

CHARACTER VALUES IN BING BUNNY ANIMATED SERIES

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Abstract. Character education is a crucial issue in raising Indonesian children to prepare for their better future. Animated series become a popular media to teach children how to behave in a good character. This research is aim to elaborate on characters values contained in Bing Bunny animated series from UK. This research is expected to give a contribution to Indonesian parents and teachers in evaluating children program for their children and students. This research applied the descriptive qualitative method with content analysis. The data are conversations taken from Bing Bunny official channel on YouTube in 26 episodes. The conversation transcription was analyzed by character values stated by Indonesian Education ministry. The result shows that character values shown in Bing Bunny animated series are curious, creative, friendly, care and responsible. It indicates that the animated series is beneficial for Indonesian young children's character development.

Keywords: *Character values; Bing Bunny; Animated Series; Children development*

Abstrak. Pendidikan karakter sangat penting dalam mendidik anak-anak Indonesia untuk mempersiapkan masa depan yang lebih baik. Serial animasi menjadi media populer untuk mengajarkan anak-anak bagaimana berperilaku dalam karakter yang baik. Penelitian ini bertujuan untuk mengelaborasi nilai-nilai karakter yang terkandung dalam serial animasi Bing Bunny dari Inggris. Penelitian ini diharapkan dapat memberikan kontribusi bagi orang tua dan guru Indonesia dalam mengevaluasi program anak untuk anak dan siswanya. Penelitian ini menggunakan metode deskriptif kualitatif dengan analisis isi. Data adalah percakapan yang diambil dari saluran resmi Bing Bunny di Youtube dalam 26 episode. Transkripsi percakapan dianalisis dengan nilai-nilai karakter yang dikemukakan oleh Kementerian Pendidikan Republik Indonesia. Hasil penelitian menunjukkan bahwa nilai karakter yang ditampilkan dalam serial animasi Bing Bunny adalah rasa ingin tahu, kreatif, ramah, cermat dan bertanggung jawab. Hal ini menunjukkan bahwa serial animasi tersebut bermanfaat bagi perkembangan karakter anak muda Indonesia.

Kata Kunci: nilai karakter; Bing Bunny; seri animasi; perkembangan anak-anak



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INTRODUCTION

The development of a nation is significantly influenced by its character. The strength of a country's human resources has a significant impact on its character. So that youngsters become accustomed to good behavior, quality personalities must be cultivated from an early age. Lack of early positive personality development will result in a troublesome personality in later adulthood. Early childhood is a "golden period," which refers to the time when learning is at its finest and occurs only once in human history. Children grow and develop at this age quite quickly, and this will determine the characteristics or character they will have as adults (Prasetyo, 2011).

Early childhood character education can be done through various domains, namely the realm of family, community and formal education. The most dominant domain in the context of character education for early childhood is the family domain by parents. Children can also develop good character by learning in the home setting, such as through being accustomed to watching movies with educational elements, particularly good character (Arsyad, et.al, 2021).

Early Childhood has a variety of interests, one of them is the fondness of watching television shows that are animated cartoons. At an early age, children have a strong tendency to mimic everything they see. This becomes important considering that a lot of animated cartoon films are shown and are often seen by children which certainly affects the character and personality of children (Fardani & Lismanda: 2019)

Article 3 of Law of the Republic of Indonesia No. 20 of 2003 concerning the National Education System states, "National education functions to develop and shape a dignified national character and civilization in order to educate the nation's life, aiming at developing the potential of students to become human beings who believe and fear God Almighty, have noble character, healthy, knowledgeable, competent, creative, independent, and a democratic and responsible citizen". It is this article that seems to have been used as one of the pillars for the overarching of character education at all levels of education in Indonesia. The echo of character education is still booming, starting from the preschool, elementary, middle school, to higher education levels. In fact, character education has also become daily consumption in non-formal education. Various book titles also appeared related to the theory and practice of character education. Various facilities and media are also prepared to make character education successful. It has been prominent that there are learning media in the form of audio, visual, and audiovisual.

It is known that films that are generally watched by children, especially early childhood (ages 4-6 years), are cartoons. Film is a play (story) of living images (Salim, 2002). Cartoons are films that create imaginary motion as a result of shooting a series of images depicting changes in position. Cartoons are also pictures with a funny appearance, related to the prevailing circumstances. From this, it can be said that cartoon films are entertainment films in the form of funny pictures that show about animals and so on. The term cartoon film is often equated with animated films.

Animation is defined as a television program in the form of a series of paintings or images that are moved electronically so that they appear on the screen to move.

Bing is a British CGI-animated children's television series based on the books by Ted Dewan. It is broadcast on UK TV channel CBeebies; the series follows a pre-school bunny named Bing as he experiences the world around him. It uses small everyday occurrences to demonstrate how he learns new ways to manage situations with the help of his career, Flop (voiced by Mark Rylance in series 1 and David Threlfall in series 2) and friends. The show is aimed at 2-6 year old. Bing Bunny series has already had many languages version including Indonesian language and mostly liked by children so this research investigate the character values contained in a Bing Bunny Animated series.

METHOD

This research was designed using a descriptive qualitative approach. The data analyzed is data in the form of words and pictures in the Bing Bunny animated series to reveal the character values contained in series. The data source is the video of Bing Bunny Series in Bing Bunny Official Youtube Channel. The video of Bing Bunny animated series in 26 episodes was transcribed then analyzed by the 18 values of character education formulated by the center of curriculum and books of the ministries of national education of Indonesia.

RESULTS AND DISCUSSION

The value of character education is manifested in patterns of action that able to bring about a good direction of change. In discussing the research findings take the message of character education through the sentences in the conversation as well as the attitude picture shown in the visualization of Bing Bunny animated series. As explained in the table below

Table 1. Character Values in Bing Bunny Animated Series

No	Episode	Character Value
1.	Fireworks	Creative, Curious, Friendly
2.	Balloon	Creative, Curious
3.	Swing	Friendly, Social Care
4.	Blocks	Creative, Curious, Friendly
5.	Ducks	Curious
6.	Smoothie	Creative, Curious
7.	Frog	Creative, Curious
8.	Car Park	Creative, Social Care
9.	Musical Statue	Friendly
10.	Shadow	Creative, Curious
11.	Voo voo	Curious, Responsible
12.	Here I go	Creative, Curious, Friendly
13.	Growing	Creative, Curious
14.	Nicky	Creative, Curious, Friendly, Social Care
15.	Halloween	Creative, Curious, Friendly
16.	Face paint	Creative, Curious, Friendly
17.	Vaccination	Creative, Curious, Friendly
18.	Leaf Pictures	Creative, Curious, Friendly
19.	Fire Engine	Curious, Friendly
20.	Squiggle	Creative, Curious, Friendly
21.	PJ Party	Creative, Curious, Friendly

22	Hose Pipe	Creative, Curious, Friendly
23	Birthday	Curious, Friendly
24	Playhouse	Creative, Curious, Friendly
25	Names	Creative, Friendly
26	Camping	Creative, Curious, Friendly

Based on the table above, it can be calculated the items of character values shown in Bing Bunny animated series in the table below:

Table 2. Frequency of Character Value in Bing Bunny Animated Series

No.	Character Value	F	%
1.	Curious	22	84%
2.	Creative	19	73%
3.	Friendly	18	69%
4.	Social Care	3	11%
5.	Responsible	1	4%

From the table above, it shows that curious character is the most frequently shown in Bing Bunny animated series, followed by other characters such as creative, friendly, care and responsible.

1. Curious

The character of curios is attitude and actions that always strive to find out more and extends from something that learn, see and hear. This character is shown in almost every episode. In the following, it will be discussed three sample of episodes which reveals curios characters.

Flop Oh.. Blender has got your carrot.

Bing Take it out. I want my carrot back.

Flop I don't think it's gonna come back.

Bing Why?

Flop Because the banana the milk and your carrot are all mixed up together now see.

Bing mix it down again

Flop I can't, Bing. Here... look blender made you a yummy carrot smoothie

Bing Hmm

Flop Try it Bing

The conversation taken from smoothie episode, Bing and Flop make a smoothie by mixing mushy bananas and milk. When Flop added the milk, Bing noticed that the carrots were missing. Where's the carrots? Turns out the carrots went into the blender. Bing

was a little disappointed and asked if the carrots could return to their original state. But Flop said of course he couldn't, then Flop convinced Bing to try it and it turned out to be delicious. From the conversation in this smoothie episode, we can see Bing's curiosity about whether the carrots that have been blended can return to their previous carrot shape.

2. Creative

Character of creative means thinking and doing something to produce a new way or result from something that already has. This character often shown in many episodes of Bing Bunny animated series. In the following, it is described some samples of episode shown creative character.

Sula Guess what, Bing? We're camping!

Bing Oh yes!

Sula We can make a blanket tent!

Bing Oh, blanket tent!

Nicky Yay! Blanket tent!

This conversation is in the PJ party episode. Bing, Sula, Pando, and Coco held a PJ party. Then until they were all picked up by the nannies, Bing wanted to stay at Sula's house. Then when Sula and Bing finished brushing their teeth and got ready for bed, Sula suggested that we could use the blankets to make a tent. Sula's proposal shows a creative character.

3. Friendly

Character of friendly is actions that show pleasure in talking, socializing, and cooperate with others. In every episode which include Bing friends, it's always scene showing friendliness among Bing and friends and also the caregiver. In the following, it is described some scene revealing friendly character.

Amma Ah. Hello, Bing.

Bing Hello, Sula!

Flop Hello, Sula. Hello, Amma.

In this episode of fire engine, Bing and Flop go to the park. There are already friends in the park, Sula and Pando and their caregivers Ama and Padget. When Bing and Flop came, they immediately greeted. This shows a friendly character.

4. Care

Character of care is attitudes and actions that always want to help others and communities in need

Sula Oh no! Nicky! Nicky!

Bing Oh no!

Sula Oh, Nicky! Are you okay?

Sula Bing! You should apologize to Nicky!

In this episode, Bing plays at Sula's house. At that time, at Sula's house there was a cousin named Nicky. Then Bing asked Nicky to play on the slide. But instead Nicky fell and his glasses fell too. Sula who had just arrived was very surprised. Bing and Sula made sure that Sula was okay. The scene shows a caring character.

5. Responsible

Character responsible is attitude and behaviour of a person to carry out his duties and obligations that he should do. This character is rare found in Bing Bunny animated series. However, in the following it is described the responsible character.

Bing: oh Flop is all spilly

Flop: ah never mind Bing. just another combo

Bing: soggy froggy really likes it

Flop: Soggy frog is always thirsty

Bing: Oh flop the crispers fell over

Flop: Indeed perhaps your car would be better off staying on the floor, Bing

Bing: Yes and he won't knock over the crisps

Flop: Do you think soggy froggy can drink up crisps

Bing: silly flop soggy froggy eats crisps see

Flop: I don't think soggy froggy can eat crisps

I wonder who can

Bing: I can eat it

Flop: hmm but you don't eat off the floor but I think there is someone who eats off the floor

Bing: Oh I know voovoo

Flop: Yes let's get voovoo out

This is the episode of voo voo, Bing is having breakfast with coco crisps, but she plays with her car in a bowl causing the coco crisp to fall and scatter. Bing immediately picked up the moist frog. But Flop explained that damp frogs can't eat. Bing's act of taking a damp frog to clean up the coco crisp is a form of responsible character.

The character of curious relates to their cognitive skills to know more about the world and how to solve problem. The idea that curiosity shows enthusiasm to learn new things" was the one that was most strongly linked to higher academic achievement (Shah, et.al., 2018). In addition, creative character connects with the skill how children can solve problems. According to Suryana, et.al (2022), in order to foster creativity, it is essential to set up an environment that can foster growth in the golden age of creativity. As a result, teachers must also pay attention to the qualities of media that are appropriate for children's needs or developmental stages so that when learning is being implemented, kids feel happy, at ease, and free to explore. Only then can kids continue to foster their creativity.

The character of friendly, care and responsible refer to social emotional aspects. Children's general development and academic performance are impacted by their social and emotional well-being. Therefore, it can be seen that children who are mentally healthy have a tendency to be happier, have better drive to learn, have a more positive attitude about school, avidly participate in class activities, and demonstrate higher academic performance (Ho & Funk, 2018).

CONCLUSION

Based on the findings and discussion, it can be concluded that Bing Bunny animated series reveal at least five types of character values such as curious, creative, friendly, care and responsible. The character values which mostly shown in each episode is curious which is 84%, followed by creative 73%, followed by friendly 69%, followed by care 11% and last is responsible 4%. Not all the character formulated by the Indonesian Education ministry reveals in Bing Bunny animated series because this comes from London. However, the five character is in line with the development psychology of children so it also good to become a learning source for children in our country.

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