



Social Caring Value in “Riri Cerita Anak Interaktif” Youtube Channel: A Content Analysis

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Abstract. This study aimed to analyze the value of social caring character in Riri Cerita Anak Interaktif (RCAI) YouTube Channel. The method used in this study was content analysis. The data collection techniques used documentation. The data validity test used the triangulation method. The results of this study shown that there were value for social caring characters in RCAI contents. The importance of social caring characters in Riri Cerita Anak Interaktif were tolerance, empathy, cooperation, and help. This study shown the value of social caring characters in RCAI YouTube Channel.

Keywords: Character building · Social caring · Animation

1 Introduction

Character education is essential in human life. Education existed as hopes, it could form a good character [1]. Another opinion says that character education is all positive behavior carried out by anyone, including parents in developing the character of early childhood [2]. Character education could also be interpreted as a noble education (good nature) for students by practicing and teaching moral values and making good decisions in relationships with any fellow human beings in their relationship with God [3].

One of the essential character educations to be cultivated and developed is the character of social caring. Social caring is the attitude and action of children to carry out their duties and obligations, which should be done to The Almighty God, oneself, society, and the surrounding society [4]. Social caring is one part of character education, which is the attitude and behavior of someone who always wants to help others in need. Social caring is a conscious act of humans as social beings who could not live alone. Everyone needs each other's help [5].

In this advanced digital era, many social caring values continue to decline among the younger generation of students. The importance of social caring has started to fade, for example the result of that case are the attitude of wanting to win over themselves and the philosophy of lack of compassion for others. The causes of the disappearance of these values are very diverse, including social status, the selfish attitude of everyone, sympathy, and empathy. This is because elementary school-age children spend less time

with their parents. They are not very close to their parents. Even so, the relationship with parents is still essent [6]. Therefore, parents need to cultivate an attitude of social caring from an early age for future life so their children could have a social caring attitude toward the surrounding environment [7].

There are many ways that parents could do to conduct habituation activities for social caring values, for example, through children's literature. Through literature, children could be taught good and bad deals. One of the kinds of literature that could be used for learning character values is children's stories. The current account could be modified in the form of an animated film. The animated movie could be enjoyed on television or other media that support it [8].

Nowadays, many animated films are shown on television and on YouTube, which are bustling with their best works. Several YouTube channels could be used as role models, for example "Riri Cerita Anak Interaktif" (RCAI), by Educa Studio. RCAI was originally an interactive storybook application that could be downloaded free on the Play store. Riri then began to enter in the form of animated videos that could be enjoyed on YouTube. The values in this animation are expected to answer the needs of children's films in Indonesia. Therefore, the authors chose RCAI to be used as material for analysis as a medium for cultivating the character of social caring values.

Study [9] analyzed the animated film *Nusa and Rara*. It's easy to prove that it contains 6 character education values, including religious, social caring, curiosity, care for the environment, hard work, and respect for achievement. The article about character values in the *Upin dan Ipin* animated film by [9] contains that animated film could become appropriate learning media for strengthening children's character. The concept of education and entertainment carried in this animated film could make the learning process more exciting and not dull. [7] found that the animated film *Diva The Series* is the proper film for early childhood to watch because the storyline is exciting. The values contained in it follow the development of early childhood. Study by [10] found that the animated film "Nusa and Rara" from 7 episodes contains many life lessons that give a positive reading for children.

Another study by [11] proved that the animated film *Omar and Hana* is a film that could be used as a reference an alternative learning material, especially in the value of religious character. The animated film *Omar and Hana* is full of religious character values. Study by [12] found that the use of fable animation media making it easier to understand character values is very influential for students. Study by [13] that in the animated film *Moana*, elementary school students could capture nine character values, namely ethical, discipline, responsibility, democratic, hard work, independent, friendly, ecofriendly, and social caring for the environment.

There are three vacancies found in this study with other studies. First, in terms of the animated object being analyzed, there has been no study on social caring character education using RCAI object. Second, the study of RCAI as a medium of strengthening and cultivating social caring characters. Third, this study identified the characters of RCAI who present good feelings, one of which is a social caring character.

2 Method

Type and Design

The study used a qualitative approach with content analysis, namely in the form of written or spoken words from the observed subject. Content analysis is a comment intended to describe the details of a message or a particular text, also commonly referred to as representing the aspects and characteristics of a message [14]. So, with this qualitative study with content analysis, the authors aimed to describe factually, systematically, and accurately social caring characters in the animation of RCAI YouTube channel.

Data and Data Sources

The data in this study was obtained from the RCAI YouTube channel. From the animation, data were taken in the form of words, phrases, sentences, and scenes for each character that follows the study focus, which is social caring characters. The required data was then classified by seeing, hearing, and recording it. In this study, the units that were analyzed were the dialogues and scenes shown in the animation. Authors focused on scanned compilation episodes consisting of 4 episodes on the YouTube channel composed of the attacks of “Religious Tolerance”, “Against Bullying”, “Cleaning Class”, and “Noble Morals”.

Data Collection Technique

The data collection technique used was documentation. The documentation in this study was conducted by observing or watching and identifying the scene on the RCAI YouTube channel, which featured socially caring characters and then analyzed in data. The dialogues were recorded, and the value of the existing social caring character was interpreted. After the social caring character was identified, it was described in depth and then analyzed in a data card.

Data Validity

The validity of the data was checked by using the source triangulation technique. Source triangulation to test the credibility of the data is done by checking the data obtained through several sources [15]. The basis used in this study was an animation on RCAI YouTube channel.

Data Analysis

Data analysis was carried out by identifying the values of social caring characters from each story title and presented in the form of a table. The table consists of two columns containing scene footage and descriptions that explain the social caring characters included in the story. Next, there was an explanation of the table by presenting in more detail the storyline or scene that describes the values of social caring characters.

3 Result and Discussion

In RCAI, the center of the story is Indra, Okto, Nadia and Donita. They are friends who always play together. Through the activities conducted by these figures, social caring characters could be found, identified, and analyzed in the context of Cultivating Social caring Characters on the RCAI YouTube Channel.

The data that authors have obtained through documentation techniques used data cards that hold the value of social caring characters in RCAI YouTube channel was analyzed with the Krippendorff model with several stages, including sampling units, recording units, and context units. The value of social caring characters were interpreted in four selected episodes by watching or observing the scenes or dialogues played by each character. Several snippets of scenes showed the value of the social caring character.

Tolerance Value

Table 1 episode “Religious Tolerance” contained the values of social caring characters, namely tolerance carried out by Indra; he invited Okto and Donita to attend the circumcision celebration at his house. Here are excerpts of their dialogue.

Indra: “Hey, teman-teman. Besok Sabtu aku minta kehadiran kalian di rumahku jam tiga sore ya. Keluargaku mengadakan syukuran khitan”

(“Hey, guys. Tomorrow Saturday, I ask for your presence at my house at three o’clock in the afternoon; yes, my family is holding a circumcision celebration.”)

Donita: “Eh, acara khitanan mu ada pengajiannya juga enggak? Apakah harus pakai jilbab?”

(“Eh, does your circumcision have a recitation too? Should I wear a hijab?”)

Okto: “Apakah aku juga harus pakain sarung dan peci Ndra?”

(“Should I also wear a sarong and a cap, Nidra?”)

Indra: “Tidak perlu Okto, Donita yang penting kalian pakai baju yang sopan saja”

(“No need Okto, Donita; the important thing is that you wear decent clothes.”)

Okto: “Nanti kalua kami tidak bis abaca do’anya gimana?”

(“Then what if we could not read the prayer?”)

Nadia: “Jangan khawatir, nanti kalian aku temani selama pengajian”

(“Don’t worry, I will accompany you during the recitation.”)

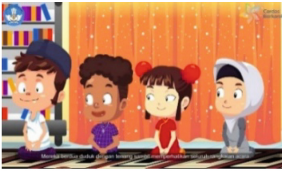
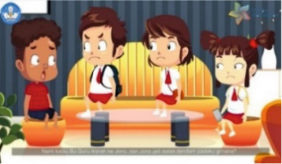

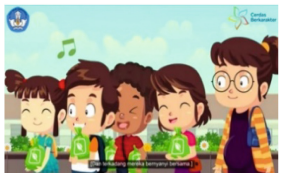
The dialogue described the character of social caring, namely tolerance, seen today there are many cases of discrimination due to religious differences. In the scene, Indra’s social caring attitude is shown, inviting Okto and Donita to attend a circumcision celebration at his house, even though they have a different religion from himself, where Okto is a Christian and Donita is a Confucianist. Harmony in a pluralistic society will affect their sense of concern for their fellow citizens. If the community members could live in harmony and peace, their social caring character will also be embedded in their personalit [16].

Empathy Value

Table 1 in the episode “Fighting Bullying” there is a value of empathetic social caring characters where Indra, Donita and Nadia go to visit Okto at his house because Okto didn’t go to school due to fear that Jono will bully him. They are ready to help Okto to report it to the teacher. Here are excerpts of their dialogue.

Indra: “Okto, ternyata kamu tdak sakit ya? Mengapa tidak masuk sekolah hari ini? Ceritakanlah yang sebenarnya pada kami. Kami akan coba membantumu”

Table 1. Social caring Character Value

No	Scene Snippets	Social caring value	Episode	Description
1		Tolerance	Toleransi beragama (Religious tolerance)	Indra mengundang Okto dan Donita untuk datang kerumahnya menghadiri acara syukuran khitanannya. (Indra invited Okto and Donita to come to his house to attend the circumcision celebration.)
2		Empathy	Melawan bullying (Fighting bullying)	Indra, Donita dan Nadia pergi menjenguk Okto kerumahnya karena tidak masuk ke sekolah (Indra, Donita, and Nadia visited Okto at his house because they didn't go to school.)
3		Cooperative	Membersihkan kelas (Cleaning class)	Indra, Donita, Okto dan Nadia bergotong royong membantu Pak Yanto yang tidak bisa membersihkan kelas karena mengalami kecelakaan. (Indra, Donita, Okto and Nadia worked together to help Pak Yanto who could not clean the classroom because of an accident.)
4		Mutual help	Akhlak mulia (Noble character)	Indra, Donita, Okto dan Nadia menolong Bu Lia yang hamil besar membawakan belanjanya. (Indra, Donita, Okto and Nadia helped Ms. Lia, who was heavily pregnant, bring her shopping)

(“Okto, it turns out that you are not sick. Why not go to school today? Tell us the truth. We’ll try to help you.”)

Okto: “Sebenarnya aku takut untuk berangkat sekolah karena Jono, dia tidak berhenti untuk terus menjahiliku”

(“Actually I’m afraid to go to school because of Jono; he doesn’t stop teasing me.”)

Nadia: “Kalau kamu takut laporkan saja kepada Ibu Guru Okto. Kami akan menemanimu. Jangan takut. Kamu enggak sendirian kok, ada kami yang siap membantumu”

(“If you are afraid, report it to Teacher Okto. We will go with you. Do not be afraid. You are not alone; we have us ready to help you.”)

From the dialogue describes the social caring character, namely empathetic behavior; several characters behave humanly toward the people around them, namely Indra, Donita, Okto and Nadia. The episode “Against Bullying” tells of Okto who does not go to school. Therefore, his friend visits his house, but after being asked, Okto is not sick but is afraid to go to school because Jono is bullied. And in the episode “Cleaning the Classroom” Indra, Okto, Nadia, and Donita set aside their money to buy fruit for Mr. Yanto because of an accident. By having an empathetic attitude towards others, the existing relationships could become closer because they could feel and understand each other’s feelings, needs, and heart states [17].

The Value of Cooperation

Table 1 episode “Cleaning the Classroom” contains the value of the social caring character of cooperation where Indra, Donita, Okto, and Nadia cooperation to clean the dirty classroom because Mr. Yanto, who usually tends to the school, an accident then they offer to help clean the classroom. Here are excerpts of their dialogue.

Indra: “Pak Yanto istirahat saja, biar kami yang membersihkan sekolah”

(“Mr. Yanto, just rest; let us clean the school.”)

Okto: “Iya bener, biar kami saja yang membersihkan kelas”

(“That’s right, let us clean the classroom.”)

Mr. Yanto: “Benarkah? Kalau begitu saja ruang kelas kalian ya, sisanya biar bapak yang urus ini kuncinya”

(“Really? In that case, clean your classroom, okay? Let me take care of the rest, and this is the key.”)

Okto: “Trims Pak, nanti akan kami kembalikan lagi”

(“Thanks, sir; we will return it later.”)

The dialogue depicts the social caring character of cooperation where they are happy to volunteer to clean the class to help Mr. Yanto who could not clean it because he had an accident. [18] argued that for every difficulty faced by others, a feeling of responsibility arises so that the individual is encouraged to give something good to provide assistance.

Rate, Please Help

Table 1 episode “Noble Character” shows the value of social caring characters; please help, where Indra, Donita, Okto, and Nadia help Ms. Lia, who is heavily pregnant with

her things. In this episode, Indra, Donita, and Nadia wait for Okto’s arrival because they have promised to gather. Time passed quickly, but Okto hadn’t come yet; because Okto hadn’t arrived, the three of them finally decided to go to Okto’s house. On the way, Indra saw Okto helping his neighbor Mrs. Lia who was pregnant with a shopping basket full of vegetables. The three of them asked Okto many questions. Here are excerpts of their dialogue.

- Okto:* “Jadi ketika aku melihat Ibu Lia membawa banyak sekali belanjaan dan kelihatan kelelahan. Aku pun menawarkan diri untuk membantu membawa barang belanjanya”
 (“So when I saw Ms. Lia carrying a lot of groceries and looking tired. I also offered to help carry the groceries.”)
- Indra:* “Kalau begitu biar kami juga ikut membantu Ibu Lia membawa belanjaan yang lain”
 (“Then let us help Mrs. Lia carry other groceries.”)
- Donita:* “Iya biarkan kami ikut membantu juga”
 (“Yes, let us help too.”)
- Nadia:* “Benar, Ibu tidak usah membawa apapun”
 (“That’s right, you don’t have to bring anything.”)
- Mrs. Lia:* “Wah Okto, kamu sungguh beruntung mempunyai sahabat-sahabat yang baik”
 (“Wow, Okto, you are fortunate to have good friends.”)

Based on the dialogue, Indra, Okto, Donita, and Nadia carry out social caring, namely helping each other. In this episode, it could be identified that the helpful behavior shown by Indra and his friends is when they help Mrs. Lia, who is tired of carrying a shopping basket. From this activity, it was found that the character of social caring in the form of helping is a good act carried out consciously without coercion from others. Actions of help are carried out voluntarily and based on their own volition without expecting anything in return. Their social caring character is according to their opinion [19], who argues that to create individuals who are sensitive to surrounding conditions, social caring characters need to be formed so that they could help others who need help.

4 Conclusion

RCAI is the proper animation for children to watch because the storyline is exciting, and its values follow the child’s development. One of the values related to the character of social caring is played through interaction and communication between characters who build an event or event. The social caring characters played by the characters consist of social caring characters of tolerance, empathy, cooperation, and mutual assistance. The feeling of caring social tolerance is shown by Indra, who invites Okto and Donita to come to his house to attend the circumcision thanksgiving event even though they have a different religion from him. The caring social character of empathy is shown through Nadia’s attitude; Indra and Donita are ready to help Okto to report Jono to the teacher for bullying him. The social caring character of cooperation is shown through Indra, Donita, Okto, and Nadia working together to help Pak Yanto, who could not clean the classroom due to an accident. The caring social character of helping is shown through

the attitude of Indra and his friends, who help Mrs. Lia, who is heavily pregnant with her shopping basket, without expecting anything in return. This is where the social caring character in RCAI YouTube channel is following the development of children's social attitudes. In this animation, the language and visualization are easy for children to digest and imitate. Children often imitate what they see.

Based on the analysis of animated content on the RCAI YouTube channel, it could be concluded that there are values of social caring characters, namely tolerance, empathy, cooperation, and help. This character could be used as an example and a strengthening medium to cultivate social caring character values.

The limitation of this study is that the reviewer only analyzed the animation. So it is hoped that further studies could explore the role of teachers in increasing student interest in learning through animated videos.

Based on the studies that have been conducted, several suggestions are considered essential. First, adding the duration of the storyline of each episode because the period that aired was too short. Second, requests for viewers who watch RCAI to increase other educational shows and be able to filter out the positive and negative things contained in the animation they tend.

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