

AN ANALYSIS OF EDUCATIONAL VALUES FOUND IN *UPIN AND IPIN* ANIMATED MOVIE ON RAMADAN THEMED SERIES

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ABSTRAK

Tujuan dari penelitian ini adalah: 1) untuk menganalisis nilai-nilai pendidikan yang ditemukan di film seri animasi Upin dan Ipin yang bertema Ramadhan, dan 2) untuk mengetahui manfaat dari menonton film seri animasi Upin dan Ipin film yang bertema Ramadhan. Bentuk penelitian ini adalah deskriptif kualitatif dan penelitian perpustakaan. Data dalam penelitian ini berupa dialog yang mengandung nilai-nilai yang diucapkan oleh karakter dalam film seri animasi Upin dan Ipin yang bertema Ramadhan. Data diambil dari skenario dari film seri animasi Upin dan Ipin. Untuk mengumpulkan data yang diperlukan, teknik yang digunakan adalah observasi dan dokumentasi. Data yang terkumpul kemudian dianalisis melalui beberapa langkah: 1) menafsirkan data yang ditemukan dalam dialog, 2) menganalisis dialog dan mengklasifikasikan mereka sesuai dengan kategori berdasarkan nilai pendidikan, 3) memverifikasi dialog dengan teori terkait dalam penelitian ini, dan 4) memberikan kesimpulan tentang nilai-nilai pendidikan yang ditemukan dalam film. Analisis data menunjukkan bahwa ada 12 nilai pendidikan dalam film animasi ini. Nilai-nilai pendidikan tersebut adalah: kejujuran, berani, perdamaian, percaya diri, disiplin, kemurnian, kesetiaan, rasa hormat, cinta dan kasih sayang, tidak mementingkan diri sendiri, baik dan ramah, adil dan humanis. Selanjutnya, peneliti menemukan ada tiga keuntungan utama dari menonton Upin dan Ipin film animasi; keuntungan tersebut adalah: 1) media hiburan, 2) sumber inspirasi, dan 3) media pendidikan.

Kata kunci: Sastra, Nilai Pendidikan, Film Animasi, Upin dan Ipin.

ABSTRACT

The purposes of this research are: 1) to analyze the educational values found in *Upin and Ipin* animated movie on Ramadan themed series, and 2) to know the benefits of watching *Upin and Ipin* animated movie on Ramadan themed series. The research design of this research is descriptive qualitative and library research. In this research the data were in the form of dialogues containing values presented by the characters in *Upin and Ipin* animated movie which focused on Ramadan themed series. The data were taken from screenplay of the *Upin and Ipin* animated movie. To collect the data needed, observation and documentation techniques were used. The collected data were then analyzed through some steps: 1) interpreting the data found in the dialogues, 2) analyzing the dialogues and classifying them according to categories based on educational value, 3) verifying the dialogues with related theory in this research, and 4) giving the conclusion about the educational values found in the movie. Data analysis shows that there are 12 educational values in this animated movie. Those 12 educational values are: honesty, brave, peace, confident, discipline, purity, loyalty, respect, love and affection, unselfish, kind and friendly, fair and humanist. Furthermore, the researcher finds there are three major advantages of watching *Upin and Ipin* animated movie; they are: 1) medium of entertainment, 2) source of inspiration, and 3) medium of education.

Keywords: Literature, Educational Value, Animated Movie, Upin and Ipin.

INTRODUCTION

People use language as a medium to communicate to each others in their daily life, such as expressing their feelings, ideas, and thought. They usually express them in spoken or written forms. Sometimes some people use spoken forms to convey their ideas by making movies, or videos. Whereas in written forms, they express their ideas by writing poetry, novel, comic and many others. Both spoken and written forms of expressing ideas are commonly called literature.

Literature is a medium where someone can convey his or her ideas or protest against different norms of society. Literature refers to compositions that tell stories, dramatize situation, express emotion, and advocate ideas (Robert and Henry ,1987:1). Boulton (in Yaqin, 2012: 10) defines literature from a functional perspective as a imaginative work that gives us R's : recreation, recognition, revelation and redemption. Rees (in Yaqin, 2012: 10) after describing what he regarded as literature, summed up that literature is a permanent expression in words of some thoughts or feelings in ideas about life and the world.

All the above definitions describe literature from different perspectives. Still, there certain things which are common to them. They all recognize the fact that:

1. Literature is imaginative
2. Literature expresses thoughts and feeling
3. Literature deals with life experiences
4. Literature use words in a powerful, effective and yet captivating manner
5. Literature promotes recreation and revelation of hidden facts
6. Literature is thus summed up as permanent expression in words (written or spoken), specially arranged in pleasing accepted pattern or forms.
7. Literature expresses thoughts, feelings, ideas or other special aspects of human experiences.

Literature has been created in various forms, such as poetry, novel, comic, opera, movie or animated movie and many others. Nowadays the development of audiovisual technology and information media has influenced the lifestyle of our society. Mass

media like Radio, Television, Internet, VCD, DVD, and others are not only as media of getting information, but also as entertainment media. It can influence people lifestyle because those kinds of media cannot be avoided in people lifestyle.

In this era, one of mass media that we can easily find in every home is Television. Television offers many scheduled programs that can be chosen by its watchers. One of the programs that is frequently showed on Television is movie. Movie is a series of images taken from a moving object events shows a continuous movement, which serves as a medium of entertainment, education and information. As a medium of information, movie will automatically take effect either positive or negative to its watcher or audience.

The exposure in television entertainment make people think or act differently. Most adult believe that all entertainments showed on television do not have an important social influence on them because they can filter which one is good, and which one is bad. However, children are more susceptible than adults. They can be easily affected by what they see and hear, especially from what they are interested in. Concerns about the effects of media on children social and personality development were voiced long before the appearance of television. Now, sex and brutal violence can be found easily in comic books, novels, movies and so on; those can affect badly on children's social and moral development.

In other hands, watching TV continuously will make children depend on entertainment; they do not want to do other activities. Addiction like that can destroy the ability to concentrate in the class if the teacher can not explain the subject very well. Even more, watching TV too long will make the children passive, they do not want to do other useful activities. Thus, parents should controll the children. Children have ability to actualize their own talents, but they must be controlled by parents especially when parents want to cultivate educational values found in the movie to the children.

Establishing value in the form of ethical practices, rituals, or the characters will not be enough only by giving a lesson which purposely to memorize the lesson or pass a written examination, but it should be directed toward the cognitive, affective, and psychomotor by watching real events summarized in other forms like movie. As an entertainment medium, movie is powerful enough to influence its watcher because the gestures or behaviors of the characters will be more easily modeled by its watchers, especially children.

In term of themes, the producers think that adult and children need a figure in their daily life. Movie itself is made as a medium of information and education. This means that movie does not only serve entertainment materials, but it is also enriched by information and educational values. The educational values of a movie should not be construed as what is usually teaches at school. The value of a movie means some sort of meaningful messages in the sequence of movie story. Thus, the watchers will not feel patronized by the movie.

Nowadays, many parents spoil their children with a television and DVD Player in their private rooms. As a result, the children will feel free to watch all genres of movie whenever they want without their parent's control. It may give a bad effect to the children's behavior or lifestyle. As seen in daily life, children have tendency to act like what they watch on the TV or other entertainment media. Ironically, children prefer to watch the movie which is unsuitable with their ages like movie with pornographic action, abused, and brutal violence that may give a negative effect to them.

Many children have been seen imitate the behavior of the actor or actress whom they idolize to. The children do not care (do not know) about the rules or norms in their community, so they frequently act against the rules or norms. If parents let their children act freely, the community will be worse and worse. Thus, parents need to advice or guide their own children to watch a movie with good values like *Upin and Ipin* animated movie

especially in Ramadan themed series that can inspire how to live in simplicity and religious way. Based on the background explained above, the researcher conducted a research entitled: **An Analysis Of Educational Values Found In *Upin and Ipin* Animated Movie On Ramadan Themed Series.**

Education has an important role in one's life. Education is a provision to the learner to perform certain tasks in the community for livelihood. People can hold education anywhere, not only in formal institution, but also in informal institution. For example: in the family. Family is the first institution and the foremost in the community because it is the place where human are born and grow up. The ways of education in the family affect the emergence and the development of character, manners and personality of each human being.

From the explanation above, we can conclude that the definition of education is the manner and effort to increase human knowledge, skill also experience to continued their live. Humans in an attempt to maintain the continuation of life bequeathed various cultural values from one generation to the next generation. Another function of education is the development of the potentials that exist in individuals in order to use it by itself and so on by the community to face the challenges of the future that will always change.

Another purpose of education is to improve human resources. One way that they use to get and increase education in their life is through learning process. There are three kinds of learning process that we know, they are: formal education, informal education, and non formal education. Human needs certain universal education including spiritual and physical education that can give satisfactory or use for humanity, society and public. The education must include ethics, moral, mental and emotion. The importance of education for human to grow up and develops appropriate with desire and ability, with aims that have fully human education can get smart of knowledge, confidence and safety.

Education take place in any kinds, shapes and level of human being daily life. In

extensive meaning education can be identified as the following characteristics such as:

1. Lifelong education. It means that each human being has responsibility and right to find and get education, no matter how old they are.
2. Education happened in all human live level. It means that education is not processed in education itself only, but it is also processed in economy, law, healthy, technology and so on.
3. Education happened in anywhere and anytime.

Furthermore, movie and education have a very close relationship, because now movie can be an effective medium that can be used by parents to instill the values of life to their children. Positive impact of watching a new movie clearly visible at children aged three to seven years because at this ages, their capability to read can be increased by watching a movie. Movie can be used as a medium of learning to inculcate good values to the children by watching the movie. According to Jane Murphy and Karen Tucker (in Imam Musbikin reqouted by Saeful Anwar, 2012: 31), if parents know how to use television to watch the movie in order to become a medium of education for their children, so parents can make the movie as a second school for their children who keep it intelligent and moral.

Parents should still provide assistance to children when they watch the movie, the parents must inform and give guidance to them about behavior that is in the movie. Establish good communication with children can reduce the potential of negative effects when watching a movie. Parents need to do that because the most important education is the education given by family where the parents are the most responsible towards moral education of their own children. Allowing children to watch movie excessively means allowing growth, development, and education of the children be worse.

If movie presented in a school, teacher must carefully prepare suitable or educating movie that will be enjoyed in the class. It is necessary for the teacher to preview a movie carefully to find motivation for the students,

possibly including the background discussion, and to anticipate and explain vocabulary and unusual cultural difficulties points.

Seeing the explanation above, researcher can conclude that movie takes effective roles in planting the educational value or norms to the children in order they can be honorable person in their mature ages.

Value is something interesting, searched, pleased, wanted and liked in good definition (Henry, 1987:160). Value is relative worth, utility, or importance, liking or regard for person or thing. The true value and universally accepted is the value that produces a behavior, and it is behaviors that have a positive impact for both the run and for others (Linda,1997).

Value has another meaning that is a something that can used as a subject, involved to good or bad character as a ideal from the experiences. There are some kinds of value that we know, such as educational value, moral value, social value, religious value and so on.

Educational value is all value which can be found in education. We can define education as a conscious and deliberate effort to create a learning atmosphere and process so that the learners can actively develop their own potentials. Hurlock (1977: 386) says that every society has values to arrange their life which contain some principles, ideal or standards.

Moral value is a term in logic that a principle or action or character of human is true or false, right or wrong and good or bad. There is a fundamental difference between personal morality and social morality. Personal morality defines how we personally respond to life from or within our own integrity, and within our own personal values. Social morality defines how we respond to our environment, our immediate community and the world community. We are all personally guided by our own sense of what is right and wrong.

Education value is the spirit of education, so wherever they are teaches the value of education will present itself. Educational value is the value of education. (Zaim Elmubarak, 2008: 12). Educational value

is not only can be found in academic processed but also can be found in the other experiences. So based on the explanation of the educational value above, we can also interpret that educational world has experiences changes towards a more positive, if the first model only as the teaching of science education, moral degradation, then education must also be balanced with educational value. Educational value also can be defined as something or limitation of anything that educate someone directed to maturation, which have good or bad character, so it can be useful for human live that can be reached from education process.

According to Zaim El Mubarak (quoted by Maratusolikah 2015: 13), educational values are divided into two groups:

1. Values of Being

The values of being is a value that is within evolved human beings into the behavior and the way we treat others. The educational value that can be grouped to values of being can be stated as following:

a. Honesty

Honesty is a human attitude when be faced with something or phenomenon and tell the information without change the information. It also can be defined as a attitude or behavior which appear and based from our deep heart. Honesty is one of manner in people who has braveness to say or give an appropriate information, act and reality.

Honesty can be applied to others, institutions or society. Strength and confidence that come from deep because there is nothing to hide. The characteristic of honesty tells the truth when a question is asked, says what he/she thinks and believes to be right, even when his/her friends disagree. He/she is strong enough to tell others that they are wrong.

b. Brave

Brave is an attitude which appear from human that can be a dare to try things that others think difficult and danger. Brave also can be defined as

one of action to struggle and maintain something which is believed as something good and right even though face a danger or difficulty.

c. Peace

Peace is a harmony in human natural live where there is no enmities or conflicts. Peace can be interpreted as a calm and patient attitude. This attitude tendency to try accept other people's opinions rather than deny and oppose against it.

d. Confidence and Potential

Confidence is a human attitude appear as boundaries awareness of ability. Potential can be defined as a prepared and able to do something. It can overcome the tendency to blame others when experiencing the difficulties. Confidence also be one of manner to believe to the ability. Characteristic of confidences are believed in themselves, it means that confident people believe in themselves, and they strongly believe that their life fulfill a special important purpose in the world.

e. Discipline

Discipline is a attitude which can provide from human being which can be gotten from their habit. Discipline also can be defined as a human consistency, consequence, commitment or agreement to do something relate to the rules that has been agreed.

f. Purity

Purity is the condition or quality of being pure; free from bad things. Purity is also one of awareness to keep the value of life.

2. Values of Giving

The values of giving is that values need to be practiced or provided which would then be accepted as a given. Values of giving include:

a. Loyalty and Trustworthiness

Loyalty is the state or quality of being loyal, faithfulness to commitments or obligations. Loyal can

be indicated to family, to work, to the school, and to organizations and other institutions that we responsible to. A loyalty people is usually ready to support, ready to serve, ready to help and trusted in carrying out consistent promises. Characteristic of trustworthiness be honest, be reliable, have the courage to do the right things, build a good reputation, be loyal.

b. Respect

Respect is a way of treating or thinking about something or someone, especially because of their personal qualities, knowledge and skills. It also can be defined as an action in a way which shows that we are aware of someone's right, wishes and so on. Respect can be applied to others' rights, respect to the father and mother, respect to elders, respect to nature, and respect to the beliefs and rights of others. Characteristics of respect are treat others with respect, be tolerant and accepting of differences, use good manners, good language, be considerate of the feelings of others, no threaten, do not hit or hurt anyone, deal peacefully with anger, insults, and disagreements.

c. Love and Affection

Love is a positive feeling someone may have or express for other people or things. Affection define as a feeling of liking and caring for someone or something. Love is more than just a loyal and respectful. Love can be indicated to dear friends, neighbour or to anybody.

d. Unselfish

Not selfish is a feeling where cares and considers to others. Not selfish is one attitude that more care to others, learn to feel the togetherness and compassion toward others. Not selfish usually shown by empathy, tolerance, and brotherhood. Sensitive is having acute mental or emotional sensibility, aware of responsive to the feeling of others.

e. Kind and Friendly

Kind is a good attitude that people have to others or things. It is aware friendly and caring attitude is more commendable than the rough and tough attitude. It can be shown by tenderness, especially on the younger or weaker. Capable of making new friends and maintain friendships.

f. Fair and Humanist

Fair is treating someone in a way that is right or reasonable, or treating a group of people equally and do not allow personal opinion to influence a judgment. In other side fair define as agreeing with what is thought to be right or acceptable. Humanist is characterized by tenderness, compassion and sympathy for people or things.

From the explanation above, the researcher concludes that educational values are important which we need to learn and apply in our daily life activities. Thus, we will live well and harmoniously.

METHOD

In this research, qualitative approach is used to accomplish the overall aims of the research as most of the business and environment literature has largely focused on it. Researcher used qualitative approach because in analyzing the educational values in the movie, researcher described the data needed in movie in terms of meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things, not the measurement and counts of things as quantitative does.

Subject of the research is a famous Malaysian animated movie named *Upin and Ipin* on Ramadan themed series. *Upin and Ipin* animated movie is produced by Les' Copaque Production. It tells the story about a pair of 5-year-old twins named Upin and Ipin who live with their elder sister Ros and their grandmother, whom they call *Opa*, in a traditional Malaysian village named *Kampung Durian Runtuh*.

Strategy used by researcher in collecting data those analyzed in this research is by using documentation technique which researcher tries to find out the data needed, such as notes, transcripts, newspapers, books, magazines and so on. In this research, researcher analyzed the educational values found in *Upin and Ipin* animated movie on Ramadan themed series by recording the relevant dialogues in a paper. Here are the details of steps that will be used in collecting the data:

1. Watching the movie twice or more as subject of the research.
2. Write the dialogues between the characters that are relevant to the research.
3. Classifying the data
4. Selecting relevant data

And then the descriptive interpretation by providing an overview and vivid description of the data collected.

The brief steps of analyzing the data can be stated as follows:

1. Interpreting the data found in the dialogues.
2. Analyze the dialogues and classify them according to its categories based on educational value.
3. Verify the dialogues with related theory in this research.
4. Give the conclusion about the educational values found in the movie.

FINDINGS AND DISCUSSION

After observing and collecting the data needed in primary data source, *Upin and Ipin* animated movie on Ramadan themed series, researcher found at least 12 educational values in this animated movie which inserted in 17 episodes of 18 episodes in *Upin and Ipin* animated movie on Ramadan themed series.

Those 17 episodes of *Upin and Ipin* animated movie on Ramadan themed series which contain 12 educational values are : episode 1 (*esok puasa*), episode 2 (*dugaan*), episode 3 (*Nikmat*), episode 4 (*Terawih*), episode 6 (*Hari Raya*), episode 7 (*Tadika*), episode 8 (*Anak Bulan*), episode 9 (*Adat*), episode 10 (*Tamak*), episode 11 (*Lailatul Qadar*), episode 12 (*Kisah dan Tauladan*), episode 13 (*Sayang Kak Ros*), episode 14

(*Ketupat*), episode 15 (*Zakat Fitrah*), episode 16 (*Malam Syahdu*), episode 17 (*Pagi Raya*), episode 18 (*Berkat*). Those 17 episodes are stated as follows:

1. Fizi shows his **honesty** by saying “*Hmm hehehe betul cikgu, setengah hari ja*”. He tells the truth to his teacher that he did a half day fasting, he tells the fact without changing the reality. Characteristics of honesty are dare to say or give an appropriate information, act and reality without changing them even though he/she knows that they are bad for his/her own self.
2. Mail admits his mistake on burning Fizi’s hand when he tried to burn the firework hold by Fizi. Admittance for a mistake made is shown **bravery** because only a few person who dare to admit his/her mistake. Brave means dare to try or do things that others think may give difficulty and/or danger to the doer.
3. Opa tries to teach *Upin, Ipin* and friends that they should not mock someone by saying something bad which may cause enmity or conflicts in a relationship. It means that **peace** should always be kept wherever and whenever they are. The characteristics of peace can be seen when there are no enmities or conflicts amongst people in a society or family.
4. *Upin* expresses his **confidence** that his late parents were rewarded a lot by Almighty God because they always did fast when they were alive. Someone who has high confidence always believes in his/her own self ability when doing something.
5. *Upin* shows his **discipline** by stopping play and go home immediately after hearing a call to pray Magrib. It also shows that *Upin and Ipin* have a strong commitment in doing their obligation as moslem. Discipline can be noticed in someone who has consistency, commitment or agreement to do something relate to the rules that has been agreed.
6. *Opah* gives precious lesson about **purity** to her grand children that it was not good to argue in front of food because it was a bad

character that should not be done. Purity means being pure; free from bad things.

7. Mei Mei advises Upin and Ipin to be loyal on their religion law even though nobody knew what they were doing in that time. **Loyalty** must be a part of human life wherever and whenever they are. The characteristics of loyalty are loyal, faithfulness to commitments or obligations related to family, work place, school, organizations and other institutions that we responsible to.
8. Opah teaches Upin and Ipin not to mock someone else which means they need to **respect** others. Respect is a way of treating or thinking about something or someone, especially because of their personal qualities, ages, knowledge and skills. It also can be defined as an action in a way which shows that we are aware of someone's right, wishes and so on. Respect can be applied to others' rights, respect to the father and mother, respect to elders, respect to nature, and respect to the beliefs and rights of others. Characteristics of respect are treat others by a good manners, good language, be considerate of the feelings of others, no threaten, do not hit or hurt anyone, deal peacefully with anger, insults, and disagreements.
9. Kak Ros expresses her feeling by saying "*Bukan sayaaaang*". **Love and affection** can be expressed by liking and caring for someone or something. Love can be indicated to dear friends, neighbour or to anybody else.
10. Kak Ros was **not selfish** to her little twin brothers by apologizing for her mistake the night before. Someone who is not selfish usually shows his/her empathy, tolerance, and brotherhood to other people without seeing who they are, and they never feel that she/he is more powerful to others.
11. Opa said "*Cukup, bulan puasa ne eloklah bersedekah. Ini kan adat kita..*". **Kind and friendly** can be shown by treating others rightfully, and able to make new friends and maintain the friendships.
12. Opah in this dialogue explains the advantages of *zakat fitrah* which one of the advantages in *zakat fitrah* is showing our sympathy to those who live in poverty. Paying *zakat fitrah* means we have **humanist** value in our own mind. Fair and humanist can be applied by treating others equally, do not allow personal opinion to influence a judgment, and giving sympathy to other people.

The three major advantages of watching Upin and Ipin animated movie are: medium of education, medium of entertainment, and source of inspiration.

1. Medium of Education

No doubt at all if Upin and Ipin enriched with precious educational values than can be easily found in each series. Almost all series in Upin and Ipin animated movie contain education material. Opah and Cekgu Jasmin are the main characters who are frequently teach children the wisely.

2. Medium of Entertainment

As other genres of movie, Upin and Ipin animated movie also created as a medium of entertainment. As known Upin and Ipin consist of various themes which are interesting not only for children but also for adult. Upin and Ipin animated movie is created in simplicity, and Its funny cartoon model makes Upin and Ipin become more entertained for all.

3. Source of Inspiration

Upin and Ipin animated movie can also be a source of inspiration, especially for children, because it provides various characteristics that can be followed as model. Like what picture by Mail who is a business-minded, street smart boy who loves to try and sell anything he can that can be followed by children to be entrepreneur in their daily life.

CONCLUSION AND SUGGESTION

Upin and Ipin animated movie, especially in Ramadan themed series, is divided into 18 episodes, those are : a) episode 1 entitled "*Ramadhan Kembali Lagi*", b) episode 2 entitled "*Dugaan*", c) episode 3 entitled "*Nikmat*", d) episode 4 entitled

“Terawih”, e) episode 5 entitled “Esok Raya”, f) episode 6 entitled “Hari Raya”, g) episode 7 entitled “Tadika”, h) episode 8 entitled “Anak Bulan”, i) episode 9 entitled “Ada!”, j) episode 10 entitled “Tamak”, k) episode 11 entitled “Lailatul Qadar”, l) episode 12 entitled “Kisah dan Tauladan”, m) episode 13 entitled “Sayang Kak Ros”, n) episode 14 entitled “Ketupat”, o) episode 15 entitled “Zakat Fitrah”, p) episode 16 entitled “Malam Syahdu”, q) episode 17 entitled “Pagi Raya”, and r) episode 18 entitled “Berka!”. However, only 17 episodes of 18 episodes mentioned above which contain educational values.

Furthermore, after analyzing the primary data found in Upin and Ipin animated movie on Ramadan themed series, researcher found 12 educational values. They are: a) honesty, b) brave, c) peace, d) confidence, e) discipline, f) purity, g) loyalty, h) respect, i) love and affection, j) not selfish, k) kind and friendly, and l) fair and humanist.

Additionally, to answer the second research question, researcher also found at least three major advantages of watching *Upin and Ipin* animated movie especially in Ramadan themed series. The three major advantages of watching Upin and Ipin animated movie are: a) medium of entertainment, b) source of inspiration, and c) medium of education.

There are many media consisted of educational values that can be used as teaching media. Especially for teachers in elementary school, Upin and Ipin animated movie can be one of the appropriate teaching media that might be interesting to the students.

Students also can use movie as a medium of learning. Hence, students should choose a good movie that can give both entertainment and education like *Upin and Ipin* animated movie. This thesis also can be used as data source when learning literature.

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