



Research article

Sahabat Pemberani: An Animation Series to Enhance Children's Social Values of Manners

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Abstract.

Animation is a robust gate to convey and teach the values of life for children, and one of those is the social values of manners. This study aims to determine the social values of manners contained in a children series called Sahabat Pemberani. The research was conducted using the descriptive qualitative method. The data sources were eight episodes of Sahabat Pemberani, two episodes are from the first season, and the rest is from the second season. The data were collected through observation sheets and analyzed through three phases: data reduction, data display, and verification. The validity of the data was checked using increased perseverance and peer discussion techniques. The study's result showed that there are twelve social values of manners found in Sahabat Pemberani. All those values were spread in eight episodes, and these will be great examples for children on how to behave appropriately.

Keywords: Social values, Manners, Animation series, Sahabat Pemberani

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1. Introduction

Animation is an excellent gate to convey and teach about life in an experience, instead of lecture. Based on prior studies, animation improved inhibitory control, working memory, and cognitive flexibility levels [1]. Moreover, animation also plays a prominent role in children's development of the speed and information processing level, especially when they watch it in intermediate level during public holidays and tend to practice the actual activities with their surroundings [2]. On the other hand, the animated show is not only for cognitive development but also affects children's attitudes. It administers many behaviors and concepts that may be integrated into their selves and be part of their personalities, affect their moral development, introduction to the environment, and integrating character education [3]. Thus, adults need to be selective in providing animation as entertainment and education media for their kids.

One of the animated shows that provides children with educational content is Sahabat Pemberani, an animated series created by Corruption Eradication Commission in 2013.



The Commission was initiated to launch such an educative show because of its concern to build future Indonesian children's character to be honest and discipline, have integrity, and be a part of the next anticorruption generation [4]. Previous research has also proven that Sahabat Pemberani contains anticorruption values [5].

Furthermore, honesty and discipline are actually parts of social values of manners (*budi pekerti*). From the origin of the term, *budi* can be interpreted as the combination of mind and feeling to do something, while *pekerti* can be seen in someone because of instinct [6]. As a full term, the social value of manners is the attitude and behavior of someone conducted based on soul maturity and aligned with social norms prevailing in society [7]. Children need to develop it through some real experiences by communicating and socializing with others.

There are 12 indicators of social values of manners that are suitable for elementary school kids [8]:

- 1. devotion to God, which related to the religious activity;
- tolerance, by living peacefully with others without discriminating ethnicity, religion, and habit;
- the growth of self-discipline, keeping public places and facilities, or preserve the environment;
- 4. self-respect, being confident with their selves, or behaving with honor and dignity;
- 5. responsibility, being responsible for what they do;
- the growth of self-potential, willingness to join in meaningful events (in academic, sports, or arts);
- 7. the growth of affection, desire to help each other and also other living beings;
- togetherness and cooperation, being able to work in a group, and being willing to give for the common purpose;
- 9. solidarity, ready to apologize and forgive, and being fair to each other;
- 10. mutual respect, respecting the old and loving the younger;
- courteousness, being friendly to each other, and using good words in communicating with others; and
- 12. the growth of honesty, willingness to be honest, and admitting mistakes.



Those will lead children to be good people and able to behave appropriately with or without adult supervision. However, it takes time, and it should be part of their everyday lives. So, learning the values from animation is one of the best ways to make them experiencing through others, then implementing it in actual actions.

This study aimed to fill the gap with previous studies that just focused only on honesty and anticorruption values. In this research, Sahabat Pemberani would be studied whether it contains all of the social values of manners or not. The result will be a big help for parents and educators to consider the series as one of the Indonesian animated educative and entertaining shows.

2. Method

This research used the qualitative method. It can help people understand what kind of phenomena are experienced by the research subject, such as behavior, perception, motivation, act, etc., by describing it in words and language[9]. The data of this study were the social values of manners contained in Sahabat Pemberani. The data resources were two episodes of season one and six episodes of two of Sahabat Pemberani launched by the Corruption Eradication Commission.

The data were collected using observation and analyzed through three phases: data reduction, data display, and verification. In this study, data reduction was used to choose and focus on the values of manners. The other data that did not have any relation to that would be eliminated. Next, the selected data were displayed in a table to be easier to understand and comprehend. Last, the conclusion was made after checking and checking again whether there was any more missing data.

Furthermore, the data were validated using the persistence of observation and peer discussion. The continuation of observation was conducted to ensure there would be no more mistakes. Peer discussion also helped to compare and confirm whether the initial findings were the same as others' or not.

3. Result and Discussion

3.1. Intrinsic elements of Sahabat Pemberani



3.1.1. Theme

Sahabat Pemberani was released by Corruption Eradication Commission to create the generation of anticorruption from an early age. The episodes' theme was about honesty, which is the primary attitude to prevent corruption [10].

3.1.2. Characters

There are three main characters in Sahabat Pemberani: Panji, Krisna, and Kirana. Panji (11 years old) is illustrated as brave, loyal, disciplined, helpful, and honest. Next is Krisna (10 years old), a fat boy who is friendly, honest, helpful, and genius. Last but not least is Kirana (10 years old), the only girl among them. She is cheerful, excited, loyal, but a little bit talkative.

Character is actually a person's way of thinking and behaving that distinguishes them from others as individuals or as social beings [11]. By imitating the characters in Sahabat Pemberani, children can learn how to be good, honest, and brave enough to speak the truth in the context of social life.

3.1.3. Storyline

The stories in Sahabat Pemberani animated series were told in chronological order. This has shown in all eight episodes that there is no story with a flashback concept. The best storyline for children is indeed the one with chronological order [12] because it is easier for them to understand.

3.1.4. Settings

Most of the scenes in Sahabat Pemberani happened during the day. However, in the several episodes, some stories happened at night, such as in the eighth episode entitled *"Roki Robot Kita Indonesia"* when Krisna was programming the robot to join the contest. Moreover, there was also a scene in the first episode when Panji advised Krisna and Kirana to camp in the protected forest because the sun would set soon and they could not get out of the woods.

Furthermore, in the context of background scenes, Sahabat Pemberani has many settings, such as school, housing area, treehouse, playground, forest, etc. Each episode



has similar background scenes because the stories are close to children's life. Here are some of the settings:

3.1.4.1. The School



Figure 1: In front of SDN Pondok Sembilan.

One of the background scenes was at SDN Pondok Sembilan that was used as a gathering place for the students before they departed to the camping site. The picture was captured when Panji was waiting for Krisna and Kirana.



3.1.4.2. Forest

Figure 2: Forest.

Forest has become the background scene that appeared the most because four episodes showed forest as the story scene. Picture 2 appeared when Panji, Krisna, and Kirana lost in a protected forest in the first episode.



3.1.4.3. House



Figure 3: Krisna's House.

Krisna's house appears in several episodes. The picture above showed the scene when his mother is advising Krisna.

3.1.4.4. Tree House



Figure 4: Tree House.

The tree house is a place for Panji, Krisna, and Kirana to meet and talk about something, and it appeared in the fifth and eighth episode.

3.1.4.5. Playground

In the fourth episode, the playground became the background scene entitled "*Main Jujur*" or "Fair Play". Picture 5 showed the scene when Panji, Krisna, and Kirana played marbles and continued to play *gobak sodor* with their friends.





Figure 5: Playground.

The background settings are indeed those that are possible for children to be around and usually found in the surrounding environment [13]. The grounds are varied based on the storyline, and it should be illustrated as authentic as possible, so children will be easier to enjoy the scenes.

3.1.5. The Message of the Story

The story's message is an important thing and a conclusion, so the readers will learn something that can be used as a daily life guide [14]. Each episode in Sahabat Pemberani has a different message. However, broadly speaking, the Sahabat Pemberani animated series taught children always to be honest, both to themselves and others; helpful; respectful towards people as human beings; and cooperative in kindness. These behaviors are the essential attitude to prevent them from corrupt mentality in the future.

3.2. The Social Values of Manners in Sahabat Pemberani

3.2.1. The First Episode

The first episode, entitled "*Terjebak di Hutan Lindung*", tells about Panji, Krisna, and Kirana trapped in the forest after the car left them while searching Krisna's bag, which was thrown out of the vehicle. It made them had to survive in the woods, while trying to find a way out. In the process, they met two insects named Kumbi and Mogo, and they got to know each other and became friends. When their supplies were running out, Panji and Kirana went to look for a village to find some food while Krisna guarded the tent. In desperation, Panji and Kirana almost stole bananas in Grandpa Arifin's garden,



but apparently, they did not do that. Then, Grandpa Arifin even helped them by giving them the bananas.

In this episode, several behaviors reflected six indicators of social values of manners.

3.2.1.1. The Growth of Honesty

During the second minute, there was a scene when Krisna watches a television show about a child who wanted to steal candies, but then he cancelled his intention. This scene reflected the indicator of the growth of honesty.

3.2.1.2. Responsibility

Around 03:51, Krisna turned off the television he was watching before going to school. At the end of the story, Krisna, responsible for taking care of their food, conducted the duty without difficulties. These scenes depicted an attitude of having a sense of responsibility.

3.2.1.3. Solidarity

A minute later, the scene was moved to the school where Panji were waiting for Krisna and Kirana who had not arrived yet at the gathering place. They supposed to ride the bus together to the camping site. Moreover, during the ninth minute, Panji aided Krisna in putting the ointment on the bloody knee after falling from a tree. This reflected the behavior of having a sense of solidarity.

3.2.1.4. Togetherness and cooperation

Around 07:47, Panji and Kirana helped Krisna take his bag thrown out of the car. Then, on 14:08, Panji, Krisna, and Kirana divided their food supplies fairly. Here, they showed that they have a sense of togetherness and cooperation.

3.2.1.5. The Growth of Honesty and Solidarity

On the twenty-first minute, Panji and Kirana discouraged their intention to steal Grandpa Arifin's bananas though they needed some food to survive. They apologized because



they felt guilty, and Grandpa Arifin was willing to forgive them. This reflected that honesty had been growing in their selves.

3.2.1.6. The Growth of Affection and Mutual Respect

After that, around 22:02, Granpa Arifin gave them the bananas because he saw that Panji and Kirana were actually good kids. Grandpa's actions showed that he started to feel affection towards Panji and Kirana. Their relationship also illustrated mutual respect towards each other.

3.2.2. The Second Episode

The second episode ("*Pencuri Misterius*") is about Krisna, who lost his toy after he left the house yard to have lunch inside. When he finished his meal, he could not found his toy. After that, he asked Panji and Kirana to help him find his lost toy. Apparently, Doki is the one who stole that toy. However, after Doki apologized, Krisna forgave him, and even both of them agreed to give the toy to two scavenger boys together.

Here, we can find some scenes that depicted three indicators of social values of manners.

3.2.2.1. Solidarity

Around 06:23, Panji and Kirana helped Krisna to find the lost toy. After they gain some information that Doki is the one who stole it, in the vicinity of the twenty-second minute, Doki regretted and apologized for his action, and Krisna was willing to forgive him. These scenes showed that there is solidarity in their friendship.

3.2.2.2. The Growth of Honesty

The emergence of regret and willingness to ask for forgiveness from Krisna reflected that honesty had been growing in Doki's self.



3.2.2.3. The Growth of Affection

At the end of the episode, Krisna and Doki saw scavenger brothers, and their empathy aroused to give them the toy. This scene depicted their affection towards others had grown.

3.2.3. The Third Episode

"Jelajah Pulau", the third episode of Sahabat Pemberani, tells us about their adventure on an island after they fell from the air balloon. There, they met a monkey that lost its kid, and they decided to help it save its kid and catch the poacher.

There are only two indicators of social values of manners found in this episode.

3.2.3.1. Togetherness and Cooperation

Around the eighth minute, Panji, Krisna, and Kirana decided to help the monkey, and they started to plan how they should trick the poacher into saving the kid. Long story short, in the end, when the forest police arrived, they helped them to catch the poacher. These scenes reflected that they had a sense of togetherness and cooperation by helping those in need.

3.2.3.2. The Growth of Affection

In the vicinity of the ninth minute, Krisna tried to release the monkey's kid. This action showed that Krisna had affection towards living beings. They understood that hunting wild animals is wrong and they must help whoever was in need.

3.2.4. The Fourth Episode

The next episode is "*Main Jujur*". It tells a story about Panji, Krisna, and Kirana, who played marbles with Yos and the others. Panji, Krisna, and Kirana played fairly while Yos and his friends cheated. However, Panji, Krisna, and Kirana still won the game. Yos and his friends did not want to accept their defeat and asked them to played *gobak sodor*. No different than before, Yos and his friends cheated but lost again. In the end, they realize that they were wrong and apologize to Panji, Krisna, and Kirana.

In this episode, there are only three indicators of social values of manners.



3.2.4.1. Solidarity

When they started to play (around 05:17), Panji reminded Kirana to not cheat during the game. This attitude showed that Panji had a sense of solidarity.

3.2.4.2. Togetherness and Cooperation

After that, Panji, Krisna, and Kirana planned the strategy of playing *gobak sodor*. Here, their action depicted a sense of togetherness and cooperation towards each other. They do not try to show their ability, but they tried to win together.

3.2.4.3. The Growth of Honesty and Solidarity

After Yos and his friends realize that cheating did not help them to win anything, they apologize to Panji, Krisna, and Kirana. Here, they had started to be more honest with their selves and others. Panji, Krisna, and Kirana also showed solidarity by forgiving their cheating friends.

3.2.5. The Fifth Episode

The fifth is "*Mesin Waktu*". The story started when Panji, Krisna, and Kirana were in the tree house that they often used to gather and a place for Krisna to conduct his experiments. Someday, they were there to discuss about the cultural parade held in their residential area. Suddenly, there was thunderbolt that stroke the tree house. Panji, who sat beside a time machine, accidentally turned it on and got sucked into. Apparently, he arrived a certain area in East Kalimantan. There, he met Dayak Tribe and made friends with one of Dayak children called Bastian. Meanwhile, Krisna tried hard to bring Panji back and finally he succeeded.

In this episode, the viewers can learn through several scenes indicated the attitude of social values of manners.

3.2.5.1. Devotion to God

Around the fourth minute, Kirana said the name of God when she learned that Panji was sent to East Kalimantan after he got sucked into the time machine. This attitude showed that she was obedient to her religion.

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3.2.5.2. Tolerance and Having Manners

In East Kalimantan, Panji met Bastian and became friends with him, and he was introduced to Bastian's family and other tribal members. Moreover, after Panji had returned to his time, Panji told Kirana about the traditional dress of the Dayak Tribe. This reflected an attitude of tolerance towards different tribes and cultures. Besides, Panji, Bastian, and his family also greeted each other with kind words, which showed that they had manners in communicating with others.

3.2.5.3. Togetherness and Cooperation

To show the view of his village, Bastian helped Panji to climb a tree. Here, he tried to help his friend and did not neglect them. This depicted a sense of togetherness and cooperation.

3.2.5.4. Responsibility

Krisna, who tried hard to bring back Panji, had shown responsibility because he was the one who created the time machine, so only he could help Panji to come back.

3.2.6. The Sixth Episode

"Pahlawan Kemerdekaan" is the title of the sixth episode of Sahabat Pemberani. Kak Aryo asked Panji, Krisna, and Kirana to help him collecting some contributions from the residents for celebrating Indonesia's independence. Then, on August 17th, a flag ceremony was held, and a gift was also presented to Grandpa Arifin for keeping their residential area clean.

Through this episode, children are also able to learn some values of manners.

3.2.6.1. Togetherness and Cooperation

Panji, Krisna, and Kirana were willing to help the committee collect the people's contributions and help them clean the environment. They also helped Grandpa Arifin to push the garbage cart. Their acts reflected a sense of togetherness and cooperation toward others.



3.2.6.2. Responsibility

The committee of the celebration, including Panji, Krisna, Kirana, and Kak Aryo, had been responsible for their duty to succeed in the events. For example, Panji, Krisna, and Kirana collect the money diligently and do not use it to buy something for themselves.

3.2.6.3. Courteousness

Panji, Krisna, Kirana, and Kak Aryo talked about the plan to celebrate Indonesia's independence. They spoke to each other in an exemplary manner by using kind words in a friendly tone. This showed that they have courteousness in keeping a good relationship with other people.

3.2.6.4. Solidarity

Grandpa Arifin was presented with a new garbage cart by Panji, Krisna, Kirana, and Kak Aryo. They learned that Grandpa Arifin needed a new cart so he could finish his job more manageable than before. This scene reflected that they had a sense of solidarity.

3.2.7. The Seventh Episode

The seventh episode entitled "*Penyelamatan Hutan*" tells about the adventure of Panji. Krisna, and Kirana in a protected forest. They enjoyed the view until they found out that there were many logs, and there was a little monkey trapped under one of those. Then, they helped to release the monkey and catching the illegal loggers.

In this episode, there were also found three indicators of social values of manners.

3.2.7.1. The Growth of Affection

Around the third minute, Panji, Krisna, and Kirana helped the monkey that was trapped under a fallen tree. After that, Kirana aided the monkey to treat its wounds. Helping another living being means that their affection toward others had growth within their selves.





3.2.7.2. The Growth of Self-discipline

To prevent the illegal loggers from harming the environment more, Panji, Krisna, and Kirana wanted to catch them. By doing this, they wished that forest conservation could be conducted without any obstacles.

3.2.7.3. Togetherness and Cooperation

After the forest police arrived, Panji, Krisna, and Kirana helped them catch the illegal loggers. Their act reflected a sense of togetherness and cooperation in enforcing the law.

3.2.8. The Eight Episode

The last episode, "*Roki, Robot Kita Indonesia*", started when Krisna wanted to join a robot creation contest. During the process, he found any damaged parts that were needed to be repaired. After his mother gave him money, he invited Panji and Kirana to buy the new one, but they could not find what they were searching for everywhere. Instead of giving the money back to his mother, Krisna used most of that to treat Panji and Kirana to buy a snack. However, when he arrived at home, he told his mother about the money he spent for treating Panji and Kirana. His mother appreciated his honesty and did not get angry with him. His father even helped him to repair the robot and win the contest.

Through this episode, children will also be able to learn some values of manners through several scenes.

3.2.8.1. The Growth of Self-potential and Self-respect

During the early minutes, Kirana told Krisna about a robot contest. He was excited and decided to join the event. Here, Krisna's self-potential growth was shown by challenging himself to create a robot and enter the contest. He was confident with himself, and he was willing to accept help from and work together with his father and friends.



3.2.8.2. The Growth of Affection

After being helped by Panji and Kirana, Krisna said that he thanks them and appreciate their kindness. This illustrated that there was affection within Krisna's self toward his best friends.

3.2.8.3. The Growth of Honesty

Krisna confessed to his mother after using most of the money to treat Panji and Kirana instead to buy the spare part to repair his robot. This scene reflected that Krisna tried to be honest with his mother, which did not make his mother angry. She appreciated his honesty and was happy that Krisna was such a simple kid.

From those findings, it has been proven that Sahabat Pemberani is a good animated series for children to learn about the values of manners. However, as we can see, a scene may contain more than an indicator and those are related to each other. For example, when someone shows a sense of guilty and is willing to apologize, it reflected the growth of honesty. On the other hand, when the other party accepts the apology, and forgives him/her by saying something in kind words, it does not only depict a solidarity but also it shows that he/she has a good manner.

As mentioned above, manner is a combination of thought and feeling which embodied in a behavior that initiates instant actions accompanied by feelings without other considerations [6]. Hence, the values need to be integrated in children's life by bringing it closer, either through direct or indirect examples. Direct examples come from adults' behaviors that children see in their daily life. Meanwhile, the indirect examples can be shown from literature that has been proven to be able to cultivate the values of manners in children [15].

Literature is not only limited as an imaginative work or an expression. It is indeed fiction, but it has values. The writer's creativity brings the values in an experience, so children won't feel like they are being tutored [16]. Specifically, literature is also not only a form of writing, it also can be in a drama form. Drama is one of literature that aims to describe life by conveying conflicts and emotions through actions and dialogues [17]. Sahabat Pemberani is a drama presented in the form of animation. It can be categorized as drama because it contains all of drama elements: theme, character, storyline, setting, language, and message as the intrinsic elements; and the characters' attitude and behavior that refer to their personal quality [18]. Through the stories, actions,



and dialogues, children will be able to watch and learn something that maybe they have not experienced before.

Furthermore, school also has a responsibility to teach about manners. One of the mission of manners education at school is that teachers should utilize mass media and society selectively and adaptively to support all of the efforts in embedding and developing the social values of manners through relevant lessons or school culture [19]. As a part of society, the Corruption Eradication Commission launched Sahabat Pemberani to help Indonesia reach an anticorruption generation in the future. Teachers can suggest the students watch the series and review it. Thus, they can also learn about social values of manners, integrate it within their selves, and behave properly without being dictated by their surroundings.

So, it can be concluded that Sahabat Pemberani is an effective tool to enhance and integrate social values of manners into children's selves. It contains all twelve indicators of the values: devotion to God, tolerance, the growth of self-discipline, self-respect, responsibility, the growth of self-potential, the growth of affection, togetherness and cooperation, solidarity, mutual respect, courteousness, and the growth of honesty. All of those were spread into eight episodes of the first and second season and these will be great examples for children on how to behave appropriately. By gaining this result, adults won't find it hard to choose program that is valuable and delightful.

4. Authors' Contributions

This work is a result of a study conducted by all of authors, and there will be no conflict of interest.

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