



Narrative Structure Model in Adit Sopo Jarwo Animation

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Abstract. General Background: Animation as a creative medium relies on narrative structure to construct engaging and meaningful storytelling that supports audience engagement and value transmission. Specific Background: MD Animation, recognized through the series Adit Sopo Jarwo, demonstrates a consistent storytelling approach rooted in local culture, structured narrative patterns, and edutainment principles. Knowledge Gap: Despite extensive studies on narrative structures across media, a focused narrative analysis of Adit Sopo Jarwo remains limited. Aims: This study analyzes the storytelling approach of MD Animation by examining narrative structure, character archetypes, and cultural elements within the “Kebhinekaan” episode. Results: The findings reveal a systematic application of the Three-Act Structure integrating diversity as a conflict trigger resolved through inclusivity, supported by contrasting character roles, humor-driven conflict progression, and explicit moral reinforcement through authoritative figures. The narrative consistently transforms complex social issues into accessible edutainment while embedding local wisdom such as mutual cooperation and deliberation. Novelty: This study identifies diversity as a structured storytelling model that operationalizes moral education through inclusive narrative resolution within Indonesian animation. Implications: The results contribute to understanding narrative strategies in the creative industry and provide a reference model for developing culturally grounded educational animation content.

Keywords: Narrative Structure, Animation Storytelling, Edutainment

1 Introduction

Animation constitutes a form of creative media possessing power in conveying stories visually. Within the animation industry, storytelling serves as a pivotal element determining the success of a work. Studio MD Animation, as one of the leading animation studios in Indonesia, has produced various animations characterized by a distinctive narrative approach.

The narrative structure in animation functions not only as a storyline but also establishes the emotional engagement of the audience, builds strong characters, and creates immersive worlds [1], [2]. With the development of the animation industry in Indonesia, it is important to understand how MD Animation designs storytelling within its works.

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The trend of local animation, produced by Indonesian talent and studios, shows increasing intensity. Figure presents an infographic illustrating the commercial performance of Indonesian animated feature films, categorized by their respective box office admissions[3].

Additionally, MD Animation's work, Adit Sopo Jarwo, has secured high television ratings. Figure details the animated series nominated for the "Mom and Kids Awards" at a private television station [4].

Previous research on narrative structures has explored diverse methodologies, such as the implementation of mind mapping strategies to analyze narrative texts [5] and the examination of storytelling styles in digital animation content like "Vernalta" [6]. Scholarly investigations have also delved into the practical application of storytelling within digital marketing [7] and its role as a strategic tool for health education [8].

The analysis of narrative has been extensively applied to literary works, including contemporary novels [9], [10], poetry [11], and regional folklore or legends [12], [13]. In the realm of cinema, researchers have explored narrative frameworks across various genres, ranging from horror short films [14] to complex feature-length dramas and modern cinematic narratives [15], [16], [17], [18], as well as educational animations focused on environmental themes [19].

From a pedagogical perspective, a significant body of work focuses on using animation to enhance student performance, specifically in narrative writing skills [20] [21], [22], [23], learning motivation [24], and historical comprehension [25]. Additionally, narrative media has been utilized to improve broader communication skills, such as speaking, oratory, and listening across various educational levels [26], [27], [28], [29], [30]. Lastly, recent studies have continued to explore narrative structures in popular folklore to preserve moral values [31]. Despite this extensive scholarly background, a comprehensive narrative analysis of the iconic series "Adit Sopo Jarwo" has yet to be conducted. Consequently, the state of the art of this research is established by investigating the narrative structure of the "Adit Sopo Jarwo" series produced by MD Animation, filling a critical gap in the existing literature.

2 Methods

This study employs a qualitative descriptive method with a focused case study approach on the Indonesian animated series Adit Sopo Jarwo. The research investigates how narrative structures and characterizations are utilized to convey social values, specifically the theme of diversity (Kebhinekaan).

2.1 Data Source and Unit of Analysis

The primary data source is the episode titled "Kebhinekaan" (2021), retrieved from the official MD Animation Youtube Channel. This episode was selected via purposive sampling due to its dense representation of multicultural values, local wisdom, and the "Three-Act Structure" typical of the series' educational strategy.

2.2 Analytical Framework

To align with the study's objectives, three distinct analytical frameworks were integrated:

Narrative Structure Analysis. Based on the Three-Act Structure model (setup, confrontation, and resolution), the researchers mapped the plot progression to identify how conflict triggers and resolutions facilitate moral education.

Character Archetype Analysis. The study examined the "Hero," "Anti-Hero," and "Comic Relief" archetypes to determine their functional roles within the narrative specifically how the dynamic between Adit, Jarwo, and Sopo serves as a vehicle for both conflict and humor.

Cultural and Semiotic Analysis. This was used to identify elements of local wisdom, such as *gotong royong* (mutual cooperation) and *musyawarah* (deliberation), and the role of authority figures in providing explicit moral mandates.

2.3 Research Procedure

The analysis was conducted through a systematic four-stage process:

Structural Mapping. deconstructing the 2021 "Kebhinekaan" episode into its constitutive acts (introduction, complication, resolution) to identify the "key narrative elements" and "conflict triggers."

Character Profiling. categorizing characters based on their traits, storytelling characteristics, and narrative functions (as detailed in the subsequent results).

Thematic Coding. identifying recurring themes related to "Edutainment," specifically the balance between slapstick humor and explicit moral messaging.

Contextual Synthesis. evaluating how the "Kampung Karet" setting and the presence of religious figures like Haji Udin contribute to social cohesion and cultural relevance within an Indonesian context.

2.4 Data Validity

To ensure the credibility and dependability of the findings, the researchers utilized theory triangulation, comparing the visual data with established theories of narrative education and Indonesian social values. The analysis was cross-referenced with the official production context of MD Animation to ensure the interpretations of "Anti-Hero" and "Hero" roles remained consistent with the studio's creative intent.

3 Results and Discussion

The analysis of the narrative structure in the diversity themed episode demonstrates the consistent use of the Three Act Structure model adapted for educational purposes. Table 1 delineates the application of the Three-Act Structure model within MD Animation’s production, specifically highlighting how elements of diversity are integrated into the setup, complication, and resolution phases.

Table 1. The narrative structure applied in the animations produced by MD Animation.

Act	Key Narrative Elements	Representation in the Theme of Diversity
Introduction (Setup)	Setting and Character Exposition: Introducing the problem or initial difference that becomes the focus of the story.	Initial Equilibrium: Normal life in Kampung Karet. Conflict Trigger (Inciting Incident): The emergence of differences in opinion, practice, or cultural/religious backgrounds between characters (for example, differences in how to celebrate an event, or misunderstandings due to different ethnic backgrounds).
Complication (Confrontation)	Core Conflict: A series of actions wherein the value of diversity is tested. The main character (Adit) attempts to resolve the problem.	Test of Tolerance: Characters face difficulties or conflicts stemming from existing differences. Core Education: The process of mediation, discussion, and learning to understand different points of view, often guided by an adult figure (for example, Mr. Haji Udin or parents).
Resolution	Climax: The settlement of the conflict. Completion (Denouement): Reinforcement of the moral message.	Diversity Synergy: The conflict is resolved through cooperation or tolerance. Explicit Moral: The message that difference is wealth, and a source of strength (Unity in Difference) is conveyed explicitly by the narrator or a wise figure.

The studio uses a narrative that is inclusive in nature where all characters, including those who are ‘different’, play an active role in the solution, thereby instilling the value that everyone has a contribution, regardless of their background.

The element of humor (specifically through the characters Sopo and Jarwo) is often used to lighten potentially sensitive diversity topics, so that the message of tolerance is conveyed in an atmosphere that is enjoyable and not patronizing. Distinctive storytelling elements of the Adit Sopo Jarwo Series: Consistent Narrative Structure that Reinforces Moral Messages. Adit Sopo Jarwo always utilizes a framework that is very clear (often divided into three mini-acts within a short duration):

Inciting Incident from Error/Local Conflict. The story is almost always initiated by a reckless idea, a cunning attempt (usually Bang Jarwo), or a small misunderstanding that is relatable in neighborhood life.

Rising Action Driven by Humor. The conflict process always involves humorous interaction between Jarwo (cunning/greedy for money) and Sopo (innocent/naive), which creates slapstick or situational comedy.

Resolution Led by the Protagonist and Concluded with Advice. The conflict is always resolved by the intervention of Adit or his friends who are more rational, and concluded with the presence of a wise adult figure, such as Mr. Haji Udin, who provides explicit advice (counsel/mandate) as a closing.

Character Contrast Comedy (The Odd Couple). The Sopo and Jarwo duo is the heart of the comedy and conflict in this series, creating a unique storytelling characteristic. The interplay between the protagonist and anti-hero archetypes creates a dynamic narrative tension, these unique storytelling characteristics and their roles in driving the plot are summarized in Table 2.

Table 2. Unique storytelling characteristic.

Character	Storytelling Characteristic	Function in Narrative
Bang Jarwo	Antagonist Protagonist (Anti-Hero): His nature is greedy, opportunistic, and lazy. His desire to get rich quick or avoid hard work always becomes the inciting incident (problem trigger).	Presents conflict, a source of humor, and functions as an example of wrong behavior that must be corrected.
Bang Sopo	Innocent Sidekick: Innocent, naive, slow-thinking, but possesses a good heart. He often becomes the victim of Jarwo's cunning or unintentionally worsens the situation.	Provides comic relief. Sopo's naivety often unintentionally brings out the truth or triggers sympathy.
Adit	Hero/Role Model: Rational, intelligent, and highly moral. He acts as a resolution agent who solves problems with logic and conscience.	Teaches the correct solution. Adit represents the ideal target audience that is intelligent and socially spirited.

Strong Local Wisdom. Adit Sopo Jarwo uses settings and values that are very Indonesian, making it different from animation from outside Indonesia.

- a. Kampung Karet Background: An environment that is very relatable for the urban or suburban society of Indonesia. This creates emotional proximity (social cohesion).
- b. The Value of Mutual Cooperation (Gotong Royong) and Deliberation (Musyawarah): Conflicts are often resolved by involving all village residents,

highlighting the importance of deliberation, mutual aid, and a harmonious social life.

- c. Religious/Traditional Figure (Mr. Haji Udin): The presence of a wise religious/traditional figure (spiritual mentor) at the end of the story ensures that the moral message is not merely socially correct but also possesses moral-religious authority within the Indonesian cultural context.

Edutainment Strategy (Education and Entertainment). A characteristic feature of Adit Sopo Jarwo is its success in balancing humor and education.

- a. Implicit and Explicit Messages: Values such as honesty, responsibility, and tolerance are presented implicitly through the plot (consequences of Jarwo's actions), yet are reinforced explicitly through the advice dialogue of Mr. Haji Udin.
- b. The Use of Simple Metaphors: The problems faced are very simple (for example, kite problems, communal work, money misunderstandings), which facilitates children in digesting the larger moral message behind them.

4 Conclusion

Diversity is a systematic and effective storytelling model. This model succeeds in transforming complex social issues into easily digestible edutainment content, ensuring that the message of tolerance and unity is not only understood but also practiced, by making difference the story triggering element (inciting Incident) which is ultimately resolved through the principle of inclusivity (resolution).

The distinctive storytelling of Adit Sopo Jarwo is characterized by the strategic integration of structured narrative arcs, contrasting character archetypes, and intrinsic local wisdom. This synthesis effectively functions as an edutainment mechanism, wherein social values are conveyed through accessible humor and validated by culturally authoritative moral resolutions.

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