



## Identification of Malay culture in Rarra characters in Nussa Rarra animation

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### ABSTRACT

**Background:** Nussa Rarra animation is a children's animation in which there are many lessons that can be taken for everyday life. Both in terms of behavior, humility, and leads to religion. In this animation, of course, there is a culture attached to the animated characters in it.

**Purpose:** This research was conducted with the aim of identifying the Malay culture contained in the character of Rarra in the animation of Nussa Rarra

**Design and methods:** This research was conducted using a qualitative approach. The type of research used is content analysis method.

**Results:** The results of this study indicate that in Rarra's character there is polite behavior, soft spoken, honest, and someone who is so very friendly, this is assumed to be a form of Malay culture. And it can be concluded that there are several forms of Malay culture that are applied to the character of Rarra in the Nussa Rarra animation, namely politeness, gentle speech, honesty, and a friendly attitude.

**Keywords:** identification, animation, Malay culture

### Introduction

Animation is the process of a series of static images that are recorded and played back to get an illusion of movement (Limbond & Simarmata, 2020). The illusion of movement can allow something that is not moving to move on its own. Static images are simply images that are created in 2 dimensions and generally cannot move on their own. But the image can allow for the illusion of movement. For example, in picture 1, the character's hand is above the cheek, then the hand turns up to pray (see figure 1 and 2).



Figure 1 both hand on cheeks



Figure 2 both hands raised to pray

The animation aims to present a lively and convincing character not to present a character that is too realistic, the very subtle and subtle nuances of real human movement make it very difficult to animate (Mardi, 2021). Animation has been around for a long time and is now increasingly widespread which is very popular with children. Such as Nussa Rarra

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animation, Adit & Sopo Jarwo, Upin & Ipin and so on. One example to be presented in this article is the Nussa Rarra animation.

The animation of nussa rara is an animation broadcast by the official Nussa channel made by the animation house of the little giant which was initiated by Mario Irwinsyah and in collaboration with 4 stripe productions that have been packaged in an attractive manner and there are moral messages in everyday life that are inserted in the animation Besides that, this animation is also designed to empower the personality of parents and children based on Islam (Pebriandini & Ismet, 2021). The background of this animation is due to the low personality of children today. Nussa Rarra animation is very suitable for children in the learning stage of their child's personality to be better. There are so many lessons that can be learned in this animation, especially in terms of Islam and the personality of the child.

A lot of useful teaching or knowledge for children is shared by Nussa Rara animation. The presentation of the story is simple and attracts children's attention, making the child master the story that is informed so that it has an influence on children's empathy. In this film, the delivery from the language used is very easy for children to understand so it is suitable for children's intellectual growth, and because of that this animation is also used as a learning medium to shape a child's personality, and children's emotional intelligence can be guided through this animation.

In the Nussa Rarra animation there are several characters in it, one of them is the character of Rarra. In this article, it will focus on the character of Rarra. Rarra is the younger sister of Nusa and a supporter of Nusa's personality. Rara is also a 5 years old girl wearing a red hijab and wearing a yellow dress. She has a cheerful disposition, cheerful, polite, someone who is brave, and always has big imaginations. In addition, Rara also has the character of a child her age, such as sometimes shouting, spoiled, careless, impatient, and still thinks short according to her age. In this animation, Rara is often a suggestion of a conflict in the story.

The thing identified in Rarra's character is about something that is in Rarra's character related to Malay culture. Malay culture is a culture that is thick and thrives in the midst of Indonesian society and is one of the pillars of support for Indonesian national culture. The Malay way of life is a universal cultural element found in Malay culture. Malay can mean a view of life that does not only mean self-identity, Malay is not a single and homogeneous cultural entity, but Malay is a cultural identity, and can be likened to a house that is inhabited by various people with different perspectives in it, whether they are come from beliefs or come from different religious systems (Rosa et al., 2017).

At least until this year there have been enough researchers doing similar research. First, the research conducted by Alif Andini Widya Maharani and Twin Agus Pramonojati (2021) which focuses on nationalism character education in animation film (Analysis of Semiotics of Ferdinand de Saussure in the Animated Film "Nussa dan Rara"). The research resulted in the existence of nationalist character values in the episode "Merdeka!!!" related to love for the homeland, willing to sacrifice, unity and oneness, and never give up. While in the episode "Tolerance" the value of nationalism is related to unity and integrity (Maharani & Pramonojati, 2021).

Second, research conducted by Nora Pebriandini, Syahrul Ismet (2021) which focuses on the analysis of character values of children in the animated cartoon films of Nussa and Rarra. The research resulted in the animated film Nusa & rarra, episodes of Tahu Kab'ah,, episodes of Qodarullah Wamasya'a Fa'ala, episodes of Kak Nussa Don't Leave Rarra, episodes Stop Don't Fight, and episodes Please & Thank You, There are 9 values of character education, namely Religious, Curiosity, Responsibility, Honesty, Love Peace, Discipline, Creative, Independent, Social Care.

Third, this research was conducted by Tresna Qurotul Aeni, Syarip Hidayat (2021) who focused on Instilling Faith Values in Nussa and Rarra Film-Based Learning in Elementary Schools. This research shows that the animated film Nussa in this study contains many lessons, advice and life values (Aeni & Hidayat, 2021).

Find out about the Malay culture that exists in the character of Rarra in the Nussa Rarra animation through the YouTube application from a channel called Nussa Official. On this Nussa Official YouTube channel account, I watched several videos that I wanted to study about the Malay culture in the character Rarra in the animation.

From the explanation above, it can be concluded that this research aims to identify the Malay culture contained in the character of Rarra in the animation Nussa Rarra.

## Methods

This research was conducted using a qualitative approach. The type of research used is content analysis method. Content analysis is a technique used to manage and analyze the content of the data collected (Rukminingsih et al., 2020). Data collection techniques are carried out by collecting documents that you want to examine, namely in the form of an animated video of Nussa Rarra. The animated videos collected consist of five videos in the form of stories about Nussa Rarra in everyday life. And on the character of Rarra which will be identified by searching and researching. Identification is an activity carried out to seek, find, collect, research, register, record data and information for field needs (Yudianto, 2020). By doing identification, we can find out how the character of Rarra is in the Nussa Rarra animation. This data is collected sequentially according to the videos that come out on the homepage search of the Youtube application on the Nussa Official channel account. After data collection is complete, identification or search for Malay culture is carried out in the collected videos.

## Findings & Discussion

### Characters in the animation Nussa Rarra

Nussa Rarra is an animation that tells the life of a brother and sister who get along well with each other. In addition, this animation also tells about their humility and daily behavior. There are so many lessons that can be taken from this animation to be poured into everyday life. Especially for children this animation is very useful for their development in terms of behavior and also in the context of religious matters. By watching this animation, children will be influenced to follow the pattern of life as done by Nussa Rarra.

In the animation Nussa Rarra is divided into several episodes. The episodes in the Nussa Rarra animation tell a different story in each episode. In this journal article, only a few episodes will be discussed, namely 5 episodes. These episodes are taken in sequence as they appear on the homepage on Chanel Nussa Official on the YouTube application. In these 5 episodes, identification will be carried out focusing on the character of Rarra in the animation.

In the Nussa Rarra animation, there are also several characters such as Nussa, Umma, Antta and so on. Nussa is a child who is 9 years old. Nussa is also the older sister of the character Rarra in the animation. Nussa has always been used as an example for Rarra's character. Umma is the mother of the characters Nussa and Rarra. Umma has always been the best mediator and advisor for Nussa and Rarra. Anta is a cat that is kept by Nussa and Rarra. Anta became Nussa and Rarra's favorite cat.

Rarra is a figure who acts as the younger brother of Nussa and a supporter of Nussa's personality. Rarra is a 5 years old girl wearing a red hijab and wearing a yellow dress. He

has a cheerful disposition, cheerful, polite, someone who is brave, and always has big imaginations. In addition, Rara also has a character like a child her age, such as sometimes shouting, spoiled, careless, impatient, and still thinks short according to her age. In this animation, Rara is often a suggestion of a conflict in the story. The thing that is focused on identifying the character of Rarra is something related to Malay culture.

### **Synopsis of several animated episodes of Nussa Rarra**

Synopsis is something about a phenomenon that will be revealed through a character who (Halim, 2018). Presented in written form and is an overview of the storytelling plot in a story. In several Nussa Rarra animation videos that will be identified, there is also a synopsis in each video.

The following animated episodes of Nussa Rarra will be identified. First, the episode entitled *Tidur Sendiri, Gak Takut* ( Sleep alone, don't be afraid ). This episode was published on November 20, 2018 with a duration of 3 minutes 29 seconds and was watched by 53 million and 536 thousand likes as of October 27, 2021 (NUSSA: SLEEPING OWN, GAK TAKUT!, 2020). In this episode Rarra was scared when she wanted to sleep, at minute 0:39 Rarra shouted calling the umma who finally umma called Nussa to accompany Rarra to sleep. Then Nussa came to Rarra's room and accompanied Rarra to sleep, but before that Nussa taught Rarra things to do before going to bed so she wouldn't be afraid, such as cleaning the bed, performing ablution, reading short suras and reading sleep prayers. Rarra also followed and obeyed what Nussa taught him without arguing. And also Rarra sleeps without removing the hijab she is wearing so she sleeps still wearing the hijab. From the character of Rarra in this episode, where Rarra gently obeys what Nussa teaches. She also always sleeps wearing a headscarf and never takes it off. It is believed to be one of the Malay cultures by the Malays.

Second, the episode entitled *Mimpi* (Dreams). This episode was published on October 9, 2020 with a duration of 5 minutes 40 seconds and was watched by 7.2 million and 61,000 likes as of October 27, 2021 (NUSSA: MIMPI, 2020). This episode tells of Nussa who is afraid because of a nightmare after watching a horror movie and makes Nussa not could sleep because I was so scared. At 1:10 minutes Rarra thought Nussa was sleeping and had not woken up, at 1:15 minutes Rarra then woke Nussa to perform the dawn prayer. Rarra woke Nussa with a very soft voice. In this episode, it is told how the character of a Rarra is also gentle. On the character of Rarra which is when Rarra wakes up Nussa with a voice so soft. It is assumed by the Malays as a form of Malay culture.

Third, the episode entitled *Chef Rarra*. This episode was published on November 6, 2020 with a duration of 6 minutes 10 seconds and 16 million views and 108 thousand likes (NUSSA: CHEF RARRA, 2020). In this episode, Rarra wants to make a cake and she invites umma to make a cake. However, because the time was always intermittent, because umma took the oven, then a call with Mrs. RT made Rarra a little annoyed and finally she made her own cake without a measure because she couldn't wait. But what happens is that the cake is not cooked properly and is not tasty because it is bitter. Umma was confused as to why the cake was weird when it was cooked and very bitter even though she put the ingredients in the right amount. At the 4:28 minute Rarra wanted to be honest and admit that it all happened because Rarra was impatient and put in the wrong ingredients. Rarra also apologized to the umma for her mistake. In this episode, we will tell you how Rarra's character is so honest. In the character of Rarra, where Rarra admits to the umma for the mistakes she has made. That is a form of honest behavior carried out by Rarra. Honesty is believed to be a form of Malay culture by Malay people.

Fourth, the episode entitled Antta Hilang (Antta Lost). This episode was published on November 20, 2020 with a duration of 6 minutes 18 seconds and was watched by 21 million and got 113 thousand likes. (NUSSA: ANTTA HILANG!!, 2020). This episode tells about the missing Antta. Antta disappeared because of the negligence of Nussa and Rarra and also because Nussa kicked out Antta who had disturbed him from soccer practice. After Antta disappeared, Nussa and Rarra were very worried and sorry for neglecting to take care of Antta. After looking around but couldn't find it, suddenly Antta came home by himself. At 5:44 minute Nussa and Rarra also apologized to Antta for neglecting to take care of him. In this episode, it tells the character of Rarra who regrets her negligence in taking care of Antta. For Rarra's negligent attitude, he also apologized to Antta. Rarra's apology was assumed to be a form of Malay culture by Malays.

Fifth, the episode entitled Belajar Jualan (Learning to Sell ). This episode was published on October 30, 2020 with a duration of 6 minutes 29 seconds and was watched by 32 million and 221 thousand likes as of October 27, 2021 (NUSSA: BELAJAR JUALAN, 2020). In this episode, Nussa and Rarra learn to sell cakes. The cakes they sell are cakes made by the community. At 0:36 minutes there was a mother who came to buy a cake, Rarra served the mother with friendly words and cheerful heart. In this episode, it is told how Rarra's character when learning to sell. Rarra's attitude when serving a mother who bought her cake, she spoke with friendly words and then a cheerful heart. The friendly attitude shown by Rarra is believed to be a form of Malay culture by the Malays.

### **Representation of Malay culture through the character of Rara**

Representation is a result of thinking in the form of an interpretation of a thing, whether in the form of a problem or something else and is used as a tool to find a solution (Sabirin, 2014). The following is a representation of the forms of Malay culture contained in Rarra's character: 1) Polite, 2) Soft-spoken, 3) Honesty, 4) Friendly.

Polite, the polite behavior that Rarra applies is assumed to be a form of Malay culture by the Malays. The polite behavior that Rara does is found in the episode (Sleeping alone, not afraid), in this episode Rarra talks so politely following what her sister Nussa tells her without arguing and also, she still wears the hijab while sleeping. Malay people are very polite and can also be said to be close to religious matters. Every time they meet people, Malay people always speak politely to people who are older, their peers, or even younger ones.

Soft-spoken, this attitude is believed to be a form of Malay culture by the Malays. Rarra spoke in a soft voice when she woke her sister Nussa. Rarra's attitude in speaking softly is found in the episode (Dreams). Malay people, besides behaving politely, when they speak, they say it with gentle speech. This can be seen from the speaking style of Malay people in general.

Honesty, is one of the attitudes that is believed to be a form of Malay culture that is applied by Rarra. This honest behavior is found in the episode (Chef Rarra), Rarra admits honestly to the umma that he is the cause of the cake being made to be bad. Malay people really respect the honest attitude of someone. Once a person lies, it will be difficult to be trusted again. For that, when someone is honest, Malay people will really appreciate that honesty.

Friendly, Rarra is a very friendly child, whether it is to his fellow friends or older people. Rarra shows a friendly attitude in the episode (Learn to sell), she is so friendly when serving mothers who are buying the cakes she sells. Malay culture is very well known for its hospitality. The Malay people are very friendly to whoever it is. Even if they just accidentally

met on the road, they spoke very friendly. Especially when guests arrive, they will welcome them with hospitality and a happy heart.

## Conclusion

Nussa Rarra animation is one of the children's animations that is broadcast by the Nussa Official channel on the YouTube application. In this animation there are many lessons that can be taken in terms of behavior and religion to teach children. This research was conducted with the aim of identifying the Malay culture contained in the character of Rarra in the animation of Nussa Rarra. After identification, there are several things that are assumed to be forms of Malay culture that exist in the character of Rarra. Several forms of Malay culture that are assumed to exist in Rarra's character are polite, speak softly, honestly, and friendly.

## Suggestion

After doing this research, if you want to do further research with related subjects. So it is advisable to research the application of the attitude of the character of Rarra in the animation of Nussa Rarra in everyday life.

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## Biography

First Author: Viona Karmenita	I am a 5th semester PGSD student. I am researching the identification of Malay culture in the character of Rarra in the Nussa Rarra animation. I am interested in researching this because I am curious about what forms of Malay culture are attached to the character of Rarra.
Second Author Fachri Helmanto	A lecturer that helps first author to conduct this research by identifying the motion and language in the series.

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