

MORAL MESSAGE IN ALIF AND ALYA'S ANIMATED FILM "EPISODE 1-4" AS CHILDREN'S EDUCATION (RONALD BARTHES SEMIOTICS ANALYSIS)

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Abstract: *Children are the younger generation as human resources to succeed in the ideals of the nation's struggle and the need for intellectual and moral intelligence in building national progress. One of the factors that shape children's morals is what children see. This study aims to describe the form of moral messages contained in the animated film Alif and Alya "Episode 1-4". The method used in this study is a qualitative descriptive method using the semiotic analysis of Ronald Barthes' theory. Data collection techniques through documentation, research data search through scenarios (film scripts, pictures, or film clips) from the animated cartoon Alif and Alya "episode 1-4". The results of the research in Alif and Alya's animated show "episode 1-4" highlight good morals that can be imitated by children, including 1) It contains several moral messages, including caring, kindness, helping, cooperation, patience, devoted to parents, praying, tolerance, maintaining health, friendly, honest, and grateful, 2) The moral message contained in Alif and Alya's animated show "episode 1-4" has many meanings, divided into several scenes where the model Ronald Barthes' semiotic analysis uses the concept of denotative meaning, connotative meaning, and myth to get the meaning of the moral message contained in Alif and Alya's animated show "episode 1-4".*

Keywords: *moral message, animated film, Alif and Alya "episode 1-4".*

INTRODUCTION

Children are the younger generation as human resources who continue the ideals of the nation's struggle in building national progress. The young generation is expected to be able to lead and maintain the unity and integrity of the nation within the Unitary State of the Republic of Indonesia and the 1945 Constitution. Therefore, as parents, we should be able to provide information that is useful for children in terms of education. Knowledge from childhood can increase cognitive development and good moral values for self-development which are the starting point for successfully becoming an independent and useful person to the surrounding environment. [1]

A film is a series of pictures of moving objects that show moving events and is continuously considered a medium of education and entertainment, and as a medium of information, films can automatically have a positive or negative impact on the audience [1]. According to McQuail, the film is a medium that not only has advantages but also has art and entertainment [2]. Viewers often see films as mere entertainment media, but in fact, films have various functions as a spectacle that is useful, informative, and interesting. According to Effendi, the main function of this film is to provide educational spectacles that

have a positive impact on the younger generation. Films have several types such as story films, documentaries, and cartoons.[3]

While the animation is a series of images that make up a movement. One of the advantages of animation compared to other media, such as static images or text, is that it can describe situations that change over time. Animation is very useful for explaining the sequence of events and the sequence of events. The role of animation can be used as a learning medium for two reasons. First, get the attention and motivation of students. This type of animation is usually in the form of pictures or videos, funny and strange animations that can attract students' attention. These animations usually have nothing to do with the material available to students. The second function is to help students understand what they are teaching [4]

Animated films/cartoons are a medium of communication that has its charm for children. An animated film is considered a powerful communication for children to convey a message of ideas or an idea in cartoons. In addition to the child-friendly plot and characters, they also feature a nice and interesting animation display. As a type of film, character-based animated films are generally popular with various groups, ranging from children, teenagers, and even adults to watching animated films, due to their different and unique shapes. Animated films are different from other films because they are not recorded directly but are the result of hand image processing which is processed with the help of computers and graphics to create moving visual media. In addition to their attractive shape, character-based animated films also play an important role in the learning process. This was stated by Djuwadi who stated that one of the important roles of animated films is to be able to explain the ongoing process and everything can be explained clearly by animated films. The role of animated films can realize the audiovisual needs of time and place as well as the imagination of the audience [5]

Animated films or cartoons are programs that can be found on television or Youtube. Therefore, animated films become spectacles that can attract children's attention because it has a storyline and characters that are suitable for children, as well as an animated display that has attractive visuals. In addition, animated films also contain a moral message in it. The message is a set of verbal and non-verbal symbols that represent the feelings, values, ideas, or intentions of the source. The message according to Onong Effendy is a component in the communication process in the form of guidance from one's thoughts and feelings by using language symbols / other symbols that are conveyed to others.

Moral etymologically comes from the Latin word *mos* (plural: *mores*) which means habit, custom. The word *mos* (more) in Latin has the same meaning as an *ethos* in Greek. In general, moral understanding is a law of behavior that is determined by everyone in socializing with each other so that respect and respect are established between each other. A person is called moral if that person has complied with the values and norms held by the society that judges him [6]

While morality is a law of behavior that is applied to every human being to be able to socialize properly so that respect and respect are established. In addition, it is also a custom. Moral can be interpreted as human behavior to judge correctly in a way of life about what is good and what is bad. Namely knowledge and insight concerning actions, attitudes, obligations, morals, and civilized human character. Behavior that comes from the heart, not by coercion [7]

Based on the results of the study showed that learning using image and audio media can maximize learning by up to 20% to 50%. Image and audio media can increase children's

knowledge by 75% resulting from the five senses of sight while the sense of hearing by 25% [10]. Television shows, especially cartoons, have three impacts, including: first, cognitive impact, namely the ability of a person or viewer to absorb and understand a television program that provides knowledge to the audience. The second impact, from viewers, is expected on the actual trend broadcast on television. The third impact, namely behavior, is the process of inculcating socio-cultural values in television programs that are used in everyday life [8]

In the formation of moral values, children are greatly influenced by what they see. Impression is one of the factors that affect the moral values of children. Currently, many non-educational films hurt children, such as violence, sexual harassment, and horror. As parents, we must be wise in choosing children's shows in a positive and useful way for children's education. Alif and Alya is a children's animated series that is present as a children's show that provides education and learning in life. This animation is the result of a collaboration between Alif and Alya Indonesia, Indonesia Animation Technology, and the HHK Animation Academy [20] As the title suggests, this cartoon series focuses on characters named Alif, Alya, and their friends in living their daily lives. Each story contains a strong moral message. Children who watch this cartoon are invited to follow in the footsteps of the main character. For example, to help each other, starting each activity with prayer, tolerance for differences, saying *tayyibah* sentences, and respecting parents. However, this animation is still not widely reached by the public. With this research, it is hoped that it can determine the moral message of the animated series 'Alif and Alya' and can support the animation to be reached by the wider community.[9]

RESEARCH METHODS

The research method is a series of systematic or structured procedures or steps conducted by a researcher that aims to answer questions from the existing problem formulation. Talking about research methodology talks about or discusses the scientific process intending of acquiring and discovering new knowledge (Karmanis, 2020, p. 2). The method is a framework for acting or a frame of mind compiling ideas that are directed and contextualized with the intent and purpose. While research is an activity that studies carefully and regularly in a field of science according to certain rules [11].

This study uses qualitative descriptive research in the form of library research. Descriptive research is research that is obtained in the form of words, pictures from the animated film Alif and Alya "episode 1-4" and not in the form of data in the form of numbers. Qualitative methods seek to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the perspective of the researcher himself. Research using qualitative research aims to understand the object studied. Aims to develop an understanding of one or more of the phenomena faced by the concept of sensitivity to the problems at hand, explaining the given reality by tracing the theory from below (grounded theory) [12]. In qualitative descriptive research, the researcher will only describe the situation and events that occur, do not look for relationships, and do not evaluate hypotheses or make predictions. This research is research that seeks to explain the moral messages contained in the animated film Alif and Alya "Episode 1-4".[13]

RESULTS AND DISCUSSION

In every film, there must be a moral message, both positive and negative. The moral message is visualized in the form of character scenes, such as behavior, stance, and others.

Moral is an accepted term for a person's good or injurious behavior regarding actions, attitudes, obligations, morals, character, and so on. Moral messages related to relationships with others, among others: kinship, friendship, affection, care, help, obligations, responsibilities, and interactions from one person to another. This analytical technique uses a qualitative description which is used by researchers to examine a sign in scenes and dialogues in the animated film Alif and Alya "Episodes 1-4" by using semiotic analysis from Roland Barthes who studies humanity which means something.

Semiotics is the science of signs, studying socio-cultural phenomena including literature as a sign system [14] Roland Barthes is the successor of Saussure's thinking, where Saussure introduced the terms signifier and signified. Saussure was interested in the complex way sentences are formed and the way sentence forms determine meaning but were less interested in the fact that the same sentence may convey different meanings to different people in different situations. In his theory, Barthes uses three things that are the core of his research, namely denotative, connotative, and mythical meanings. This second system of meaning by Barthes is called connotative, while the first level of meaning he calls denotative, unlike myths, myths exist and develop in people's minds because society's interpretation of something by paying attention and interpreting the correlation between what is seen and signs what does that imply? [15]. The steps used in this research are to watch every episode of Alif and Alya's animated film "Episode 1-4" and analyze it using Roland Barthes's approach, then analyze the moral messages contained in Alif and Alya's animation.

The animated film that became the research data was the animated film Alif and Alya in "Episode 1-4". The animated film Alif and Alya is an educational entertainment program for children. This show targets children aged 3 to 15 years. Because the cognitive development process starts from the age of 0-3 years, children will experience a process called imitation. In these years it is easy for children to imitate what they see and hear. Therefore, as parents, they must be very clever in choosing shows that educate their children. So that what they see can have a positive impact on the child. In addition to entertaining, each episode also contains scientific content sourced from the Qur'an and Hadith. This series is present as a show that educates Indonesian children so that they can contribute to the future children of the nation.[16]

From the results that have been conducted on the animated film Alif and Alya episodes 1-4, there are moral messages, namely:

Table 1. The message of Alif and Alya's Animated Film, "Episode 1-4" Has

Moral Message	Description
Concern	Alif and Alya's parents said that one of the benefits of zakat is to ease the economic burden of the poor.
Kind	Ambu (mother) always reminds Alif, Alya, and their friends to conduct their obligations, namely praying on time.
Mutual help	Alya teaches us to help each other in need.
Cooperation	Alif and Alya clean the room together.
Be patient	Here Alif teaches us to practice patience by holding back hunger and thirst while fasting.
Dutiful to Parents	Alif and Alya always obey their parents' orders.

Pray	Alif always reads prayers before going to bed so that he never has bad dreams, reads fasting intentions, and reads prayers before eating.
Tolerance	Alif reminds Jo that the obligations of Muslims do not apply to non-Muslims.
Maintain health	Alif and Alya’s family always eats sahur before fasting so that the body’s nutrition can be fulfilled.
Friendly	Always greet people you know when you meet them.
Honest	Si Cecep admits the mistake he has made and promises not to do it again.
Be grateful	Alif and Alya’s family thank God for all the sustenance and enjoyment that He has given them.

From the results of the research description and discussion above, it can be concluded that the animated film Alif and Alya has many good moral messages to watch for children. This animated film can be used as a learning medium because the animation media contains elements of images, sounds, and motion that can attract children’s attention to understand the contents of the film (Siti Fatima Aziz, 2021). Therefore, animated films are extremely popular with children because they contain positive values and an audio-visual model that attracts children’s attention.[17]

Era 4.0 is one of the main characteristics is the internet of things. Internet access can be obtained very easily and cheaply through laptops, computers, and especially smartphones. This has a significant impact on people’s lifestyles. Everything now is online, fast, and practical. For this reason, morality is very important to put forward, so that a child is not only intelligent but also has high morals [18] In the formation of moral values, children are influenced by what they see. An impression is one of the factors that affect the moral values of children. Currently, many non-educational films that hurt children, such as violence, sexual harassment, and horror. As parents, we must be wise in choosing children’s shows in a positive and useful way for children’s education. Moral development is important to be taught in the family so that children have good ethics and manners and hope that children can practice the moral basics taught by their parents. Moral development itself must be done since childhood so that it is firmly embedded in a child. In the family, parents do not only teach or instruct children to have good morals but also be an example or role model for children [19]

CONCLUSION

In Alif and Alya’s animation on “Episodes 1-4,” we will get many moral values, including caring, kindness, helping, cooperation, patience, filial piety to parents, praying, tolerance, and maintaining health, friendly, honest, and grateful. These moral values are needed in everyday life. Therefore, the writer recommends the animated film Alif and Alya to be watched by children. With the hope that children can learn and apply the moral values contained in the animation. In addition, parents also play a significant role in the selection of shows and the growth and development of children.

SUGGESTION

Researchers hope that in the future they will not only analyze the moral messages contained in animated films but also share about the methods and implementation of these moral messages in education and everyday life.

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