
FILM AS A COMMUNICATION STRATEGY IN THE LEARNING PROCESS OF CHILDREN CHARACTER STRENGTHENING IN THE DIGITAL ERA

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Abstract

The advancement of information and communication technology today is very impacted by various human activities. In general, see technology is a means to facilitate in carrying out activities to meet human needs. Education is one of the needs that must be borne at the age of children both formal and non-formal. Utilization of information technology and communications in the digital era to be an effective alternative to the learning process and realize the quality of education. This article discusses the use of digital technology through film media on the strengthening of character in children. The results of this study indicate, communication through the media is an effective way for the process of development of child insight. Things that are compatible with Entertainment Education Theory that provides that understanding Communication strategy through mass media can give effect to individual behaviour, and social system in general, in this context is children. With the presence of media films that are positively contagious will affect the cognitive abilities in children, so that will impact on his behaviour. The role of communication between parents and teachers to children should be established conducive to the accompaniment of the learning process through film media. In addition, the most important thing is the ability of the media in producing information should consider the segments target audience.

Keywords: film for children, educational communication strategy, strengthening children's character

INTRODUCTION

The development and findings of new technology in the field of information and communication have significantly changed the behavior and activity of human communication is amazing. It affects the various efforts in utilizing the advancement of information and communication technology, which is certainly to facilitate humans in meeting their needs.

The presence of information and communication technology has made it possible for anyone to obtain information that is abundant, fast, and easy from various sources and places in the world. In addition to rapid development, changes also occur quickly. Therefore, it is necessary to acquire, manage and utilize information in order to survive or even adjust to the ever-changing, uncertain and competitive circumstances. (Martiningsih, 2007).

Media changes are the result of the development of information and communication technology, which makes an extension of the existence of human hands. Convergence of audio-visual media technology with internet network has made it easier to fulfill information and entertainment needs for a human. Education is one of the basic needs of humans in the current era, especially in the children as the next generation of the nation. So that the presence of media technology can be utilized for the needs in the field of education.

Viewed from communication, media and communications technology will be meaningless if the contents of the media that affect the mind and mind are not considered wisely. Violence, criminalization, pornography, hedonism, consumerism, radicalism, and ideological orientation are closely related to the content of a medium. The way how a nation thinks and acts is in part determined by the content and how the media packs it. (Muktiyo. 2016).

Various problems with the presence of information and communication technology has often we hear even encountered through the media in the form of audiovisual through mass media or internet. In addition to prevention efforts distribution and access to negative content contents through various media, especially the internet, need also preventive action by presenting the impressions that are positively charged. Art creativity embodied in the film media is expected to provide impressive impressions for the benefit of society, especially for children in accordance with the development of character and personality.

As an effort to meet the needs of information and entertainment that educate, then the need for impressions through the film media is really destined and good development of children. If it is not met then it will be feared the children will access the entertainment through inappropriate impressions, so it will have a negative impact. Moral education and

character in children can be grown through the form of narrative or more precisely the impressions on films destined for children. (Wonderly, 2009).

Education and teaching are the most important investments in human life, both individually and in groups such as nation and state. Character education in children will improve mental and moral quality, so it can affect all thoughts, behaviour, character and character possessed by someone. When the benchmark of success of children at the level of basic education is determined only by intellectual intelligence, it is feared will diminish the quality of character, as well as the level of intelligence emotionally and spiritually. The occurrence of fights, bullying, drugs, pornography, porn action, selfishness, until the behaviour of corruption became one of the effects of failure that has been less attention to strengthening the character, emotional and spiritual intelligence.

Based on the background of the problem, then in this article will provide an overview to the understanding of the role of film as a learning communication media for the development of children's character. It is hoped this research can provide an understanding of the importance of film as a medium or way of learning character for children. The results of the discussion in this article are expected to provide a reference for parents or teachers of educators, about the importance of using film media as a learning process for children.

RESEARCH METHOD

The discussion in this article uses a literature review approach, with the intention of providing a description of the symptoms or realities so as to provide insight. Data collection is obtained from the various documentation, books, opinions of related experts, and other supporting data relevant to the discussion in this article. Then the data obtained are analyzed and described in detail.

Literature study is a series of activities related to library data collection methods, reading and recording and processing of research materials. In this method, the researchers directly deal with text or numerical data rather than direct knowledge from the field. The text has its own characteristics and requires its own approach as well. (Mestika: 2008: 3-4).

LITERATURE REVIEW

The Film Media

Media is a tool or means used to convey messages from communicators to audiences. Some psychologists view that in human communication, the most dominant medium in communication is the human senses. the messages received by the senses

are then processed in the human mind to control and determine its attitude toward something, before it is expressed in action. (Cangara. 2016:137).

A film is a form of audiovisual artwork that can be used as a medium of communication for humans in achieving its goals. The presence of film in the midst of human life today is increasingly important and can be said to be equivalent to other communication media. Each communication media, of course, have their own character, as well as with film media. Among the characteristics contained in the film, media is how to enjoy it needed concentration so it can give a psychological influence on the audience. (Ardianto, 2004:34).

Definition of Film According to Law no. 33 of 1992, Film as a work of art and culture has a strategic role in improving the nation's cultural resilience and the welfare of the inner-born society to strengthen national resilience and therefore the state is responsible for advancing film. The film as a medium of mass communication is a means of the nation's intellectual life, the development of self-potential, noble character building, advancement of the welfare of society, and the promotion of Indonesia in the international world, so film and film Indonesia needs to be developed and protected.

In function and role, Film can be used as a learning media for the community or audience. One use of communication through film media positively becomes an effort in the process of learning personality and character in children. Film media is perceived to have advantages and be an appropriate alternative as a medium of learning. Due to the nature and character of entertaining movies with attractive packaging through an audiovisual look, making movies easy for children to enjoy.

As a medium of communication, in the film, there are various elements of the symbol that can be captured by the five senses of the audience. The meaning process of symbols on the content of the film can provide an experience that is cognitive, and also gives a psychological impact on the audience. Film is a part of our daily life in many ways. Even the way we talk is strongly influenced by the metaphors presented in the film. (Vivian.2008:160).

Film As Learning Communication Media

The film is a communication medium that can be used for learning. The message values and educational elements presented in the movie content can have an impact on the audience, especially on children. According to Raymond S. Ross, Communication is a process of sorting, selecting and sending symbols in such a way as to help the audience generate meaning or response from his

mind similar to that of the communicator. (Mulyana. 2005: 62).

In the process of teaching and learning, the presence of media has a significant meaning because the use of media as an intermediary can clarify the material or subject matter. Simply media is anything that can be used to channel the message from the sender to the receiver so that it can stimulate the students' thoughts, feelings, and attention in such a way that the learning process takes place. So it can be concluded that the learning media as everything that can provide convenience to learners in obtaining some information, knowledge, experience, skills in the process of teaching and learning. (Mulyasa. 2005:47).

If associated with learning, the media is a means of communication in the learning process that can bring the message in order to achieve the learning objectives. Thus there must be a link between the media with messages and methods. According to Leslie J Briggs (1979) in Indriana (2011), states that teaching media are physical tools for delivering lesson material in the form of books, movies, videos, and others. According to Briggs, the media is a tool to provide incentives for learners so that the learning process occurs.

Character Education

According to the Ministry of education and culture, character education is a process to change the identity of a learner to be more advanced. Minister of Education and Culture (Mendikbud) Muhadjir Effendy conveyed, Strengthening Character Education (KDP) is the main axis of improvement of national education. There are five main values of character needs to be prioritized, namely: Religious, Nationalist, Mandiri, Integrity, and Gotong Royong. Then the main value of the character is not only targeting students, but also to educators, and parents as primary and first educators. (Kemendikbud. 20017).

Character education is an attempt to educate children to make wise decisions and practice them in everyday life so that they can contribute positively to the environment. (Megawangi 2004: 95).

Character education is an attempt to educate children to make wise decisions and practice them in everyday life so that they can contribute positively to the environment. (Megawangi 2004: 95). Character education is an effort to educate learners to have a good understanding so as to be able to behave well in accordance with prevailing norms. Character education produces individuals who can make decisions and take responsibility for every decision taken. (Azzet, 2011: 15-16).

Theoretically, one's character can be observed from three aspects: knowing the good, loving the good, and doing the good. Character education really is not just educated right or wrong but includes the process of bias about good behaviour so that students can understand, feel and want to behave well so that formed good character. According to the teachings of an Islamic character, education is identical with moral education. (Listyarti,2012;3-4).

Entertainment-Education

Entertainment-education (E-E) is a theory-based communication strategy to incorporate educational and social issues in the creation, production, processing and dissemination of entertainment programs in order to realize individual, community, institutional and community change among media users. An E-E strategy is aimed at a specific media user population, which consists of a mass media product audience (newspaper, film, television and radio). (Litlejohn & Foss 2016: 413-416).

According to Albert Bandura in (Litlejohn & Foss, 2016), the theory of cognitive/social learning has dominated the research of E-E programs, because it can influence audience behaviour through positive and negative role models. Most E-E theories focus on providing cognitive and rational explanations of the emerging effects. These efforts are based on theories relating to the influence of communication, stages of change, and others.

RESULTS AND DISCUSSION

Utilization of Film Media as Learning

Utilization of information and communication technology in the digital era becomes an effective alternative to facilitate the learning process and realize the quality of education, especially in the elementary school environment. Through the film media, children will easily receive the information conveyed in the story content. With the creativity of the story-making in the film will provide ease in the delivery and the impression that is easily captured in the child's cognitive development. So the children will experience the impression that can be attached to his thoughts and can form a character, or personality and then impact on social behaviour.

The film is an effective medium of modern communication to entertain as well as convey a message that can affect the attitude, mindset, and insight for the audience, of course in accordance with the norms of social life. The film has the potential as a good educational messenger. One of them is as a messenger of the character education message. Because the movie can show a scene or sample of

characters that should be done in the community with more real.

Based on Law No. 33 of 2009 on film, that film aims to foster noble character, the realization of the nation's intelligence, maintaining the unity and unity of the nation, the development and preservation of the nation's cultural values, improve the welfare of the community. The film must have a good purpose as a mass media for the Indonesian nation. Movies have cultural, educational, entertainment and information functions. The film has the potential as a good educational messenger. One of them is as a messenger of the character education message. Because the movie can show a scene or sample of characters that should be done in the community with more real.

The ability to display moving objects makes movies and videos have unique features not shared by other learning media. The story or storyboard concept can be packed through film learning media which is also the main point of learning media. Long and difficult material delivered orally can be presented in the form of films that are easier to understand by children.

As a mass media, a film is used as a medium that reflects reality, or even forms reality. Stories broadcast through movies can be fictional or non-fictional. Through film media with audiovisual impressions, facilitate information can be received with more focus and depth. In addition, film media has been popular with many people because it can be used as entertainment and hobby distributors.

Film media is presented as a teaching medium of the storyline in accordance with the theme and subject of the lesson so that students will easily understand and take lessons from the movie. The advantages of film media are to provide a message that is more equally acceptable to children, it is good to explain a process, overcome the limitations of space and time, more realistically, can be repeated and stopped as needed, and gives a deep impression, which can affect student attitudes. (Indriana: 2011: 91-92).

In addition, the film media also provides their own entertainment like students so they feel not bored while attending the learning session, but they will get a message taught by the media this film. Related to the phenomenon, as in Entertainment Education Theory which gives an understanding that communication strategy through mass media can give influence to behaviour of individual, community, until social system in general, in this context, is children. For example, with the presence of a positively-flavoured film media will affect cognitive abilities that will provide character or personality output, then it will have an impact on the child's behaviour.

According to Arsyad (2013: 51), there are various weaknesses in the use of film media such as the procurement of films that generally require expensive and long time. But according to this research, along with the development of technology, now the film content can be easy, as well as how to watch it. Even though digital format, movies can be saved and played again in accordance with the time we want. Thus it can be said that the use of film media is the right way and should be done by parents or teachers in learning in children.

Then the most important thing in the use of film media as a learning communication tool is the ability to produce a film if it does make it. The selection of suitable and suitable films for children should be selectively considered, otherwise it will adversely affect the child's character development. Children's films generally tell the story according to the understandings understood by the children. The language, behaviour, character of the player, the problems contained in the content of the film must be in accordance with the world and the personality of the children.

Therefore, content factors on film media become the most important in the learning process. The effects that arise from movie impressions are very much based on the content inside. So the content or content of the story becomes the deciding factor for the communication that is expected in the education process through the film media.

Film Character Learning In Children Through Film Media

The development of the child's character is the most important part of the process that directs personality and behaviour in children. Shaping the character of a child requires several processes to achieve good results, while this process is done in stages. Stages that must be passed to achieve good results need a continuous process. This process will make a habit that continues to become a person's character.

The psychological condition of each child is different, so the development of psychology will also be different. The interaction treatment, the giving of materials and the use of instructional media need to be adjusted to the psychological condition of the various children. Psychological conditions are the psychophysical characteristics of a person as an individual, expressed in various forms of behaviour in interaction with his environment. (Musfiqon, 2012: 58-59)

The process of development or progress experienced by children is largely due to the learning effort, whether it takes place through the process of

imitation, remembrance, habituation, understanding, application and problem-solving. Through film media whose content is intended for consumption by children, is expected to give a big influence on the development of intelligence and character in children.

Chairman of the Film Censorship Institute (LSF) Mukhlis Paini stated that the importance of film media as one of character formation media for “Digital Generation”, is called for the young generation of today. “The present generation is so attached to technology that the film is the most appropriate medium because the movie is an interesting, easy-to-digest, audio-visual medium that can instantly penetrate into their minds and souls, so it should be conceived of whatever film is appropriate as a spectacle, “Mukhlis said in a press release. (<http://www.republika.co.id/berita/senggang/film/13/07/17>).

Character formation in children will be difficult if only given through theories alone. Because the character development is more appropriate and hit if there are examples that can be seen so that children are able to digest the meaning of what is seen. Through the form of stories that are visualized in the film then the children will more easily digest and capture the content of moral messages on the content in the film. In addition, according to the character of the film will provide advantages compared to conventional learning media.

According Ardianto in his book entitled *Mass Communication An Introduction* (2004-34), explained that the characteristics of the film there are 4 kinds:

1. Widescreen: gives the meaning that the movie has the freedom to the audience to enjoy the scene or scenes presented through the screen.
2. Shooting or shot: is a visualization scene in the film made as close as possible to the reality of events in everyday life.
3. Full concentration: the act of watching a movie by itself invites the audience in full concentration in the film
4. Psychological identification: a term derived from the discipline of social psychology refers to a condition in which the audience unconsciously identifies or identifies our person with the roles and events experienced by the characters in the film. This means that the audience is able to digest the story in the movie and have emotional sensitivity.

In the end, the development of film is not only a medium of entertainment and communication and expressing expressions of human life, but has also

grown into an industry that appeals to many interests. As a medium, the film has brought interesting features and human life. (Suparno, Muktiyo, Susilastuti, 2016: 18-19).

Effective Communication in Learning

In order for an effective learning communication, it must present the components of communication ideally. If the film is used as a learning medium for children, it should consider the suitability of film content with the development of ways of thinking and psychology in children. The film certainly only as a stimulus for the pattern of thinking development in children, the rest of the role of assistance from parents and teachers as educators are required to play an active role. Providing guidance on children will be helpful in understanding the content of messages or stories in movies.

The role of communication among parents or teachers to children also must be established conducive, especially in mentoring the process of learning through film media. In the aspect of communication becomes important to note when the process of learning through the film media. At least the communication aspect that exists shows two important things. First, communication is essential for the growth of the human personality. Second, communication is closely related to the behaviour and experience of human consciousness. (Rachmat 2002: 2).

There are many positive things that can be felt by children or parents when watching a movie. Because the film actually provides knowledge and at the same time entertaining. However, indeed many of the parents who provide less assistance in choosing the right type of spectacle for their children. This is what makes the impression negative. “Ideally children should be accompanied while watching television or movies. Because at the time of accompanying there will be interaction with parents and also can be given an explanation of what is watched. But the problem is parents, especially for parents who are busy with their work, making it difficult in giving time to accompany the child to watch.

Communication technology products, especially the film media must be fully utilized by all parties, optimized in terms of positive and minimized if not impossible negated negatively. Educating the life of the nation is not the task of the government solely but the duty of the community together.

CONCLUSION AND SUGGESTION

Utilization of film as a medium of learning in the process of thinking development in children to be the right step to do. With the presence of modern

information and communication technology has made it easier for parents and teachers of educators to access and even make the film independently.

Submission of message materials or learning theories related to psychology, behaviour, character and personality in children that are difficult to do with conventional methods can be facilitated through the film media so that the communication process becomes more effective. Thus according to Entertainment Education Theory that communication strategy through mass media in this context film, can give effect to individual behaviour, and social system in general, especially in children.

Special selectivity is required when selecting or determining movie content for children. Because not all the movies that are eligible for consumption by children. Considerations that must be had in determining the film is from the content factor, story line, scene to the solution of problems presented in the film must be in accordance with the scope and level of understanding of children. Thus the children will receive audiovisual view material in the packaging of the film safely for their cognitive development level.

To educators, teachers and parents are expected to pay more attention to character education in children. Character education in children can be effectively done by using impressions or content on the film media. The need for assistance in watching movies, as well as effective communication as the direction of film content between educators to children. The selection of movie content should be in accordance with the specific classification that is intended for and deserves to be watched by children. The film for the child should have appropriate criteria enjoyed by the children. At least, the movie does not contain adult, violent, and creepy erotic scenes.

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