

Analysis On The Animated Video “Diva The Series” And Its Usefulness In Cultivating Social Values Of Grade V Students At Public Elementary School at Kencong 01 Jember

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Abstract: Social values are interactions used when making social relations with individuals or groups which lead to the sense of respecting one another. The social values in the animated video are expected to shape students' personalities and also social relations with friends, family, and the environment because later students not only master the scientific field, but also have good social relations in the community so that social values exist. This study aimed to analyze the video animation titled "Diva The Series" and its usefulness in cultivating social values for fifth grade students of Public Elementary School at Kencong 01 Jember. This is a descriptive research. The research design used was qualitative or content analysis. The data in this study were writings, paragraphs, sentences, attitudes and behavior of the characters in the animated video of "Diva The Series" containing social values. The data of this study were obtained from the animation channel "Diva The Series" on Youtube.com media, among others: eps 10 "Temanku Sakit (My Friend is Sick)", eps 28 "Ayo Kita Berbagi (Let's Share)", eps 104 "Teman Baru (New Friends) (Anak Medan)", eps 238 "MUSIM DEMAM BERDARAH (DENGUE FEVER SEASON)", and eps 256 "LOMBA TARI DI SEKOLAH (DANCE COMPETITION IN SCHOOL)". The results of the study indicated that there are social values which included the social values of caring, empathy, tolerance and cooperation; the social values that most frequently appear were social value of caring for 4 times and the social values of empathy for 3 times. These social values can be applied to children from an early age. Based on the research result it can be concluded that through the cultivation of social values collaborated in classroom learning in order to form better student character is an alternative of learning that has been written in the form of lesson plan

Keywords: Social Values, Cultivating Usefulness

1. INTRODUCTION

Elementary school is the initial moment to support child development and to inject scientific foundations. Elementary school is the first step for students in taking education to continue at a higher school level. Zubaedi (2005: 12) described that social value is the whole attitude of a person who appreciates a reality and makes it a guide when behaving in order to achieve a peaceful, harmonious, and democratic life in society. The responsibility of an educator is to introduce watching animated videos in which there is good content so that it can strengthen social values and self-understanding in the student's life.

Currently, there are many animated videos created by the youth of nation that have been innovated by teachers as alternative media materials in learning. Besides from being used as a medium of entertainment, it also functions as a medium for growth and developing social values for children's personalities. The social

values contained in the animated video are expected to shape students' personalities and also social relations with friends, family, and the environment because later students not only master the scientific field, but also have good social relations in the community so that social values exist. The animated video titled "Diva The Series" provides a view of life in Indonesia with cultural and ethnic diversity, although it only takes representatives from the diversity of cultures as well as ethnic groups in Indonesia. The animated video of "Diva The Series" is focused on children aged > 6 years and there are social values in episodes 10, 28, 104, 238, 256 that can be applied to fifth grade students of Public Elementary School at Kencong 01 Jember.

2. RESEARCH AND METHOD

This is a descriptive research. Masyhud (2016: 104) explained descriptive research as research that seeks to describe a condition or scientific situation, which is meant to

obtain a clear, objective portrayal of a condition which is what it is and does not relate to certain circumstances or other variables. The design of this research is qualitative or content analysis. . The data of this research are various sentences in the dialogue and the attitudes shown by the characters in the animated video of "Diva The Series".

Sources of data in this study are in form of five videos from the animated video episode "Diva The Series" which were downloaded from the Youtube.com. The episodes that will be used as data sources are eps 10 "Temanku Sakit (My Friend is Sick)", eps 28 "Ayo Kita Berbagi (Let's Share)", eps 104 "Teman Baru (New Friends) (Anak Medan)", eps 238 "MUSIM DEMAM BERDARAH (DENGUE FEVER SEASON)" and eps 256 "LOMBA TARI DI SEKOLAH (DANCE COMPETITION IN SCHOOL)." The subjects of this study were the fifth graders aged 10 years to 11 years who were at Public Elementary School of Kencong 01 Jember. The methods used in this research were documentation and interviews. Data analysis techniques in this study were data reduction, data presentation, and conclusion making. The instruments in this study were the data collection guide table, the data analysis guide table, the interview guide table, and the reflection table.

3. RESULTS

a. Social Values

Based on the data collected on five animated videos of "Diva The Series" being studied; these episodes include: eps 10 entitled "Temanku Sakit (My Friend is Sick)", eps 28 "Ayo Kita Berbagi (Let's Share)", eps 104 "Teman Baru (New Friends) (Anak Medan)", eps 238 "MUSIM DEMAM BERDARAH (DENGUE FEVER SEASON)" and eps 256 "LOMBA TARI DI SEKOLAH (DANCE COMPETITION IN SCHOOL)." There are several social values that are exemplified in the animated video. The following is an results and data on some of the social values contained in the animated video of "Diva The Series".

1) Social Value of Caring

Kurniawan (2003: 157) defined social care as an action that is not limited to feelings or thoughts. The act of caring is not only knowing something right or wrong, but there is a sense of willing to take action. The social values in the animated video of "Diva The Series" can be found in the following episode 10 data entitled "Temanku Sakit (My Friend is Sick)".

Bu Guru (Teacher)	"Febiii" (Sambil menceklis presensi) "Apakah ada yang tahu, kenapa Febi tidak masuk sekolah?" <i>Febiii (while checking the attendance list "Anybody knows why Febi is absent?"</i>
Putu	(Sambil mengacungkan tangan) "Putu tau bu, Febi sedang sakit. Ini, Putu bawa

surat ijin dari mamanya Febi bu" (Sambil berjalan ke arah ibu guru) "Ini buu suratnya" (mengasihkan suratnya Febi.)

(Raising hand) "Putu knows it, Madam, Febi is sick. Here, Putu brings a permission letter from her mother, Ma'am. "(While walking towards the teacher) "This is the letter, Ma'am" (giving Febi's letter)

Bu Guru (Teacher)	"Terimakasih Putuu" (Mengambil surat dari Putu.) <i>Thank you Putuu" (Taking a letter from Putu.)</i>
Tomi	(Sambil menoleh ke arah Mona) "Hey mon? Febi sakit apaan sih? Paling-paling dia pilek doangg." <i>(Turning towards Mona) "Hey mon? What's Febi illness? I believe she only got cold."</i>
Mona	(Sambil menghadap ke arah Tomi) "Hussh, mana aku tauu. Kan belum aku jenguk Tomm." <i>While facing Tomi) "Hussh, how do I know. I haven't visited her yet. "</i>
Bu Guru (Teacher)	"Anak-anak" (Sambil menjelaskan isi dari surat itu) "Febi sakit panas dan batuk. Nanti sore kita jenguk Febi yaaa." <i>'Students" (Explaining the contents of the letter) "Febi got fever and coughs. Later in the afternoon, we will visit Febi. "</i>
Anak-anak (Students)	"Baik bu guruuu." <i>"Yes, Ma'am."</i>

The conversation in episode 10 data entitled "Temanku Sakit (My Friend is Sick)" has a social value of caring, namely caring for other people. The social value of caring is found in the teacher's dialogue character who states "Children" (While explaining the contents of the letter) "Febi got fever and coughs. Later in the afternoon, we will visit Febi. " This sentence shows care for someone. The video of "Diva The Series" in episode 10 teaches students that each individual must have a high sense of caring. Therefore, the social value of caring found in episode 10 with the title "Temanku Sakit (My Friend is Sick)" is a high sense of caring for other people. The social value of caring is also

found in the following episode 238 data entitled "Musim Demam Berdarah (Dengue Fever Season)".

Diva	: "Tomi udah lama gak masuk sekolah, apa ibu tau Tomi sakit apa?" <i>"Tomi hasn't been in school for a long time, do you know what illness Tomi suffers?"</i>
Ibu Guru (Teacher)	: "Beberapa hari yang lalu, maminya menelfon. Katanya Tomi kena demam berdarah dan sekarang dia di opname di rumah sakit." <i>"A few days ago, his mother called me. He said Tommy had dengue fever and now he is hospitalized."</i>
Mona	: "Duhh kasihan sekali Tomi." <i>"How pity Tomi is."</i>
Putu	: (Sambil berdiri) "Ehh teman-teman gimana kalau kita bareng-bareng jenguk Tomi di rumah sakit." <i>(Standing up) "My friends, how about if we visit Tomi together at the hospital."</i>
Febi	: "Iya beta setuju. Yang lain gimana?" <i>"Yes, I agree. What about the others?"</i>
Mona	: "Aku sih setuju aja." <i>"So do I."</i>
Diva	: "Iyaa, aku juga setuju." <i>"Me too."</i>
Ibu Guru (Teacher)	: "Kalau begitu, ibu guru bisa mengantarkan kalian ke rumah sakit untuk menengok Tomi." <i>"If so, I can take you to the hospital to see Tom."</i>

The conversation on episode 238 data entitled "Musim Demam Berdarah (Dengue Fever Season)" has a social value of caring, namely caring for others. The social value of caring is found in the dialogue of Putu's character who states "(While standing) My friends, how about if we Tomi together at the hospital." Putu invites his friends to visit Tomi at the hospital. This sentence shows care for someone. The social value of caring needs to be instilled in students, so that students have a caring attitude for others. Therefore, the social value of caring found in episode 238 with the title "Musim Demam Berdarah (Dengue Fever Season)" is a high sense of caring for fellow humans.

2) Social Value of Empathy

According to Hurlock in Anjani (2018: 2), social value of empathy is the potential that a person has to understand emotions, feelings and imagine himself to be someone else. The social value in the animated video of "Diva The Series" can be found in the following episode 28 data entitled "Ayo Kita Berbagi (Let's Share)".

Suddenly, an elder person came.	
Nenek (The elder)	: "Assalamualaikum."
Diva	: "Walaikumsallam."
Putu	: "Sepertinya itu nenek pengemis, tuh bajunya aja sobek-sobek." <i>"Looks like she is a beggar. Look! Her clothes are torn."</i>
Diva	: (Menghampiri nenek tersebut) "nenek cari siapa?" <i>(Approaching the elder) "Who are you looking for?"</i>
Nenek (The elder)	: "Maaf nenek lapar, nenek minta makanan." <i>"Sorry I'm hungry, I need food."</i>
Diva	: "ohh nenek belum makan yaa, sebentar yaa Diva ambulkan makanan untuk nenek." <i>"Oh, you haven't eaten yet. Wait a moment, I will get some food for you."</i>
Nenek (The elder)	: "Terimakasih yaa." <i>"Thank you."</i>

The conversation in episode 28 data entitled "Ayo Kita Berbagi (Let's Share)" has social value of empathy, which is the ability that a person has to understand emotions, feelings and imagine himself to be someone else. The social value of empathy is found in the dialogue of the Diva character who states "oh, you haven't eaten yet. Wait for a moment, I will get some food for you." This sentence shows that someone understands the feeling of being someone else. Episode 28 entitled "Ayo Kita Berbagi (Let's Share)" teaches students that individuals must have feelings, emotions and share with other people who are in need. Hence, the value of empathy contained in episode 28 entitled "Ayo Kita Berbagi (Let's Share)" is emotional feelings and imagining oneself as someone else and sharing with people in need.

3) Social Value of Tolerance

Subkhan (in Nuswantari, 2018: 3) defined that tolerance is a term in social, religious, and cultural concepts which means actions and attitudes that prohibit discrimination in groups that are unacceptable or different by the majority in a society and need to be instilled in every human being so that discrimination does not occur. The social values in the animated video of "Diva The Series" can be found in the following episode 104 data entitled "Teman

Baru (Anak Medan) (A New Friend)".

Suddenly the ball went to Diva and her friends and the new student took the ball.

Diva : "Haii, kamu anak baru disini ya" (Sambil melambaikan tangan.)
"Hey, you're the new student here huh" (While waving her hand.)

Tigor : "Emm iyaa, aku baru datang tadi malam. Namaku Tigor."
"Um, yes, I just came last night. My name is Tigor."

Mona : "Ah aku Mona, Ini Diva, itu Febi. Kucing itu namanya Pupus" (Sambil memperkenalkan satu-satu.)
"Ah, I'm Mona, this is Diva, that is Febi. The cat's name is Pupus" (While introducing one by one.)

Tigor : "Senang bertemu dengan kalian."
"Nice to meet you all."

Diva : "Rumahmu sebelah mana?"
"Where do you live here?"

Tigor : "Aku hanya liburan disini dan aku tinggal di rumah Om Ucok."
"I'm just on vacation here and I'm staying at Uncle Ucok's house."

Diva : "Ohh, kamu saudaranya Om Ucok ya, pantesan cara ngomongnya sama."
"Ohh, you are the family of Uncle Ucok. That's way, the way you talk is the same."

Tigor : "Asalku dari Medan."
"I'm from Medan."

Mona : "Ayo main bola bareng kita."
"Let's play ball together."

Tigor : "Kalian bisa main bola?"
"Can you play it?"

Febi : "Bisa dongg."
"Sure."

Tigor : "Yasudah kalau begitu, ayo kita main."
"Well, let's do this."

Febi, : "Ayoo."
Diva, "Let's do it."
Mona

The conversation in episode 104 data entitled "Teman Baru (Anak Medan) (A New Friend)" has social value of tolerance, namely attitudes and actions that

prohibit discrimination against different groups by the majority in a society. The social value of empathy is found in the dialogue of the Diva character who states "Hey, you are a new student here, huh" (Waving her hand.) The sentence shows that the Diva character wants to make an introduction with Tigor who has not previously met that show tolerance without discriminating ethnicity. Therefore, the social value of tolerance contained in episode 104 with the title "Teman Baru (Anak Medan) (A New Friend)" is respect for friend from different ethnicity.

4) Social Value of Cooperation

Landsberge (in Angin, et al. 2013: 3) defined that cooperation is a group stage where members rely on and support each other in achieving common goals. The social value of cooperation is contained in the data in episode 256 with the title "Lomba Tari Di Sekolah (Dance Competition in School)" below

At Tomi's house

Tomi : "Videonya bagus banget nihh, dulu yang ngerekam papi akuu, pas kerja di Aceh. Lihat nii yaa" (Sambil memperlihatkan tarian yang ada pada laptop.)
"The video is really good, my used to record it when I was working in Aceh. Let's look at this" (While showing the dance that is on the laptop.)

Diva : "Wah keren yaa, kompak banget."
"Wow, it's cool, they are really cooperative"

Mona : "Iyaa, bagus banget meski sambil duduk gitu."
"Yeah, it's really good even while sitting like that."

Febi : "Betaaaa, jadi gak sabar nii, pingin belajar."
"I can't wait, I want to learn."

Tomi : "Yaudah kita mulai belajar aja sekarang. Yaak. Siap semuanya, kita mulai.1,2,3. (Sambil mempraktekkan gerakan tarian yang ada pada video.)
"Okay, let's just start studying now. Yes. Ready everyone, here we

		<i>go. 1,2,3. (While practicing the dance moves featured in the video.)</i>
Mami Tomi (Tomi's Mother)	:	"Wah wah kalian lagi belajar tari Saman yaa?" <i>"Wow, you guys are learning the Saman dance huh?"</i>
Diva	:	"Iya tante, sebentar lagi di sekolah ada festival budaya." <i>"Yes, Ma'am, soon there will be a cultural festival at school."</i>
Mami Tomi (Tomi's Mother)	:	"Duhh itu bagus sekali. Tari Saman kan budaya Indonesia yang sudah terkenal di dunia. Yasudah kalian lanjut latihannya yaa." <i>"Wow, that's great. Saman dance is an Indonesian culture that is well known in the world. Yes, you guys are continuing the training, okay?"</i>
Anak-anak (Children)	:	"Iya tante." "1,2,3 1,2,3 1,2,3 1,2,3" (Sambil mempraktekkan tariannya.) <i>"Yes, Ma'am."</i> <i>"1,2,3 1,2,3 1,2,3 1,2,3"</i> (While practicing the dance.)

The conversation on episode 256 data entitled "Lomba Tari Di Sekolah (Dance Competition at School)" has the value of social cooperation, namely together to support each other in achieving common goals. The social value of cooperation is found in the dialogue of the Tomi character who states, "Okay, let's just start studying now. Yes. Ready everyone, here we go. 1,2,3. (While practicing the dance moves featured in the video.) The sentence shows that everyone is excited about each other's practice and can achieve common goals. Therefore, the social value of cooperation contained in episode 256 with the title "Lomba Tari Di Sekolah (Dance Competition at School)" is to support each other and cooperate in achieving common goals.

b. Usefulness in Cultivating Social Values

The cultivation of social values in students is extremely important, because they are used as a frame of reference in terms of behaving and interacting with others so that their existence is accepted by their teachers, society and becomes an important foundation

for the state and nation. Through the cultivation of social values, collaborating in classroom learning in order to form a better student character is an alternative to learning. Applying social values to students is a filter and a bulwark to maintain social values that have good character. The teaching and learning process is achieved if its components are fulfilled. The teaching and learning components are written in the lesson plan (RPP).

4. DISCUSSION OF RESEARCH RESULTS

Based on the data collected on five animated videos of "Diva The Series" being studied; these episodes include: eps 10 entitled "Temanku Sakit (My Friend is Sick)", eps 28 "Ayo Kita Berbagi (Let's Share)", eps 104 "Teman Baru (New Friends) (Anak Medan)", eps 238 "MUSIM DEMAM BERDARAH (DENGUE FEVER SEASON)" and eps 256 "LOMBA TARI DI SEKOLAH (DANCE COMPETITION IN SCHOOL)."

The research results and discussion of the data aforementioned, it is known that the dominant social values in the animated video "Diva The Series" episodes 10, 28, 104, 238, 256 are social values of caring and social values of empathy. With the existence of social values that grow in the individual soul, the attention and sympathy for other people become higher and the individual is no longer concerned with his own ego but by upholding social values; he can pay attention on the common interest.

5. Conclusion

Based on the results and discussion, one of the animated videos that can support social values in children is "Diva The Series". The social values in the animated video of "Diva The Series" include the social values of caring, empathy, tolerance and cooperation. The social values that frequently appear are the social values of caring for 4 times and the social values of empathy for 3 times. These social values can be applied to children from an early age. Almost all of the 5 episodes in the animated video of "Diva The Series" have social values that can be exemplified and imitated by children. The animated video of "Diva The Sries" can also be used as a supporting medium in implementing children's social values so that it can be used as an alternative material in cultivating children's social values. In addition, the animated video of "Diva The Series" has a character that the child likes and the child even wants to imitate the scene in the animated video with his friends. Social values are also a guide for the life of students in determining attitudes in everyday life and become guidelines for students' life in interacting with the community or teachers. Through the cultivation of social values collaborated in classroom learning in order to form a better student character is an alternative of learning.

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