



Analysis of Nussa Rarra Animation as a Media of Islamic Da'wah

Yuwan Fijar Anugrah^(✉), Juju Masunah, and Tri Karyono

Universitas Pendidikan Indonesia, Bandung, Indonesia
yuwanfijara@upi.edu

Abstract. The development of information media influences all aspects of life man among them the development of the art world is shaped as means to spread religious teachings and values, participate as well as enrich diverse creation art applied in Indonesia in making results creation into the form of animation themed religion. This makes the writer interested in examining the implementation process principle animation, and the value of religion from creation animation. Research results from this are expected to add an outlook writer on repertoire science animation, dissemination benefit conceptual animation as a medium of propaganda Islam, and the values contained therein in creation. Studying this is also expected could know the application principle animation and know the factor that only affects it. Study this is characteristic research descriptive analytic with approach qualitative. Research results in this showing that the planning process of animation intended to add a variety of creative media art shapes specifically animation is also enabled as means in educate generation young even old ones about Islamic religious teachings as well as Islamic religious values which are contained in the animated video works the. Research results this expected could Become recommendations for animation video development themed religion for content creators others around the world, especially in Indonesia, once could refer beginning for researchers about video animation in the area other.

Keywords: Animation · Da'wah · Islam · Video

1 Introduction

The moment in Indonesia has popular video animation Nussa and Rarra production of Little Giantz, which had an animated video that has characteristic typical show themed religion. No without because impressions the appeared on the spot our be, as it has been our know Thing the influenced by development existing technology in the middle civilization man moment this.

Revolution Industry 4.0 brings change big because speed and impact on various aspects of life man specifically art shape. With thereby our population man especially perpetrator art needs to adapt self with developed technology so no left behind in making use of it. We must study and explore what will impact life for the sake of having the readiness to face Revolution Industry 4.0 [1]. Development technology gives spaces new in fulfillment needs life man in Century now. In development there is a convenience for Fulfill needs spiritual because man as a creature's life no only needs intake physical just

like clothing, food, health, and so on. at the time of this development, humans made technology many Things new to get making it easy man for to grow in a variety of aspects of life such as media technology information new in conveying broadcast Islam to preachers like audio-visual media that can be made as means for getting knowledge.

Da'wah media in Husna, Muslims have historically used different methods of da'wah in general Islamic da'wah based on Surah An-Nahl verse 125 is:

Method this help they reach destination them. Da'wah by way of Al-Hikmah means preaching in a wise way that needs to master the environment and conditions (zuruf) mad'un, and the limitations that are conveyed every time the da'wah is carried out to make it easier for people who receive the message of da'wah before they are well prepared so that they are ready inner birth. Wisdom comes from good behavior such as politeness which every preacher needs to have. The mission must be pursued with all wisdom so that people who are the target of da'wah can be opened to get attention so that their minds are no longer closed to what is contained in each of the messages.

Da'wah with maw'izhoh hasanah (good advice). Good advice can gently penetrate the heart and be subtly absorbed by the conscience. Not through shouting and violence, or exposing existing accusations. Gentle counsel will show more of a vacillating heart, and taming a hateful heart will certainly bring many benefits.

Da'wah method by arguing in a good way (yujadilu billati hiya ahsan). Don't be unfair to your opponent during a debate, and don't belittle and criticize your opponent. So it is clear that the purpose of preaching is not to beat someone in an argument, but to awaken and communicate the truth to him. With weighty arguments and opinions, of course, contradictions in debates can be appeased, and arrogant souls can be subdued without humiliating the debaters. Therefore, the debate in the mission is not to show who is good at convoluting but to achieve the main goal of the mission, which is to be enlightened. Da'wah has there is since the time of the Prophet and two successors his first as a spiritual leader [2].

The variety study earlier about the existence of animated videos Nussa and Rarra including analysis content:

- Content Analysis: Da'wah Values in the Films Nusa and Rara [3],
- The Role of Nussa and Rara Animated Films in Improving Understanding of Islamic Teachings in Students [4], and
- The Value of Social Care in the Animated Films Nussa and Rara [5].

From three study on could be concluded that study animated videos Nussa and Rarra have messages preaching different Islam at each show, as well could made example of undergoing life a day. However many studies the not yet explained a review of the animation video.

Information about the study makes researchers interested discusses the animated video contained in the show Nussa and Rarra through descriptive focused analysis is researching principle base animation as well as preaching Islam including in the NEW SERIES episode "RARRA": JANGAN MENUDUH [6]. which airs on July 29, 2022. Study this conducted to use give information about application science principle base animation. Besides that, the findings obtained could become the base study development in making animated videos as content themed religion. Destination study for analyzes implementation principle animation as well as score contained religion in the animated

video Nussa and Rarra episodes: don't accuse. As for goals article discuss the results study about principle animation as well as preaching through using technological media.

2 Content Analysis

This research uses method descriptive analysis with an approach qualitative [7]. What is meant by descriptive research is a study that aims to make a systematic, factual, and accurate description, picture, or painting of the facts, characteristics, and relationships between the phenomena investigated.

Object study YouTube animation Nussa and Rarra as for technique data collection using study documentation, study library, (Library Research). Study literature is research carried out using literature (library), both in the form of books, notes, and results reports from previous research. Library engineering is "research implemented library with method reading, studying and taking notes various literature or ingredient appropriate reading with tree discussion, then filtered and poured in framework thinking in a manner theoretical [8]".

Based on this opinion, the purpose of doing this descriptive research is to describe how the implementation of animation Nussa and Rarra as da'wah of Islam and values what is only contained in animation. Data analysis was performed with method interpretation from studies documents and studies library.

3 Finding and Discussion

3.1 Animation Videos

Johnston in Lamotte, In the early years from the 1960s to the mid-1980s, the development of computational methods in animation followed two different paths. On the one hand, well-funded universities, research institutes, and other institutions worked to explore ways to use computer technology to generate animations and aesthetic effects specific to new mechanisms [9].

Animation is one science field of visual art, the animation is a term taken from the language Latin namely "Anima" which means soul, and spirit. Animation in a manner intact could be interpreted as loading an image or object to create an object the seen life caused gathering pictures the move with fast in a manner continuous and have connected one each other. History of Animation Walt Disney 1919 founded the Disney studio which became a pioneer in the development of animation, 3D animation is a field of computer 3D graphics. 3D itself is formed from a thing that has length, width, and height.

The history of 3D Animation is still in its infancy. Ideas and techniques are newly created every year, no like technique painting or form art other traditions that have been practiced For centuries. 1960 when beginning from computer graphics and animation computer created, the moment that's 3D animation started growing.

Types Animation Animation alone has several types of animation are:

- 2D animation
- 3D animation

- Stop motion animation

Every animator should understand and understand 12 principles of animation. Which was invented by the Walt Disney animation studio. Following example 12 principles of Animation (Fig. 1) [10].

Following this is the results analysis application of the 12 principles animation on display Nussa and Rarra “No accusing”.

Squash and Stretch. After watching the upcoming episode shows analyzed no got object from analysis first principle.

Anticipation. As an explanation regarding the 12 principles of animation, anticipation is propelling energy a movement animation (Fig. 2). in minute 04;03 Invisibility energy Rarra was surprised at the moment Nussa said “Sure you want to Anta blurry like before?” there seen there is an energy from expression Rarra surprised after hearing saying from Nussa. Just as Thensen explained Anticipation prepares the viewer not only for the physical action to take place, but also for the emotions or thoughts of the characters, organic or inorganic. Emotional or psychological anticipation relates to the character’s mental preparation, emotional behavior, reaction, or change. This gives the viewer extra help understanding how the inner lives of the characters enhance their readability and comprehension [11].

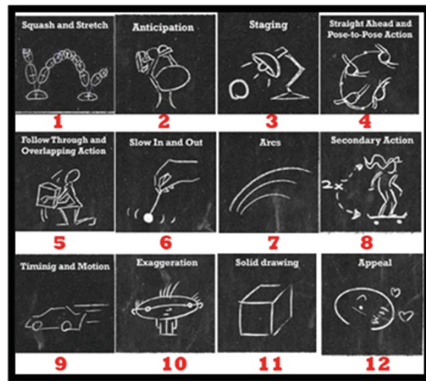


Fig. 1. 12 Principles of animation.

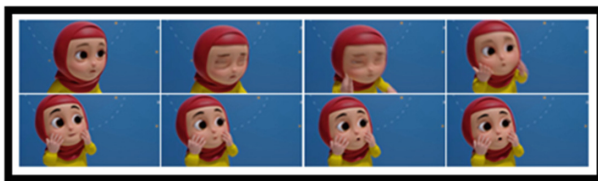


Fig. 2. Anticipation.

Staging. According to the definition of Thomas and Johnston, staging is not only about the position of characters in the frame (clarity, camera angle and perspective, composition, mood), but also about the characters themselves (clarity, recognizable personality and silhouette) is also part of the principle of ‘appeal’ in Illusion of Life [10]. In minutes to 02:42 Staging is a technique that emphasizes animation is important and secondary less animation important (Fig. 3).

Straight Ahead Action and Pose to Pose. This principle is very clearly explained in Thomas and Johnston’s typology, although Williams also mentions a combination of straight-ahead action and pose to pose. This principle explains how animation is achieved and the technical approaches used in hand-drawn animation [11]. Both of them is a technique in a draw. if using straight ahead action technique when in the process of drawing we will make the whole frame one by one. This technique is expected to make animation more realistic. Then, pose to pose is a technique to draw the starting and ending frames, especially first. After that, the space between the two frames filled. This technique aims to create animation more dramatic and dynamic (Fig. 4).

Follow through and Overlapping Actions. What is meant by follow through and overlapping action is, Moment draws animation, not all parts of your object must move in a manner compact. Like movement objects in the real world for example when walking right ahead and at the same time hand left ahead. “Energy flow” deals with the transmission of energy/force from one part of the body to the next, and is therefore in the same realm as the principle of “follow through and overlapping action”, in which energy/force flows through the body (Fig. 5) [11].



Fig. 3. Staging.



Fig. 4. Straight ahead action and pose to pose.



Fig. 5. Follow through and overlapping actions.

Slow in and Slow Out. Something movement beginning until end movement for example like our currently driven car, after up car, of course, car the direct drove with speed tall moment after we stepped on the gas. The original car drove slowly, then the speed increase in a manner gradually. The reverse process occurs the moment our want to want stop slowly with hit the brakes. From high speed until slow down until finally truly stop. That process is meant with slow ins and slow outs (Fig. 6) [12].

Arc. The arcs, in animation, set the character’s motion trajectory and its unique elements, since everything moves according to its own arc if smooth, vivid motion is to be achieved. In practice, of course, motion occurs not only on single arcs but on continuous lines. By renaming the principle of “arc” to “path”, we can add the subdivisions “arc” and “key, extremes, breakdown, and intermediate”. Crashes are quite important because they add complexity to the migration by further defining the unique path (Fig. 7) [11].

Arcs are principle base animation used the moment you move an object horizontally at once vertically. In movement those, objects in the real world form bow. Kindly generally, follow movement arc the. With So, your animation is seen as more real.

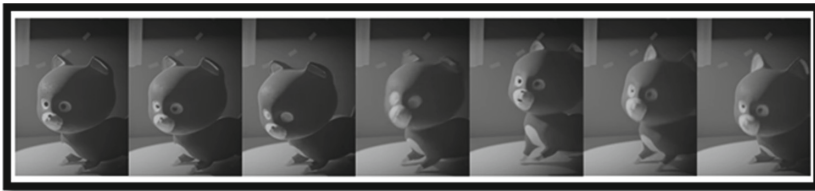


Fig. 6. Slow in and slow out.



Fig. 7. Arc.

Secondary Action

Moments happy with someone in the real world, you of course not only talk and convey the words through the mouth. There is movement of hands, mimic face, and highlighted eye typical accompanying anger appears. Moment object To do something, be sure there is a movement supporting alias secondary action that appears (Fig. 8) [12].

Timings. Kindly generally, follow speed motion objects that exist in the real world. Old man walking with a stick of course difficult moment must be running. On the other hand, son small ones can run fast. That's what it means with timings (Fig. 9) [12].

Exaggeration. Points tenth of the 12 principles base animation is exaggeration alias exaggeration (Fig. 10). For example, the character shocked the cartoon until the very high jump. In the real world, when surprised, people will not jump as high as it [12].



Fig. 8. Secondary Action.



Fig. 9. Timings.

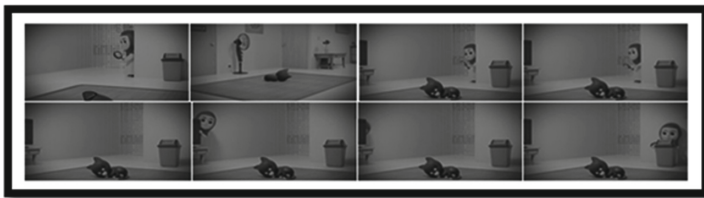


Fig. 10. Exaggeration.



Fig. 11. Solid Drawings.



Fig. 12. Appeals.

Solid Drawings. Solid drawings are the principle drawing animation following perspective three dimensions (Fig. 11). To obey principles one must understand: Anatomy, weight, balance, light, shadow, and others.

The principles of solid drawing are described by Thomas and Johnston as including depth, weight, balance, dimension, twinning, shape and volume. The principles of solid drawing are described by Thomas and Johnston as including depth, weight, balance, dimension, twinning, shape and volume. To make the comprehensive list more artistic, more aspects should be mentioned option [11].

Appeals. Appeals are a gift of charisma and deep detail animation (Fig. 12). Appeals are usually used in the design process character. Webster explained in Thensen that the solid modeling proposal would fit. Principle. Solid modeling includes building puppets in stop-motion animation, modeling, rigging and texturing in CG, and proper twisting of characters. All closely related to the original design. Therefore, the “character” principle is a good implementation of the design on the screen (experimental animation in designing the character and preparing the character animation is no different from other animation techniques) [11].

3.2 Islamic Da'wah in Nussa and Rarra Animations

Application of the Preaching Method with Maw'izhoh Hasanah (Good Advice). Animation Nussa and Rarra are known by the public widespread in Indonesia as impressions religion, this makes impressions they have a power pull alone for the appreciators, especially in Indonesia which is one of the countries with a majority of its inhabitants religious Islamic (Fig. 13). In the episode entitled: NEW SERIES RARRA: "JANGAN MENUDUH". at minutes to 3:46 Umma character, a mother from Nusa and Rarra explain to Rarra about the Prophet Muhammad SAW said that we as man must keep away self from prejudice bad because deed the is he lied greeting.

This aligned with what is stated in the Al-Qur'an (Islamic holy book) Surah Al - Hujurat paragraph 12 which reads:

إِنَّكُمْ لَطَنَّا بَعْضُ إِنْ لَطَنَّا كَثِيرًا مِّنْ جُنُبُوا ءَامَنُوا الَّذِينَ أَفَقَدَ قَالَ اللهُ تَعَالَى بِأَيِّهَا

This means, "Allah said, 'O you who believe, stay away much prejudice because part prejudice contain sin,'"

Thereby content preaching Islam on the impressions analyzed is conveying the ban on people man for bad think anyone_specifically fellow man because deeds that including indeed despicable. Umma inside advises Rarra to use the method preach with Al - Mau'izhah (good advice). In preaching, the right way is to convey good advice, that can influence heart people's consciences soft. This no can be conducted with debate or through action violence. Besides it, deploy advice no one can disclose existing complaints. When delivering advice, someone must be gentle with hope show doubts, and lack of strength will soften their heart, reduce anger, and proven useful. This is because teaches people to accept advice with kindness and help they consider the benefits right.

In line with what Marzuki said Dakwah activity is a process of iktiyar transmission, continuously inviting the message of Islamic teachings throughout history. This requires clever management with date reasoning and nice looking information (packages). Da'wah messages should be able to give chilling guidance and life guides. Da'wah



Fig. 13. Umma gives advice to Rarra.

practitioners should refer to the administration and symbols used to purify their religious teachings according to the Quran and Hadith. should pay attention to [13].

4 Conclusion

In this era of advances in information technology that has affected all aspects of life. Animated video, one of the branches of fine arts science, has become a familiar show for people in Indonesia, which can now be enjoyed anywhere. The use of the YouTube application on a smartphone is access to enjoy the necessary information such as watching animated video shows, the many different characters in the animated show become an animation identity. Animation Nussa Rarra is known by the people of Indonesia apart from being an entertainment spectacle, it has value in each of its videos which contain religious content that educates the younger and older generations.

The Nussa and Rarra animated series are Islamic animations which in their production still use 12 principles of animation used by animators to attract the audience's attention Anticipation, Staging, Straight ahead action and pose to pose, Follow through and overlapping action, Slow in and slow out, Arc, Secondary action, Timing, Exaggeration, solid drawing, and Appeal to make it look more attractive in every show.

Nussa and Rarra's animation in conveying their da'wah messages is shown implicitly or explicitly. Among the da'wah messages includes the values of aqidah, and morals, in this episode broadcast using the method of preaching al-mau'izhah (good advice).

Thus this can be used as research to find out how to preach with animated videos and can be used as a reference for similar research.

References

1. Muljani, N., Ellitan, L.: Developing Competitiveness in Industrial Revolution 4.0. *International Journal of Trend in Research and Development* 6(5), (2019).
2. Husna, N.: Metode Dakwah Islam Dalam Perspektif Al-Qur'an. *Jurnal Selasar KPI: Referensi Media Komunikasi dan Dakwah* 1(1), 97–105 (2021).
3. Al Fahimi, D., Syam, N. K., Waty, C.: Analisis Konten: Nilai-Nilai Dakwah Dalam Film Nussa dan Rara." *Prosiding Komunikasi Penyiaran Islam* 0(0), 86–90 (2021).
4. Demillah, A.: Peran Film Animasi Nussa dan Rara Dalam Meningkatkan Pemahaman Tentang Ajaran Islam Pada Pelajar SD | Demillah | *Jurnal Interaksi: Jurnal Ilmu Komunikasi.*, *Jurnal Ilmu Komunikasi* 3(2), 106–115 (2019).
5. Nuha, S. U., Ismaya, E. A., and Fardani, M. A.: Nilai Peduli Sosial Pada Film Animasi Nussa Dan Rara.: *JRPD (Jurnal Riset Pendidikan Dasar)*, (4)1, 17–23 (2021).
6. Nussa Official.: New Series 'Rarra': Jangan Menuduh.. Jul. 29, (2022).
7. Sugiyono, *Metode Penelitian Kuantitatif Kualitatif & R&D*. Alfabeta, Bandung (2014).
8. Hasan, I.: *Analisis data penelitian dengan statistik*, 2nd ed. Bumi Aksara, Jakarta (2006).
9. Lamotte, C.: *Discovering Animation Manuals: Their Place and Role in the History of Animation*. *Animation* 17(1), 127–143 (2022).

10. Thomas, F.: The illusion of life: Disney animation / Frank Thomas and Ollie Johnston. *Physics and Visualisation*, 1–2 (1995).
11. Thesen, T. P.: Reviewing and Updating the 12 Principles of Animation. 15(3), 276–296 (2020). <https://doi.org/10.1177/1746847720969919>.
12. F. and Thomas, J. O.: The illusion of life: Disney animation. 1995. Accessed: Nov. 05, (2022).
13. Marzuki, M. A.: The Challenges of Da'wah in the New Normal," *Proceeding International Da'wah Conference* 1(1), 54–63 (2020).

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

