



Description of Honesty Value in "Sahabat Pemberani " Part “Main Jujur”, an Animated Series Produced by Indonesia’s Corruption Eradication Commission (KPK)

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Abstract

This study aims to detail the values of honesty in the animated film "Sahabat Pemberani" part "Main Jujur". The value of honesty is one of the anti-corruption values campaigned by the Indonesia's Corruption Eradication Commission (KPK). This study uses descriptive qualitative methods with a content analysis approach. The results of this study indicate that the value of honesty has been presented as one of the important anti-corruption messages in anti-corruption education for children.

Keywords: Film; Animation; Anti-Corruption; Honesty; Education

Introduction

In its steps to eradicate corruption in Indonesia, the Indonesia's Corruption Eradication Commission (KPK) also targeting the young generation, among whom are children. Children who will lead Indonesia in the future, are expected to be well educated about the wickedness of corruption for the continuity of the nation and state. Children are potential future leaders. Therefore, anti-corruption education for children is expected to help break the cycle of corrupt behavior in Indonesia.

The KPK has a strategic policy in educating the public about the importance of protecting themselves and their families from corrupt behavior, including by issuing various anti-corruption education products intended for children. One way is to release products animas i radiant movie with the title "Brave Companions" second series that was launched in May 2017.

Through the "Sahabat Pemberani" animated series, KPK represents the values of anti-corruption to the media that appeal to kids. The anti-corruption values include (1) honesty, (2) caring, (3) self-reliance, (4) discipline, (5) responsibility, (6) hard work, (7) modesty, (8) courage, and (9) justice. One of the titles that carry the value of honesty is the episode "Main Jujur". In this episode, it is illustrated that honesty is a very important thing to be applied in daily activities, which is identical to the daily lives of children. The story that presented in this animated series was very close to the daily life and full of educative messages about the honesty value.

Methodology

This study uses descriptive qualitative methods. In this case, qualitative research is used to express the picture or understanding of how and why a symptom or reality of communication occurs (Pawito, 2007: 35). The purpose of this study was to conduct a content analysis of the film "Sahabat Pemberani" part "Main Jujur" by KPK . This research will explore how to describe the value of honesty in the film.

Literature Review

Animation and Education Films for Children

Animated film is a variety of films for children. In addition to presenting interesting and colorful images, animated films are also presented with fun songs. This is what makes animated films very useful to be used as educational media.

Film plays an important role as a medium for delivering social messages to the wider community, which in the end is expected to have a major effect on the planting of anti-corruption values that will encourage changes in anti-corruption attitudes and behavior from the smallest family, to the life of the nation (Sulistyorini , 2015).

According to Marsh (in Rahmatullah, 2011) animated films can provide learning experiences to children more meaningfully and produce a stimulus that is greater than just reading a textbook. In this case, animated films have combined elements of audio, video, and text into one presentation unit. This causes animated films to have many advantages in terms of attractiveness.

Imitation Theory

A child is a learner who develops through the process of imitating. This causes that these children need role models in their growth process. The ability to imitate others is the main reason for the development of intelligence and human technology, because imitation is an efficient way to learn new things (Mussen, 1984: 141). According to Bandura (Miltenberger, 2004) most people learn through selective observation and remember the behavior of others .

In this case, the animated series "Sahabat Pemberani" part "Main Jujur" is one example of the media whose message can be imitated by children. In this case, the message is given a charge of honesty value.

Result

Synopsis

This film tells us the story of Krishna, Panji, and Kirana who are dealing with a group of three bad boys. The three bad boys were very happy to disturb people who were playing. The three bad boys also often cheat when playing. Through this film, the audience is informed that honesty will always win against the cheaters.

Character

1) Panji

Panji acts as the leader between Krishna and Kirana. Panji led his two friends in a strategy when facing 3 bad boys who became their opponents.

2) Krishna

Krisna acts as a *helper* who gave support to Panji and Kirana in winning matches against 3 bad boys.

3) Kirana

Kirana acts as a *helper* who teaches about the importance of honesty values. In the story, Kirana also acts as a child who suspects cheats by the bad boys.

4) Bad Boy 1

This figure is the leader of three bad boys who cheat when competing against Panji, Krishna, and Kirana. This bad boy is also the first to cheat when competing against Panji, Krishna, and Kirana.

5) Bad Boy 2

This bad boy figure is portrayed as a annoying child. The red hat is used in reverse. In addition, this character also often shows unfriendly facial expressions. From his body gestures, it can be seen that this character seems arrogant and belittles others.

6) Bad Boy 3

Bad boy 3 is a follower of the leaders among the three bad boys who love playing cheats.

Descriptions of Honesty Values

The concern on honesty values was found in the film "Sahabat Pemberani" episode "Main Jujur" in minutes of 7.24 until 7.36. Through honest figure who won the game against cheaters children, this film give an example to children, as viewers, that honesty is a very important thing to apply in everyday life.

In the film footage it is shown that a group of bad boys who like playing cheats are defeated by Panji, Krishna, and Kirana who hold to honesty when they play. Related to this, children need to get a good example, but should also be given an understanding of the bad things and the negative impact if it done.

Visually, the characters of the 3 naughty children are emphasized by the appearance and appearance of an antagonist. This contrasts with Panji, Krishna, and Kirana characters who look more like good children. In this case, children do need good examples that they can emulate in everyday life.

In the end cheating can be defeated by honesty. This was confirmed by the statement of the Panji figure in the following quote:

"If you want to win, you better play honestly. do not cheat. If you win honestly, that's just a true champion. "

The three naughty children who often cheated from the beginning of story finally admitted their mistakes and returned to making friends with with Panji, Krishna, and Kirana.

In the footage of the film, Panji, Krishna, and Kirana characters are portrayed as good, honest and smart. This contrasts with their opposite, namely the three bad boys who always cheat. The difference in character between the two camps is made in contrast so that children will easily understand the importance of honesty values. In this case, children are certainly happy if in a game they can win the match. However, this film teaches that winning a match through an honest way will make someone the real winner.

The characters of the three bad boys are deliberately made to look anger and annoying. This can be seen starting from the shape of the eyes, mouth, hair model, how to dress, and the selection of clothing colors that tend to be darker than Panji, Krishna, and Kirana clothes.

In the last of this part, it is shown about the greatness of Kirana. Even though she won the match, without hesitation she handed over all the marbles she had won to the three bad boys. In this case, the message producer seeks to convey that other people's crimes must not be repaid with other crimes. Even the crime should be revenged with good and beneficial actions.

Discussion

KPK has tried to provide anti-corruption education to children through the animated film "Sahabat Pemberani". In the episode "Main Jujur" giving honesty was done in an easy understood language for children.

Honesty is a very fundamental value of anti-corruption. In this case, the value of honesty is very important to be instilled in children from an early age. Through figures whose actions can be imitated by children, the KPK as a producer of messages has set a good example of the importance of being honest in everyday life.

Through the loading of honesty values in the film, it is expected that Indonesian children can emulate the honest attitudes portrayed by the characters in it. Thus, in the future they will grow into a generation that is honest and free from corrupt behavior.

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