

ANTI-CORRUPTION EDUCATION THROUGH THE UTILIZATION OF DIGITAL COMIC BOOK

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Abstract

Indonesia is one of the countries with high corruption rates in the world. The behavior of these corrupt crimes has plagued many layers of society. Therefore, Indonesia's Corruption Eradication Commission (KPK) as an institution to eradicate corruption in Indonesia, seeks to eradicate corruption through various steps. One of the strategic steps is to provide early anticorruption education to children. Anti-corruption education is done in order to instill nine anti-corruption values, namely 1) honesty; 2) concern; 3) independence; 4) discipline; 5) responsibility; 6) hard work; 7) simplicity; 8) courage; and 9) justice. Education is provided through various digital media, namely, animated films, games, and storybooks are packaged in digital form. Related to that, children as future leaders need to get anti-corruption education early on. The hope is that in the future, corrupt deeds can be stopped. This study was prepared using literacy study method. The goal is to describe how the anti-corruption value consisted of the digital storybooks in anti-corruption education for children, as well as the variety of media used.

Key words: innovation, digital media, comic book, anti-corruption, education, KPK

INTRODUCTION

Indonesia entered the ranks of countries with high corruption figures in the world. The behavior of these corrupt crimes has penetrated into various loopholes in the midst of society. However, although Indonesia is still vulnerable to corruption, there is at least some evidence of serious efforts by the authorities in combating corruption.

In 2016, based on data from Transparency International, Indonesia ranks 90th out of 176 countries, with the Corruption Perception Index (CPI) reaching 37 points. It proves that there is an increase compared to previous years, such as CPI score of 34 points in 2014 and 36 points in 2015.

In 2004, the Indonesian government has attempted to incorporate anti-corruption lessons in schools through Presidential Instruction No. 5/2004 on Accelerating the Eradication of Corruption. In the 11th part of Dictum (Special Instruction) point 7, the government has instructed the Minister of Education to conduct an education based on the spirit and attitude of anti-corruption.

In its steps to eradicate corruption, the Commission also targeted the needs of Indonesia's young generation, among them, are children. Children who will lead Indonesia later, are

expected to be well educated about the corruption of corruption for the sustainability of the nation and state. Children are potential future leaders. Therefore, anticorruption education on children is expected to help break the cycle of corrupt behavior in Indonesia. More importantly, the environment plays an important role in shaping the attitude of children. Within this framework, children should have proper learning about an environment that values integrity (Aryanto, 2007).

One of the strategic policies undertaken by the KPK is to publish a variety of anti-corruption education products intended for children, namely games, songs, animated films, and publish children's storybooks. This research will be limited to the digital book version of the children's storybook. The publication of the children's story is expected to educate children in a way that children love.

Since 2012, the KPK has issued a policy by initiating and publishing the children's storybook *Seri Tunas Integritas*. The aim is to instill early anti-corruption values to Indonesian children. The nine values of anti-corruption, namely: 1) honesty; 2) concern; 3) independence; 4) discipline; 5) responsibility; 6) hard work; 7) simplicity; 8)

courage; and 9) justice. With various considerations and foundations, KPK believes that children's stories are the most effective medium for instilling these nine anti-corruption values to early childhood.

Before the children's series of *Tunas Integritas* series was published, the KPK has held an anti-corruption workshop that specifically invites a number of writers, layouts, editors, and children's book illustrators. The event was held on 30 November to 2 December 2011. Through the workshop, it was proposed that one of the ways to eradicate corruption preventively is by planting and socializing anti-corruption culture. This is where children's reading writers play an important role. Children reading authors are expected to make readings that contain the basic values of anti-corruption. Those values are honest, disciplined, responsible, simple, hard work, independent, fair, courageous, and caring.

The publication of the children's story is part of the communication policy undertaken by the KPK. In planning, of course, the publication of children's storybooks is preceded by various research and studies in the community.

Socio-psychologically, the flow of information that continues to hit our lives will cause various influences on the development of the soul, especially for children and adolescents. Their pattern of behavior, little by little, is influenced by what they receive that may deviate from the stage of development of the psyche as well as the prevailing norms. This can happen when the impression or information that an adult should have consumed was watched by the children (Amini, 1993).

Therefore, the comic is expected to provide education to the public to recognize corruption and stay away from his behavior.

In the midst of the advancement of the digital era, the KPK is also aiming for the utilization of digital platforms in anti-corruption education. Therefore, the KPK publishes the storybooks in a digital format that can be accessed easily.

RESEARCH METHOD

This study uses a qualitative method. Qualitative research is intended to provide an overview or understanding of how and why a symptom or reality of communication occurs (Pawito, 2007: 35).

The purpose of this research is to conduct the content analysis on serial comic *Tunas Integritas*

KPK production so that it can be known substance, that is anticorruption messages, which is delivered in a special formulation for children.

Related to this, the researcher will explore what anti-corruption values will appear in the digital versioned comics.

In this study, researchers tried to describe the message content implicit in the comic as a media delivery message. Researchers do an analysis of the object of research, which is 7 comic book Series *Tunas Integrity* publishing initiated and initiated by the KPK. In this case, the researchers tried to compare the seven comics so as to find the similarities and differences in conveying anti-corruption values. In addition, researchers conducted a study of literature on reference sources in the form of books, journals, and the Internet to enrich understanding.

RESULT AND DISCUSSION

The results of the analysis of seven comics for children of Kindergarten age, whose publications were initiated and initiated by the KPK are as follows:

Ungu, Di Mana Kamu? (Purple, Where Are You?)– Forum Penulis Bacaan Anak (2012)

The book "Purple, Where Are You?" Consists of 16 sections with one storyline. The main character in the book is an insect called Kumbi Hil. Through Kumbi Hil's character, the author invites the reader to learn about anti-corruption values by performing various educative games such as making a workshop, searching for words, finding a way in drawing labyrinths, drawing, finding certain words in poetry, and searching for missing pieces. Through the book, the values presented are honesty, caring, independence, responsibility, hard work, and courage.

Ini? Itu? (This One or That One)– Forum Penulis Bacaan Anak (2012)

The book "This One or That One?" "Consists of three stories, not" Not Used Goods ", Mobil-Mobilan Dido ", and " Chaca Must Know. The three stories provide educational value to children through descriptive stories that convey the values of honesty, caring, responsibility, hard work, simplicity, and courage.

Hujan Warna Warni (Colorful Rain)– Forum Penulis Bacaan Anak (2012)

The book "Colorful Rain" consists of 4 stories,

"Rajarima", "Oncom City", "Colorful Rain", and "Guest of the Future". The four stories contain educational elements that teach children about the values of honesty, caring, responsibility, justice, and courage.

Byur! – Forum Penulis Bacaan Anak (2012)

The book "Byur!" consists of five stories, "Is there a Basket for Oshi?", "Fufu and the Thief", "Bimo Beware", "Sugar Candy", and "Cake Santan Walnuts". The five stories have different educational values, which include values of honesty, caring, responsibility, courage, and hard work.

Cerita dari Peternakan Kakek Tulus (The Story from Grandfather Tulus's Farm) – Tim Komunitas Kajian Dongeng (2007)

The book "The Story from Grandfather Tulus's Farm" contains nine parts of the story. All of it is an everyday story that takes place in a village. In the village, there are interesting events that educate children about the value of responsibility, honesty, caring, courage, simplicity, and hard work.

Ya Ampun, Sabar Dong! (Please, Be Patient!) – Forum Penulis Bacaan Anak (2012)

The book "Please, Be Patient!" consists of 5 exciting stories titled "Rara Princess Dress", "Ya Ampun, Sabar Dong!", "Flozzy Powder Flo", "Do It Soon, Princess", and "Mini Rings Remi".

The stories in the book give the values of patience, courage, independence, caring, and hard work. It is very important to imitate by children.

Wuuush - Forum Penulis Bacaan Anak (2012)

The book "Wuuush" consists of 5 stories, "Suffice Only", "Milk for Mom", "Pasar Kaget", "Aji Plan", and "Dur Dur Monster". The whole story in the book teaches children about the value of simplicity, discipline, responsibility, courage, and honesty.

CONCLUSION AND SUGGESTION

This study shows that the comic series of Tunas Integritas issued by KPK has been able to convey anti-corruption values to children. The nine values of anti-corruption, namely: 1) honesty; 2) concern; 3) independence; 4) discipline; 5) responsibility; 6) hard work; 7) simplicity; 8) courage; and 9) justice.

The nine values are delivered through a comic medium that is very interesting and liked by children. The stories in these books are very educational and inspiring, in some books there are

also educative games that children can follow so that the values of anti-corruption can be conveyed in a fun way. The media used is full-color comics with interesting illustrations that are very liked and easily understood by children. Thus, the delivery of messages will be effective and on target.

Thus, the idea of anti-corruption can be campaign attractively to children. Not merely rigid campaigns that can only be enjoyed by the adult age group. It is hoped that anticorruption education on children can help break the cycle of corrupt behavior in Indonesia. Thus, future generations in the future will move in a better direction and always stay away from corruption for the sake of a better Indonesia.

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