

Representation of Anti-Corruption Values in “Sahabat Pemberani”, an Animated Series Produced by Indonesia’s Corruption Eradication Commission (KPK)

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Abstract - An animated series is one of the effective media to instill anti-corruption values for children. Through this media, values such as honesty could be conveyed in a compelling way thus children would be excited to watch and pay attention to them. Related to this matter, Indonesia’s Corruption Eradication Commission (KPK) seeks to implement its strategic steps in eradicating corruption in Indonesia, especially for younger generation, through an animated series entitled “*Sahabat Pemberani*”. It is aimed to represent anti-corruption values for younger generation in an effective way. This research was conducted using content analysis method on animated series and literacy studies. Its research measures were including exploring and mapping anti-corruption values in the animated series, “*Sahabat Pemberani*”.

Keywords - animated series, anti-corruption, education, children, KPK

I. INTRODUCTION

According to Transparency International (2018), Indonesia ranked 89th out of 180 countries, with the Corruption Perception Index (CPI) reaching 38 points. This proves that there has been an increase over previous years, as in 2014 Indonesia gained CPI score of 34 points and rose to 37 points in 2017 (Transparency International, 2019).

In its strategic measures to eradicate corruption, KPK also targets Indonesia’s young generation, including children as they will lead Indonesia in the future. It is expected that young generation will be well-educated, particularly about the danger of corruption for the survival of the nation and state. Children are potential future leaders. Therefore, the anti-corruption education for children is aspired to break the cycle of corrupt behavior in Indonesia.

KPK holds a strategic policy in educating public about the importance of protecting families and communities from corrupt behavior, including by issuing various anti-corruption education products intended for children. One of

them is by releasing an animated series entitled “*Sahabat Pemberani*” (Courageous Companions). The second season was launched in May 2017.

Through the second season of “*Sahabat Pemberani*”, KPK represents the anti-corruption values into media that is favorable by children. The stories presented in this animated series is close to everyday life and loaded with educative messages about anti-corruption values.

The titles of the latest “*Sahabat Pemberani*” animated series for the second season are including (1) “*Roki, Robot Kita Indonesia*” (Roki, Our Indonesian Robot), (2) “*Mesin Waktu*” (Time Machine), (3) *Main Jujur* (Fair Play), (4) *Pahlawan Kemerdekaan* (Independence Heroes), (5) *Jelajah Pulau* (Exploring the Island), and (6) *Penyelamatan Hutan* (Forest Rescue).

II. LITERATURE REVIEW

Film is an effective medium for conveying ideas. In the field of communication, film is not only seen as

entertainment that presents a spectacle of stories. Film has become an effective medium of communication and could provide benefits in the fields of economic, social, and cultural (Sartika, 2014). In the learning process, the film has great benefits learning related to facts, skills, procedures, principles, concepts, attitude, opinion and motivation (Putri, 2015). Related to this, film is a very effective learning media for children in the process of understanding something.

Anti-Corruption Education is an important thing in everyday life (Sarmini, 2018). Related to anti-corruption education, film plays an important role as a medium to convey social messages to the wider community, which in the end is expected to have a major influence on the planting of anti-corruption values that will encourage changes in anti-corruption attitudes and behavior from the smallest family, to the life of the nation (Sulistiyorini, 2015).

The children's film genre is a surprisingly apposite tool for aiding the moral instruction of pre-adolescents (Wonderly, 2009). Animated film is one of the film genres consumed by public, especially children. This genre is very popular among children. It usually shows colorful and vivid images, accompanied by fun and cheerful songs. This is what makes animated films significant to be used as educational media.

According to Marsh (in Rahmatullah, 2011: 5), animated films could contribute learning experiences to children in more meaningful way and produce greater stimulus compared to reading books. In this case, animated films have integrated elements of audio, video, and text into such a comprehensive presentation. This causes animated films to have many advantages in terms of attractiveness.

As the objective of anti-corruption education through animated films, children often admire certain characters in animated films. In fact, sometimes children emulate every action, behavior, or attitude of the characters from the animated films they see.

Regarding to this fact, children are learners who develop through imitating process. This provokes that children need

a role model in their growth process. The ability to imitate other people is the main reason for the development of intelligence and human technology because imitation is an efficient way to learn new things (Mussen, 1984: 141).

III. METHODOLOGY

This study uses a qualitative method. Qualitative research is used to express images and/or understanding of how and why a symptom or reality of communication occurs (Pawito, 2007: 35). Geertz in Miles (2014: 30) also states that data collected in qualitative research is generally full description therefore it is rich and holistic.

The purpose of this study is to conduct a content analysis of an animated series produced by KPK, “Sahabat Pemberani”, to trace the mapping of anti-corruption values in the series. Nine anti-corruption values formulated by KPK include (1) honesty, (2) caring, (3) self-reliance, (4) discipline, (5) responsibility, (6) hard work, (7) modesty, (8) courage, and (9) justice. Thus, through this research, it can be seen to what extent this animated film represent anti-corruption values in each series.

Furthermore, the researchers will investigate on which anti-corruption values embedded in the animated series. In addition, the researchers will also explain how the mapping of each anti-corruption value is displayed in every title of the series of “Sahabat Pemberani”.

IV. RESULT AND DISCUSSION

KPK has undertaken a creative attempt to provide anti-corruption education for children through the animated series entitled “Sahabat Pemberani”. Each of anti-corruption values is considered to be the essence of anti-corruption education that needs to be conveyed to children implicitly. Of the six titles of “Sahabat Pemberani” series, the anti-corruption values are embedded partially in different series. In this case, each of the series does not display all of nine anti-corruption values but it only shows several of them.

The results of the anti-corruption values mapping embedded in each animated series are as follows.

Table 1. Mapping Analysis Result of Representation of Anti-Corruption Values in Animation Series, “Sahabat Pemberani”

No	Title	Anti-corruption Values								
		Honesty	Caring	Self-reliance	Discipline	Responsibility	Hard Work	Modesty	Courage	Justice
1.	<i>Roki, Robot Kita Indonesia</i>	√	√		√		√	√		√
2.	<i>Mesin Waktu</i>		√			√		√	√	
3.	<i>Main Jujur</i>	√					√		√	√
4.	<i>Pahlawan Kemerdekaan</i>	√	√	√			√			
5.	<i>Jelajah Pulau</i>		√						√	
6.	<i>Penyelamatan Hutan</i>		√						√	

1. “*Roki, Robot Kita Indonesia*” (Roki, Our Indonesian Robot)

a. Synopsis

Krisna is excited to join a robotic competition. Thus, his mother provides him some money to buy robotic partition. Krisna promises her mother to use the money as needed. Together with Panji and Kirana, they go to several electronic shops in the city to buy robotic partition but in the end they cannot find one. Instead, Krisna uses the money to buy some cakes and strawberry juice. Later at home, Krisna honestly admits to his mother that he uses the money improperly. Afterwards, assisted by Panji's father, Krisna tries to repair the damaged robotic partition and finally manage to build a new robot and win the competition.

b. Anti-corruption values

(1) Honesty

Krisna bravely admits that he uses the money improperly to his mother.

(2) Caring

Panji tries to help Krisna to repair his robotic partition with his father.

(3) Discipline

Krisna makes a mistake. He is not disciplined in using the money given by his mother. Consequently, he cannot buy the important partition for his robot.

(4) Hard Work

Krisna works hard to complete his robotic project.

(5) Modesty

It is shown through Krisna’s mother attitude who asks Krisna to spend the money as needed.

(6) Justice

Krisna buys some cakes and strawberry juice for Panji and Kirana as they accompany him to look for a robotic transmitter.

2. “*Mesin Waktu*” (Time Machine)

a. Synopsis

Krisna’s time machine encounters technical problems. As a result, the machine sends Panji to the heart of Kalimantan forest. Krisna and Kirana works together to bring Panji home. Meanwhile, Panji meets Bastian, a native Dayak boy who helps him when he is lost. They quickly become friend and together they explore the nature beauty of Kalimantan. In the end, Bastian gives him a Dayak mask as a memento. Panji later wears the mask in the cultural parade.

b. Anti-corruption values

(1) Caring

Bastian helps Panji when he is lost in the Kalimantan forest.

(2) Responsibility

Krisna tries hard to fix the time machine and bring Panji home.

(3) Modesty

Bastian is described as a native Dayak boy who lives in simple life with his family and relatives. This shows a modest lifestyle which far different from the city life.

(4) Courage

Panji is brave enough to start a new friendship with Bastian while he is lost in the Kalimantan forest.

3. “*Main Jujur*” (Fair Play)

a. Synopsis

Panji, Krisna and Kirana is dealing with a group of three naughty boys who annoyingly disturb the game. These boys also often cheat while playing. Through this series, audience is shown that honesty will always win against cheating.

b. Anti-corruption values

(1) Honesty

Children who plays fair and honest will win against those who cheat. This shows that honesty is very essential matter to be applied in our daily life.

(2) Hard work

Panji, Krisna and Kirana work hard as a teamwork to face the naughty boys in the game.

(3) Courage

Panji, Krisna and Kirana bravely fight against the naughty boys through playing traditional games which test their honesty.

(4) Justice

Panji, Krisna and Kirana fairly share the task when playing the game therefore the game runs smoothly and well-coordinated. In the end, they win the game.

4. *Pahlawan Kemerdekaan* (Independence Heroes)

a. Synopsis

Panji, Krisna and Kirana are asked by Aryo to collect donation from residents. The donation will be used to fund several activities prior to celebrate Indonesia’s Independence Day. Panji, Krisna and Kirana find several creative ways to collect donations by cleaning, washing cars and others. They work hard until they collect quite big amount of money. The excess fund then is used to make a new garbage cart for Mr. Arifin, the neighborhood janitor.

b. Anti-corruption values

(1) Honesty

Several acts performed by Panji, Krisna and Kirana in showing honesty are as follows:

(a) Asking residents to record the donation for the purpose of donation report even though they state that their contribution is done sincerely.

(b) Refusing additional money from the residents for the purpose of buying snacks.

(c) Refusing gifts from residents but eventually the gifts are accepted and recorded as a form of contribution.

(2) Caring

Panji, Krisna and Kirana agree that the excess fund from the donation they have collected will be used to make a new garbage cart for Mr. Arifin.

(3) Self-reliance

This is shown when Panji, Krisna and Kirana take the initiative to collect donation in creative ways.

(4) Hard work

Panji, Krisna and Kirana work hard to collect donation for the celebration of Indonesia Independence Day by helping residents doing their daily chores.

5. *Jelajah Pulau* (Exploring the Island)

a. Synopsis

Panji, Krisna and Kirana embark on an adventure by riding a hot air balloon. In the middle of their journey, the balloon accidentally bursts and they are stranded on a remote island called Island of Hope. Unluckily, Krisna’s GPS device disappears and they get lost. A silvery gibbon appears and helps them finding the device. It turns out that the gibbon is in trouble. Its child is captured and soon will be sold by poachers. Panji, Krisna and Kirana agree to save the gibbons before leaving the island.

b. Anti-corruption values

(1) Caring

Panji, Krisna and Kirana help the gibbon to release its child which is captured by the poachers. They also concern about the forest sustainability.

(2) Courage

Panji, Krisna and Kirana bravely save the gibbon’s child from the poachers.

6. *Penyelamatan Hutan* (Forest Rescue)

a. Synopsis

While Panji, Krisna and Kirana are exploring the forest, they find a silvery gibbon is stuck under the fallen trees. It turns out that the forest is being damaged by illegal loggers. After helping the gibbon, Krisna and Kirana bravely face two illegal loggers and prevent them from stealing the woods. Finally, with the help of the forest rangers, the illegal loggers are arrested.

b. Anti-corruption values

(1) Caring

Panji, Krisna and Kirana help a gibbon out of the fallen trees. Their attitude towards the environment concern is also a manifestation of caring values.

(3) Courage

Panji, Krisna and Kirana work together to prevent the illegal loggers to realize their evil plan.

All nine anti-corruption values are not fully represented in each series but they are adjusted according to the needs of the stories. This measure is performed to avoid overlapping messages. If all values are forced to be inserted in one series, the presentation would be inconvenient and difficult for audience to understand the storyline. Therefore, KPK as the producer of the animated series has taken the right step by distributing all nine anti-corruption values into several titles.

V. CONCLUSION

This study shows that the second season of “Sahabat Pemberani”, an animated series produced by KPK has been able to convey all nine anti-corruption values to children. These values are projected into stories and eye-catching visual favored by children. The message delivery is considered as effective and on point.

The use of anti-corruption values is not displayed thoroughly in the animated series. Therefore, it shows a mapping of the use of different anti-corruption values in each title. The mapping is aimed to avoid overlapping messages in the series.

Through the animated series of “Courageous Companions”, the idea of anti-corruption is effectively represented in a delightful way for children. Additionally, it is in accordance with its educational target: children.

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