



INVESTIGATION OF CHARACTERS VALUE IN THE ANIMATED FILM UP AND THEIR RELEVANCE TO THE CHARACTER EDUCATION OF PRIMARY SCHOOL STUDENTS

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ABSTRACT

The aim of this research is to analyze and describe the moral values in the film Up. This kind of study is qualitative research conducted in libraries. According to the findings, there are eight different types of character values: being gregarious or outgoing, accountable, inquisitive, creative, honest, considerate of others, and recognizing accomplishment. Students in elementary school can learn about this character value through character education. The main purpose to (1) describe the form of character values contained in the animated film Up. (2) determine the relevance of the character values contained in the animated film Up in relation to the character education of elementary school students. The method used in this research is a qualitative approach. Library research is carried out using several pieces of literature from scientific journals, books, websites, as well as reports from previous research results. The result of the research reveals that in the animated film Up eight character values are can be used as character formation in elementary school aged children, including the character value of hard work and The relevance of the eight character values found in the animated film Up is in accordance with Presidential Decree no. 87 of 2017, so that the character values contained in the animated film Up can be used as a medium for cultivating character education for elementary school age children.

Keywords: Character values, animated film Up, character education, elementary school students



INTRODUCTION

Religious and moral values education is a solid and very important foundation for its existence, and if this has been ingrained in children from an early age, this is a good start for the education of the nation's children to undergo the next level of education, according to (Rinenggo & Kusdarini, 2021). To develop this aspect, of course, appropriate strategies and learning models are needed at school or at home. According (Afandi, 2018) a person's character value is a benchmark for whether a person has morals or not in the eyes of other people. Apart from that, according to (Khilmiyah & Setiawan, 2021) character values are habits that are formed when someone learns to understand value theory, including understanding its application. In this way, a human being will be able to produce behavior or actions that can be accepted by a group of people who are recognized as having a good nature. In reality, this increasingly advanced era has had a negative impact on the character values of the younger generation, which are slowly being eroded, thereby triggering immoral or deviant actions by educated people according to (Lestari et al., 2019)

Deviant behavior by educated people is due to the ease with which they can obtain a lot of information or impressions received from various sources that are easily accessible and without supervision from adults such as from television, radio, internet, newspapers, various types of social media platforms, films, etc. Without a good filter it will certainly have a negative impact on the child. According to (Muthma'innah, 2023) the value of character itself is something related to things related to bad concepts and good concepts. According to (Utami & Arini, 2017) said that character values are a habit and the role of adults in selecting and creating appropriate broadcasts to be accessed by children according to their age is very necessary. Efforts that should be made are to start with things that children tend to find interesting and like, such as watching films on television. However, when giving a film to a child, it must still be supervised by someone who is considered an adult because if the child is left alone, it is feared that there will be misconceptions about the moral values contained in the film. If there is an adult supervising, they can share with each other the content and moral message contained in a film. (Asri, 2020)

According to (Departemen Pendidikan Nasional, 2012), film is a thin film made from celluloid for negative images (which will be made into posters) or for positive images (which will be played in cinemas). Film itself consists of various genres, with each genre having different characteristics. Films can be said to be persuasive or inviting in nature (Aderia et al., 2013). Films have advantages, namely: they are a general learning dominator, they are very good for explaining a process, they can



present both theory and practice, they can attract children's attention, they are more realistic, they can be repeated, stopped and so on, according to (Utomo & Maratus, 2021) their needs overcoming the limitations of our senses (vision) films can stimulate or motivate children's activities. According to (Pitriana & Jufri, 2013) mention that film is a medium that has great ability to help the teaching and learning process. Cartoon is a depiction of a person, a thought or situation that can be expressed in the form of a funny painting (Daryanto, 2010). The existence of film institutions and public criticism also shows that films have quite a big influence (River, 2004: 252). This shows that films are not only for enjoyment but also as a persuader because they can change attitudes or behavioral patterns towards something. As a communication medium in the modern era, film is one of several things that influence children's moral development. (Yanti & Tpd, 2020)

Providing educational shows is a must for parents. Educational films, apart from having to contain a good moral message, must also be adapted to the age and moral development of children, as in animated films. One film that is good for children and rich in moral values is "Up". "Up" is an adventure film made by CGI in the United States. This film was produced by Pixar Animation Studios in 2009 and released by Walt Disney Pictures. This film was directed by Pete Docter and Bob Peterson and starred Ed Asner (Carl Fredricksen) and Jordan Nagai (Russel). DVD sales of the film "Up" were the third best-selling in 2009. "Up" received awards at the 82nd Academy Awards in the categories of best animation of all time and best original score. Apart from that, "Up" also won a Golden Tomato from Rotten Tomatoes with the highest ranking in 2009, and the best animated film reviewed. According to (Sobur, 2004), film possesses the ability to captivate viewers and can even serve as a persuasive tool with the capacity to sway their opinions. When watched improperly, movies can have both beneficial and bad effects on the viewer. Movie moral lessons have the power to shape and transform a person's character. Based on research by Handika Eko Wahyu (2021). In his research, he discusses the analysis of the character values found in the Up movie, such as the character values of hard work, creativity and social care while research conducted by Murni Mustika (2020) explains the results of his research showing that the animated film Up has several important roles. Firstly, animated films can instill moral values in elementary school age children, namely in terms of conformity of the moral values in the film with development socio-emotional elementary school age children, second animated films Up are learning media that can be used expressively and receptively instilling moral values for the process of character formation in children in accordance with socio-emotional development. The third, Up animated films can be used as a medium for children to be able to understand moral values that should be



applied to everyday life. The fourth, Up animated films contain moral messages so that they can provide a good example that children can emulate.

Thus, it is necessary to carry out further research on the character values contained in the animated film Up. Previous research stated that the importance of the animated film Up in the formation of moral values. So this research will examine character values in the form of the animated film Up which can be used as a medium for character education for elementary school students. The formulation of the problem in this research is as follows: 1) What are the character values contained in the movie "Up"? 2) What is the relevance of character values of "Up" movie with children's character education? The purpose of this research is to describe the character values contained in the film "Up" produced by Pixar Animation Studios and to explain the relevance of the character values contained in the film "Up" to children's character education.

RESEARCH METHOD

This type of research is library research using a qualitative approach. Library research is carried out using several pieces of literature from scientific journals, books, websites, as well as reports from previous research results. Qualitative research is research that aims to understand a phenomenon about things that have been experienced or are being experienced by the research subject themselves holistically and explained in the form of descriptions in the form of words assisted by various scientific methods (Fadli, 2021). Data sources in this research consist of primary data sources and secondary data sources. The primary data source comes from the animated film Up, directed by Pete Doctor and Bob Paterson. Secondary data comes from scientific journals, books, film review websites and reports from previous research results. The main step in obtaining research data is the data collection technique, because obtaining data is the main objective of research (Sugiyono, 2013).

The data collection techniques used in this research were observation, interviews, and literature survey. Observation is direct observation carried out directly on objects and recorded systematically using the senses of the eye (Setiawan et al., 2020). By using observation techniques, researchers will find it easier to observe events directly. Observations were carried out with the aim of seeing directly the object to be studied, namely the animated film Up. The film Up will later be observed and listened to in this way. According to (Mita, 2015) an interview is a verbal question and answer activity to obtain with the aim of obtaining information that you want to know or explore. This research uses interview techniques to compare previous data obtained by



researchers through documentation techniques by exploring the character values contained in the animated film Up with four parents who had accompanied their children to watch the film. The observation method in this research uses an observation guide, while the interview method uses the help of an interview guide. Data obtained by researchers using observation methods and interpreted literature surveys will be compared using interview methods with parents who have accompanied their children to watch the animated film Up. The results of this comparison aim to see the validity of the resulting data study.

The data in this research will be analyzed using the Miles and Huberman model of qualitative data techniques in (Sugiyono, 2013), data analysis consists of three activity streams, namely data reduction, data presentation, and data verification. The data analysis techniques used in this research will be described as follows:

1. Data Collection

At this stage the researcher collects data in the form of words, sentences, paragraphs, dialogue contained in the object by observing and recording them and collects data in the form of quotations related to selecting the required data, namely dialogu efragments that contain existing character values. in the film Up. Then the data that has been collected is sorted for selection at the data reduction.

2. Data Reduction

After going through the data collection stage, the next stage is that the data that has been selected will be reduced. Reducing data according to (Sugiyono, 2013) namely summarizing and collecting the important parts and eliminating unnecessary ones. The contents of the character values found in the animated film Up will be summarized.

3. Data Presentation

After going through the data reduction the next stage is data presentation. Here the data that has been previously summarized and categorized will be interpreted or described based on the content of the character values contained in the animated film Up.

4. Data Verification

After the data has been interpreted, the data that has passed the data presentation stage will be checked again to determine the validity of the data by comparing it through data collection techniques in the form of interviews.



RESULT AND DISCUSSION

RESULT

The results of the research will be divided into 2 parts, namely the manifestation of character values in the animated film Up and the relevance of character values as character education for elementary school students with indicators of character values that can be developed at children's education level Elementary School has been formulated by the Ministry of Education and culture in 2013 including religious, disciplined, tolerant, honest creative, independent hard working, democratic, curious, friendly or communicative, fond of reading, national spirit, love of the country, love peace, respect for achievement, responsibility, social care and environmental care.

DISCUSSION

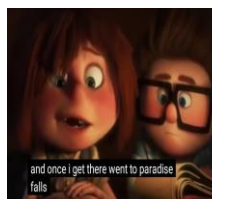
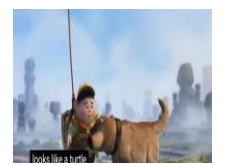
In research conducted by Handika Eko Wahyu (2021), only three character values were found, including the character values of hard work, creativity and social care. In this research, eight contents of character values were found in the animated film Up which have been analyzed and compared with the results of interviews with respondents who had accompanied their children to watch the film Up, which will be explained in more detail as follows:

The manifestation of character values in the animated film Up

1. Friendly or Communicative, is an attitude that shows a sense of enjoyment in socializing, talking, and being able to easily get along with other people he meets (Kurniawan, 2017)


Table 1. Manifestation of Friendly or Communicative Character Values in the Film Up

Scenes	Explanation
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<p>Minutes 01.53</p> 	<p>This scene shows that a girl named Ellie is cheerful and very enthusiastic about inviting Fredricksen to join the same club as her a they had met It can be concluded that Ellie even though at that time it was the first time is a child who is easy to make friends with anyone.</p>
<p>Minutes 13.18</p> 	<p>This scene shows Russell's attitude, which can easily be a friend of the animal he meets for the first time (a dog) named Dug. It's not surprising that every time you meet Russel, the animals immediately like him.</p>


- Hard work, is a behavior that reflects a person's sincerity in trying to overcome various problems and obstacles and will solve them as well as possible.

Table 2. Manifestation of Hard Work Character Values in the Film Up

Scenes	Explanation
<p>Minute 2.45</p> 	<p>This scene shows that they both work hard and save the money they get from work to make dreams come true what they have planned since they were children is to go to Paradise Walls.</p>

- Responsible, is a behavior where one always carries out one's obligations and duties as something one must do, both towards oneself, other people, society, the environment, the nation and state and God.

Table 3. Manifestation Responsibility Character Values in the Film Up

Scenes	Explanation
<p>Minute 5.23</p> 	<p>This scene shows that Russell shows his responsibility as a boy scout who must carry out the tasks given to him by helping his parents so that he can get</p>

	his final pin so he can be called a true adventurer.
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4. Creative, is a person's behavior when in doing something they can always get new ways, ideas, results from something they already have and then develop it.

Table 4. Manifestation Creative Character Values in the Film Up




Scenes	Explanation
<p>Minutes 7.12</p> 	<p>This scene shows that he wants to go to Russell Which save Kevin by flying using a creative idea, namely tie their helium balloon around his waist and using a dust sprayer as a steering tool. And surprise that idea succeeded making him fly.</p>
<p>Minutes 12.29</p> 	<p>In this scene, because his curiosity about the bird he had just found was very high, Russell took Kevin to Mr. Fredricksen by mentioning the characteristics of the bird so that he would know whether he had really found a Snipe as he had told him about an animal called Snipe.</p> <p>achievements is a good behavior shows that he can respect the things he has done and other people have done (Kurniawan,2017:41).</p>

Table 5. Manifestation Appreciating Character Values in the Film Up

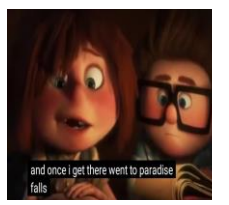
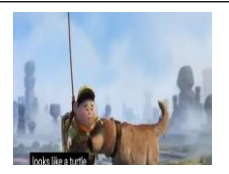
Scenes	Explanation
<p>Minutes 21.25</p> 	<p>This scene shows that Mr. Fredricksen appreciates Russell's efforts in helping him and saving Kevin from being hunted by Muntz. As a form of his pride in Russell, he also gives him the badge that Ellie gave him when he was 8 years old.</p>



Character Values in the Film Up and Their Relevance to Character Education for Elementary School Students

Based on the data presented regarding the character values found in the animated film Up, they are relevant to character education for elementary school students. Character values that are related to character education will be explained as follows (Putri et al., 2021):


1. Friendly or Communicative

Scenes	Explanation
Minutes 01.53 	Ellie: "Okay, you can come along. Happy join the club." Fredricksen: (Silence with a frightened face) Ellie: "Hey, I don't bite. You and I are members of the same club."
Minutes 13.18 	Russell: "Come on, sit down. Hey he is trained." Russell: "Say hello. Ehe, talk." Dug: "Hello.1" Fredricksen: "Did this dog say hello?" Dug: "Ah yes, my name is Dug and I like you. My master made this necklace. He is kind and smart. He made this for me so I could talk like humans."


From the three scenes found in the animated film Up, there are character values that can be used as character education for children, namely teaching children to easily make friends or be friendly with anyone without discriminating, including friends they have just met, apart from that, not only with peers but also teaches children to be friends with animals. The value of friendly or communicative character education can be instilled from an early age in elementary school aged children by getting children used to not being shy when meeting new friends, speaking confidently to friends and other people they meet, getting children used to being friendly with the environment around them such as animals.

2. Work hard

Scenes	Explanation
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Minute 2.45	
	<p>This scene shows that they are Ellie and Mr Fredricksen education will be explained work hard and save money obtained from working to realize the dreams they have planned since they were children. They want goes to paradise walls.</p>
<p>Base</p> <p>achieve the goal of the scene where Ellie and Mr. Fredricksen work hard to make their dream come true to be able to go to Paradise Falls in America by saving money.</p>	<p>children not to give up easily and to work hard to</p>



3. Responsibility

Scenes		Explanation
Minute 5.23		
		<p>This scene shows that Russell shows his responsibility as a boy scout who must carry out the tasks given to him by helping his parents so that he can get his final pin so he can be called a true adventurer.</p>
<p>Base</p> <p>what he should be responsible for as a scout member. This scene contains the value of responsible character education. The value of character education in elementary school age children can be instilled by getting children used to being responsible for what they have chosen, for example when taking part in extra-curricular scout activities, they must take part in any activities related to extra-scouting, apart from that, it can also accustom children to be responsible for his schoolwork.</p>	<p>an be seen that a child is fully responsible for</p>	

4. Creative


Scenes	Explanation
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<p>Minutes 7.12</p> 	<p>This scene shows that he wants to go to Russell Which save Kevin by flying using a creative idea, namely tie their helium balloon around his waist and using a dust sprayer as a steering tool. And surprise that idea succeeded making him fly.</p>
<p>Minutes 12.29</p> 	<p>In this scene, because his curiosity about the bird he had just found was very high, Russell took Kevin to Mr. Fredricksen by mentioning the characteristics of the bird so that he would know whether he had really found a Snipe as he had told him about an animal called Snipe.</p>

From the education in the animated film UpIt can be seen that Mr. Fredricksen quickly find ideas to solve the problem, for example he has the ideato fly a house using a helium balloon and travel through the air with the help of a helium balloon and a vacuum cleaner.

5. Appreciating

Scenes	Explanation
<p>Minutes 21.25</p> 	<p>This scene shows that Mr. Fredrickesen appreciates Russell's efforts in helping him and saving Kevin from being hunted by Muntz. As a form of his pride in Russell, he also gives him the badge that Ellie gave him when he was 8 years old.</p>

This scene contains the character value of appreciating achievements, which is proven by the arrival of Mr. Fredricksen at the scout event to give Russell his last badge. Mr. Fredricksen gives a pin that he got from his late wife to Russell as a form of his pride in Russell's achievements and his persistent efforts in helping him. Instilling the character value of respecting achievements can be done through the habit of appreciating children every time they make an achievement and do not corner the child if he is not yet able to achieve it.

CONCLUSIONS



Based on the research that has been carried out, it is found that the character values contained in the animated film Up are found as character formation in elementary school age children can be concluded as follows:

1. In the animated film Up eight character values are can be used as character formation in elementary school aged children, including the character value of hard work, the character value of responsibility, the character value of creativity, the character value of curiosity, the character value of honesty, character values care about social matters, and character values value achievement.
2. The relevance of the eight character values found in the animated film Up is in accordance with Presidential Decree no. 87 of 2017, so that the character values contained in the animated film Up can be used as a medium for cultivating character education for elementary school age children.

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