dahulu* is 7 education impressions and give benefit for children's because educative value and be good impression by children, the seventh influences is: *Laptop Si Unyil* (Trans 7), *Dunia Handmade* (Global TV), *Si Bolang* (Trans 7), *Dunia Binatang* (Trans 7), *Pada Zaman Dahulu* (MNCTV), *Upin-Ipin* (MNCTV) and *On the Spot* (Trans 7).⁷

⁶Rupi Novianti, Undergraduate Thesis: *Nilai-nilai Pendidikan Budi Pekerti dalam Film Animasi Pada Zaman Dahulu dan Relevansinyaa dengan Materi Aqidah Akhlak di Madrasah Ibtidaiyah* (Purwokerto: IAIN Purwokerto, 2017), p.5-6
⁷rijal09.com/2016/10/7-tayangan-televisi-yang-mendidik-bagi-anak-anak-dan-bermanfaat.html access on Wednesday, 30/11/2016 at 5.51 WIB

This film is advised to be one of them of references for children. In order that, writer is interested to do research Character Education on Social Care at *Pada Zaman Dahulu* cartoon film.

B. Problem Statement

According to the background of the research that writer explained above, so the problem that writer choose to make into research focus is “What is character education on social care at *Pada Zaman Dahulu* cartoon film?”

C. Operational Definition

To avoid misunderstanding on interpreting title by the reader, the writer needs to explain some technical terms on the title above. The explanation are:

1. Value

Value is a price or something quality, according Winataputra a copy portion by Subur book.⁸

According to Gordon Allport explains in book by Rohmat Mulyana, value is a believe which makes people in action his choose. While according Kuperman, value is a normative pole human influence in choosing something among ways alternative action.⁹

⁸Subur, *Model Pembelajaran Nilai Moral Berbasis Kisah*, (Purwokerto: STAIN Press, 2014), p. 33

⁹Rohmat Mulyana, *Mengartikulasikan Pendidikan Nilai*. (Bandung: Alfabeta, 2011), p.9

According to Kalven in book by Sutarjo Adisusilo, Value is reflected preference for someone behavior, so someone will do or do not do something suspended at value system which believes.¹⁰

So, it can summary that value is behavior standard an attitude which to determine who are we, how are we can live, and how are we attitude people.

2. Description of Character Education

The Character is a way to individual behavior for living and working together at family environment, society, nation and country. Character education is an active activity by school or government to helped student develops values such as careless, honest, fairness, and fortitude. Character education is developing education to carry on social development, emotional development and student attitude.¹¹

3. Definition of social care

Social care is treating other people with courtesy, dainty, tolerant of differences, do not hurt anyone else, listener, willing to share, do not take advantage of others, cooperate, engage in activities society, loyal, peaceful ideals dealing with problems.¹² Social care is an attitude and action want to give to help other people and society needed.¹³

¹⁰Sutarjo Adisusilo, *Pembelajaran Nilai-Karakter (Konrutivisme dan VCT sebagai Inovasi Pendekatan Pembelajaran Afektif)*. (Jakarta: Rajawali Pers, 2013), p. 56

¹¹Muchlas Samani. *Pendidikan Karakter*. (Bandung: PT. Remaja Rosdakarya, 2013), p. 43

¹²Muchlas Samani. *Pendidikan Karakter*....p. 51

¹³Agus Wibowo. *Manajemen Pendidikan Karakter di Sekolah*. (Yogyakarta: Pustaka Pelajar, 2013), p.15

4. *PadaZamanDahulu* cartoon film

Pada Zaman Dahulu cartoon film is made by team of Les' Copaque Production, it's an organization of 3D animation creation MSC based Shah Alam Selangor, Malaysia. Les' Copaque Production Sdn. Bhd. Les' Copaque Production is an animation company focused on creating Intellectual Property (IP) to produce an animation.¹⁴

Pada Zaman Dahulu cartoon film is a fairy tale tells about brother and sister will go abroad by their parents, for staying together Aki and Wan. Aki as story teller for entertaining grandchildren who tells about animal activity in forest, such as: Kancil, Tupai, Singa, Kera, Monyet, Gajah, Kerbau, Semut, Merpati, Tikus, Landak, Siput, Serigala, Anjing, Pemburu, Ular, Elang, Bangau, Ayam Serama, Ayam Utan and Musang which contain philosophy and meaning of life from grandfather, Aki.

D. Objectives and Significance of The Research

1. Objectives of The Research

According to the background of the problem that explained above, so the objective of this research is to know about children character education at *PadaZamanDahulu* cartoon film.

2. Significance of The Research

- a. In an academic manner can be increase and rich education knowledge especially the thing that related with character education.

¹⁴ <http://www.msomalaysia.my/showcase/les%E2%80%99-copaque-production-sdn-bhd> accessonSaturday 12/11/2016 at 16.14 WIB

- b. Expected to media of knowledge development on Indonesian character education area.

E. Literature Review

There are some researches about character education concept such as Undergraduate thesis by LaelatulFitria entitled “Character Education In Ro’an Tradition: a Case Study at An Najah Islamic Boarding School Purwokerto” explain character education in roan tradition like as education is an effort to develop a human based on the noble values on life, that provides a formative effect on mind, character and physical ability to form perfect human’s personality.¹⁵

Undergraduate thesis by Rupi Novianti entitled “Nilai-nilai Pendidikan Budi Pekerti dalam Serial Animasi Pada Zaman Dahulu dan Relevansinya dengan Materi Aqidah Akhlak Di Madrasah Ibtidaiyah” explain natural ability values on Pada Zaman Dahulu cartoon film, in here author will be explain about character education on social care at Pada Zaman dahulu cartoon film.¹⁶

And then the results of undergraduate thesis by Sofatul Mutholangah entitled “Nilai-Nilai Pendidikan Karakter Dalam Serial Animasi Adit Dan Sopo Jarwo” explain about the value of character at Adit dan Sopo Jarwo animation like Adit’s character motivator, creative, innovative, honest, respectful and

¹⁵LaelatulFitria, Undergraduate Thesis: *Character Education In Ro’an Tradition: a Case Study at An Najah Islamic Boarding School Purwokerto* (Purwokerto: IAIN Purwokerto, 2015)

¹⁶Rupi Novianti, Undergraduate Thesis: *Nilai-nilai Pendidikan Budi Pekerti dalam Film Animasi Pada Zaman Dahulu dan Relevansinya dengan Materi Aqidah Akhlak di Madrasah Ibtidaiyah*. (Purwokerto: IAIN Purwokerto, 2017)

science.¹⁷ Differently, this research will explain about character education on social care that applied because of animal character at *Pada Zaman Dahulu* cartoon film in their live.

F. Method of The Research

Method of the research is method which use to collect data and analyze to get knowledge with reliable procedure and believed.

1. Classification of Research

Reviewed from research object, this is included library research category because research object is document like as cartoon film. There are 2 documents types of printed materials (books, journals, magazines, newspapers) and various types of reports documents and that has been published and non-print as the result of audio recordings such as cassettes and video like a film.¹⁸ This research of the film is called library research.

2. Research Approach

The approach in this study is the approach of structuralism, it studies that discuss literary works autonomously, the core of this analysis is to analyze the integration of structure that the total meaning unique, which is contained in the literature, and the tasks and goals of structural analysis was peeling as much detail possible overall coherent meaning it.¹⁹

¹⁷ SofatulMutholangah, Undergraduate Thesis: *Nilai-Nilai Pendidikan Karakter Dalam Serial Animasi Adit Dan Sopo Jarwo*. (Purwokerto: IAIN Purwokerto, 2015)

¹⁸ SofatulMutholangah, Undergraduate Thesis: *Nilai-Nilai...*, p. 14

¹⁹ Heru Kurniawan. *Sastra Anak dalam...*, p.68

This research is using structuralism approach, for this research examines the overall film structure ranging from the shot, scenes, sequences, and dialogues characters so a produce the necessary data in this research are presented in narrative form.

3. Source of the research

Kind of research is Library research, data result from literature. As for to be primary data is video or film cartoon *Pada Zaman Dahulu* obtained for official account *Pada Zaman Dahulu* and review data blogger. While for secondary data is from books support research, one of them like as Pendidikan Karakter Anak Usia Dini by Muhammad Fadhilah dan Lilif Mualifatul Khorida's book.

G. Technique of Accumulating Data

Technique of Accumulating Data is priority steps in this research, because primary purpose of research to get the data. Nothing knows technique of accumulating data, after that author purpose is will get standard data which have been constant.²⁰

Method of accumulating data can use documentation method, that is looking for data's about the something or variable such us notes, newspapers, books, magazines and each other. At this undergraduate thesis is doing observation about *Pada Zaman Dahulu* cartoon film, records and evidence in videos and some books was associated with observation.

²⁰Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif dan R&D*, (Bandung: Alfabeta, 2015), p. 308

In detail steps of data collection are follows:

1. Playing movies is be as object research
2. Transferring footage in writing or screenplay (transcript)
3. Transferring images into posts
4. Analyzing the contents to clarify based on a predetermined division.
5. Matching with the relevant books

H. Data Analysis Method

A researcher of data is used to analysis content analysis is the research conducted on the information, recordings documented, both in images, sound and text.²¹

After that, performed a descriptive interpretation by using the information is in accordance with the information and data obtained from the field. In a descriptive study is not meant to test specific hypotheses, but only describe the "what" of a variable, symptoms or conditions.²²

Step-by-step analysis of the data is as follows:

1. Playing movies presented object of research
2. Transferring recordings into written form or scenario
3. Analyzing content of the film about the matter and education charges contained in the film.
4. Communicating with the theoretical framework used.

²¹Suharsimi Arikunto, *Metode Penelitian Pendidikan*. (Jakarta: BinaAksara, 1989), p. 309

²²Rupi Novianti, Undergraduate Thesis: *Nilai-nilai Pendidikan...*, p.17

I. Systematic of Writing

The systematic of writing this research is draft or design from undergraduate thesis is giving clue about main problem that will talk.

On undergraduate thesis, written divided into three part, beginning, contents, and final.

At beginning there are page of title, page of counselor note of introduction, page of motto, page of dedication, page of abstraction, and page of list of contents.

In this undergraduate thesis contain, writer divided into five chapters, there are:

Chapter I: Background of the problem, Operational Definition, Problem Statement, Objectives and Significance of the Research, Literature Review, Systematic of Writing

Chapter II: Theoretical Framework

Chapter III: *Pada Zaman Dahulu* Cartoon Film.

Chapter IV: Analysis of Character Education on Social Care at *Pada Zaman Dahulu* Cartoon Film.

Chapter V: Closing of Conclusions and Suggestions.

The find chapter consists of references, Bibliography, Appendices and Curriculum Vitae

CHAPTER V

CLOSING

A. Conclusion

The final section of this research is talking about the data conclusion analysis of the character education values of social care at *Pada Zaman Dahulu* cartoon film. That is contained *Pada Zaman Dahulu* cartoon film that the current known, carried out and implanted for child from an early age, values of character education on social care at *Pada Zaman Dahulu* cartoon film in the form of an attitude and actions that always want to provide help to others and communities in need; Treating others with courtesy and being polite. The importance of treating others with courtesy and courtesy is to respect others; Tolerant of difference; Dislikes to hurt others, one of the social cares is not to hurt others and to sing fellow creatures of Allah SWT; Want to hear others is a laudable attitude means not always feeling the most righteous and looking point of view from the other person's; Want to share is sharing what he has to others so that others can feel it; Not humiliating others; Not taking advantage of others means when others do not take any advantage from it; Want to work together, willing to engage in community activities. Working together means doing a job together. Cooperation is a noble thing. Cooperation is created when people work together to achieve the same goal. The purpose of cooperation is to ease or facilitate a job. Heavy work will feel lighter if done together. In order to work together, everyone needs to recognize the importance of everyone participate and continue to maintain a positive attitude. Cooperation is doing not if to do bad things because it is

prohibited by religion; Love humans and other creatures, faithful, peace loving in facing problems; Peaceful love to face with presence of mind in the face of problems and without putting forward emotions or ego so that it will remain peaceful.

The character education on social care is relevance with the Moral education for children it is found out the relation between character education values in cartoon film with moral education with for children, and it means to find out the direct beneficial of the Islamic Education values in film for children moral education. The Relevance between Islamic Education values in *Pada Zaman Dahulu* cartoon film is the values inside the film proper with the main goal with Islamic educational purpose. And this relevance of the film can be the consideration in determining Islamic Education purpose, such as moral education for children. Film is as literature that containing so many values, such as; faith values, worship values and morality values can be positioned in education as the instrument that can facilitate in education to reach the goal of morality education it self, such as becoming the media of learning, the material of learning and the helping tool to internalizing the morality values.

B. Suggestion

Based on research about the values of character education at *Pada Zaman Dahulu* cartoon film, the writeris providing the following suggestions:

1. To parents, in order to educate their children as well. Always instill a social care character education for children so they can act to give assistance to others and communities in need.

2. To educators, they should be able to choose *Pada Zaman Dahulu* cartoon film as a reference learning media that can provide positive benefits for students, so students not only get entertainment but also get life science from the film.
3. To the community in order to help the process of instilling social care characters that have been learned and embedded in the children, in family and school environment by not displaying contrary behavior with the values that contained in character education.
4. To the researcher who will examine the values of social character education *Pada Zaman Dahulu* cartoon film, and others to be varied in using of data analysis, so it can deep and obtain meaning so it useful for society.
5. To the Indonesian cinema to increase the production of impressions that are not only entertaining but also can educate the nation's children.

The writer apologizes because the writer realize that in writing this undergraduate thesis still very simple and far from perfection, for that criticism and suggestions that build is expected for the improvement of this undergraduate thesis.

The writer thanks to all parties have helped in the process of preparing this undergratuate thesis from beginning to ending. May Allah Almighty always give His grace and guidance to all of us, Aamiin.

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www.lescopaque.com, access on Saturday 25 March 2017 at 10.36 WIB

The logo of IAIN Purwokerto is a large, stylized yellow triangle with a white outline, centered on the page. Below the triangle, the text "IAIN PURWOKERTO" is written in a bold, blue, sans-serif font.

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