

THE VALUE OF CHARACTER EDUCATION IN HAYYA FILMS

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Abstract

Character education is education that develops cultural values and national character so that having and implementing these values is very important in the lives of students as members of society and religious, productive, and creative citizens. The Ministry of National Education has formulated 18 character values that will be instilled in students as an effort to build the nation's character. Media communication that is effective and can be accepted by all levels of society is film. Films that provide learning to support education are Hayya films. The value of character education depicted in this film is very supportive to increase knowledge for audiences, educators, and students. For this reason, this translator only provides a description of how to analyze the value of character education in Hayya films.

Keywords: Character Education, Communication Media, Hayya Films

I. INTRODUCTION

Character education is education that develops cultural values and national character so that they have and apply these values in their lives as members of society and religious, productive, and creative citizens (Sulistyowati, 2012: 22). How important character education is to someone. Through this character education, a person is able to have a responsible attitude as the successor of the nation so that the condition of the nation and state can be much better. With character education also peace in society can be realized and well maintained.

The process of inculcating values is not only through formal and non-formal education. But along with the development of science and technology, the inculcation of educational values can be carried out through other educational media, both mass media, print and electronic. Electronic media includes visual and audio visual media. As with the variety of models and information media presentations, it cannot be denied that they all play an important role as media for education.

In this case an edutainment film appears, namely the term for a film that provides entertainment to the audience as well as containing educational elements. Educational film is a show that aims to change someone's behavior both cognitive, affective, and psychomotor, and not profit oriented. In the use of visual effects, a good film is not determined solely by the sophistication of the visual effects in the film, but rather the essence or meaning to be conveyed in the film with good, simple, and humane aesthetics so that the audience will bring home the message as exemplary, entertained, without making him feel bored.

One of the effective and acceptable communication media for all levels of society is film. Film has the ability to attract people's attention and partly is realized by the reason that film has the ability to deliver messages uniquely. Film always influences and shapes society based on message content. Behind it the film always records the reality that grows and develops in society and then projects it onto the screen (Susanti & Asyari, 2017). Film is also one form of communication media that has the potential to be used for learning by design and by utilization. In this case one of the films that provide learning to support the world of education is the film *Hayya* by Asma Nadia and Benny Arnas. This film raises the theme of humanity and tells the importance of love for fellow human beings, especially in a Palestinian land that experiences prolonged conflict. The value of character education depicted in this film is very supportive to increase knowledge for audiences, educators and students. In this discussion it is only limited to how a researcher analyzes the value of character education in *Hayya's* film by using the value of character education suggested by the Ministry of National Education.

II. DISCUSSION

1. Values

Values are tools that show the basic reason that "a particular way of execution or end is socially preferred over way of implementation or opposite final state (Robbins, 2007: 146). Values can also be meaningful as social principles, goals, or standards used or accepted by individuals, classes, communities, and others. Value can be formulated as a determination or an object quality that involves the type of appreciation or interest. Values include anything that is considered meaningful to the life of a person whose judgment is based on the quality of right-wrong, good-bad, or beautiful-bad orientation is anthropocentric or theocentric. For this reason, the value reaches all human activities, both the relationship

between humans, humans and nature, or humans and their Lord. From the information above, it can be synthesized that value is the essence of a good and proper thing to be done by humans that involves beliefs, beliefs, norms, and behavior.

Character comes from values about something. A value that is manifested in the form of behavior that is called character. So a character is attached to the value of the behavior, because there is no behavior that is not free from value. Only perhaps the extent to which we understand the values contained in the behavior of someone who is possible to be in conditions that are not clear. In the sense that what is the value of a behavior is very difficult to understand by others than by himself. Lickona (2013: 74) states that other forms of values that should be taught are honesty, fairness, tolerance, wisdom, self-discipline, help, caring for others, cooperation, courage, and democratic attitudes.

2. Character Building

According to Zamroni (2003), the government in this case the Research and Development Agency, the Curriculum Center of the Ministry of National Education has formulated character education material, which includes the following aspects :

a. Religious

Religious is an obedient attitude and behavior in carrying out the teachings of the religion it adheres to, tolerance of the implementation of the worship of other religions, and living in harmony with followers of other religions.

b. Honest

Honest is a behavior that is based on efforts to make himself as a person who can always be trusted in all words, actions, and work.

c. Tolerance

Tolerance is the attitudes and actions that respect differences in religion, ethnicity, ethnicity, opinions, attitudes, and actions of others who are different from themselves.

d. Discipline

Discipline is an attitude or action that shows an orderly and compliant behavior in a variety of existing rules and regulations.

e. Hard Work

Hard work is a behavior that shows serious effort in overcoming various learning obstacles, tasks, and can solve them as well as possible.

f. Creative

Creative is being able to think and do something to produce a new way or result from what you already have.

g. Mandiri

Independent is the attitude and behavior that is not easy to depend on others in completing all the tasks given to him.

h. Democratic

Democratic is a way of thinking, behaving, and acting that shares the same rights and obligations with others.

i. Curiosity

Curiosity is the attitude and action that always seeks to find out more deeply and extensively from something that has been learned, seen, and heard.

j. Spirit of Nationality

The spirit of nationality is a way of thinking, acting, and insight that places the interests of the nation and the state above self and group interests.

III. CONCLUSION

Character education is education that develops cultural values and national character so that students are expected to have and apply these values in their lives as members of society and religious, productive, and creative citizens. Through character education someone is able to have a responsible attitude as the successor of the nation so that the condition of the nation and state can be much better.

The process of inculcating values is not only through formal and non-formal education. But along with the development of science and technology, the inculcation of educational values can be carried out through other educational media, both mass media, print and electronic. One of the effective and acceptable communication media for all levels of society is film. The film has the ability to attract attention and some others realize that the film has the ability to deliver messages uniquely. Film is also one form of communication media that has the potential to be used for learning by design and by utilization. Films that provide learning to support education are Hayya films. The value of character education depicted in this film is very supportive to increase knowledge for audiences, educators and students.

IV. REFERENCES

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