



Analysis of social values in the Somat Family cartoon show episode “Dudung Is Lost”

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ABSTRACT

Background: Social value is a valuable thing that has to do with the interrelationships and relationships between individuals and other individuals. As social creatures, interaction activities are well adapted and interesting through conventional entertainment media, one of which is cartoon shows.

Purpose: The purpose of this study is to find out the social values contained in the "Dudung Is Lost" episode of the Somat Family Cartoon

Design and methods: The research method used in this study is a qualitative research with a descriptive qualitative research type. The data analysis applied in this research is using the critical discourse model of Norman Fairclough.

Results: The results of the implementation of this research reveal that there are many social values that can be taken in the Somat Family Cartoon Episode "Dudung Is Lost", including 1) the value of empathy, 2) helping each other, and 3) liking to give advice. These three social values are deliberately included in the Somat Family Cartoon show to provide educational value. Especially when it was disseminated in Indonesia where the majority of the targeted audience were children.

Keywords: Social values, Cartoon Shows, Norman Fairclough

Introduction

Social is one of the words that comes from the word "Socius" which in the Greek language means community or friends. Meanwhile, based on the definition of the Big Indonesian Dictionary (2001: 1085) the word social can be defined as defined by the community as well as attention to the interests that exist in the surrounding environment such as being helpful, generous to others and so on. This means that social is human behavior that does not think about each other's personality, but also attaches importance to general matters, does not have selfish and individualistic characteristics, but does act for togetherness and the interests of the general public.

Value is something that is considered good, that is coveted by the community, then what is expected and also considered that this is important for the community (Subiyakto & Mutiani, 2019). In addition, value is also a property that lies in an object but is not the object itself (Susiaty et al., 2020). This means that an object will have a value if the object has the ability and expertise to become the center of attention and be of interest to each individual.

Based on the above understanding, it can be concluded that a social value is something that has a price and value in which there is a connection with the relations that occur between each of the human beings, and in the occurrence of this the emphasis is on the civilized human side and shows behavior that is willing to give everything. The intended social values will slowly but surely be implemented and also passed on to the next generation. So that the

impact of a cartoon on social values that will be accepted by children is very important to note.

As social creatures, interaction activities are well adapted and interesting through conventional entertainment media, one of which is cartoon shows. Cartoon shows that may only be considered trivial and light without any weight can actually make a big impact on our lives, just like other forms of works. Therefore, with the nature of shows that are intensified from the start to entertain, cartoon shows are more often targeted at children, so that in their broadcasts it is hoped that they can provide positive values that can be applied by children.

Basically, the Somat family are the main family characters that are the focus of the story in this film. Pak Somat is an employee of the factory who has a partner with the name Inah and is blessed with 2 children, named Ninung and Dudung. The conditions and situations of the family are simple but filled with difficulties and other things, feelings of happiness and problems that often occur in people's lives in their daily activities. Dudung is a child who has a lazy nature, has a nosy behavior but has a high level of creativity. This is very different from her other child, Ninung, who is diligent, polite and obedient. Ninung always warned Dudung to do something decent and good. Dudung prefers to do activities such as playing (more precisely playing slingshot) rather than studying. Because of this, dudung is often given punishment by his teacher and his parents. Apart from the family side which has a simple and cheerful atmosphere, the environment of the surrounding community which has diversity makes the life of the family more colorful. This is the Indonesian family, a family that is *Bhinneka Tunggal Ika*.

Since broadcasting on 8 June 2013, the first animated television series in Indonesia, *Keluarga Somat*, has aired more than 100 episodes. Dreamtoon Animation Studio Indonesia or often referred to as Dreamtoon is a company that makes this animated program that airs every day. The Somat family explores the daily life of an Indonesian family living in a multicultural culture. The *Bhinneka Tunggal Ika* family, a diverse Indonesian family, is depicted realistically in this animation with a humorous style and an easy-to-understand message.

This critical discourse belonging to Norman Fairclough is a form of "social practice" which has implications for the existence of a dialectic between language and conditions of social contextualization. According to Fairclough, text analysis alone is not enough to analyze discourse. This is because discourse analysis alone does not explain the relationship between texts and the processes and structures of society and its culture. Fairclough defines social structure as social relations both in society as a whole and in certain institutions. Social structure according to Fairclough and consists of discursive and non-discursive elements. According to (Phillips and Jørgensen, 2002: 65) in (Almira & Aviandy, 2022) Norman Fairclough concludes that a discourse is an important form of social practice that reproduces and transforms knowledge, identity, and social relations, including power relations, while at the same time are equally influenced by other social practices and systems. Norman Fairclough divides critical discourse analysis into three dimensional models, namely text (discourse as text), discursive practice (discursive practice), and social practice (social practice). (Eriyanto, 2001:286).

A number of studies related to the discussion above have been carried out previously on several films which have the aim of describing social values in films (Karin et al., 2021), describing educational elements and analyzing social values in *Upin Ipin* cartoons (Kholilia et al., 2022), fostering social values for children through films (Fandani et al., 2021).

Based on the description above, this study aims to determine the social values contained in the "Dudung Is Lost" episode of the Somat Family Cartoon. The reason for selecting the

Somat Family shows in this study is because the Somat Family shows have values that are appropriate for each of the values to be examined. In addition, research on the Somat Family show has not been widely implemented so this research wants to make an update in the analysis of social values in a cartoon show.

Methods

The research method used in the implementation of this research is qualitative research with descriptive qualitative research type. This type of research method is to explain an event or case phenomenon that is interrelated. This is in accordance with the statement (Sugiyono, 2013) that this descriptive research is based on the philosophy of postpositivism which is used on certain objects such as the presence of humans as one of the individual actors in the study of social relations.

The data analysis used in this study is the critical discourse model of Norman Fairclough. The research subjects analyzed were the content of social values in the cartoon Somat Family. The data validation technique uses a search technique, namely by looking for snippets of scenes in the Somat Family cartoon.

Technique of collecting data in this study was carried out using three techniques, namely: 1) Watching technique, watching activities in this case, the author carefully watched the dialogues and scenes of the Somat Family Episode of Missing Dudung. 2) Inventory techniques, by finding and collecting some data from the dialogues and scenes of the Somat Family Episode Dudung disappeared. 3) Recording techniques, after watching, listening, taking an inventory, the results obtained are recorded and sorted one by one, according to the elements sought.

Findings & Discussion

Findings

Kimball Young in (Mira Yulianti, 2018) informs about social values where these are abstract assumptions and these things are not realized about things that are considered to have an interest in society. Social value is also said to be considered as an abstract assumption in which this is because the value is formed by itself, even though there are various kinds of situations that can form social values in a deliberate way. These social values will slowly be applied and passed down from generation to generation. Next, this value will give an important assumption, but it is still not realized because it is indeed abstract in nature and is also inherited.

Cartoon shows can have a positive or negative impact or be a strong influence that brings negative or positive results. Thus, cartoon shows that may only be considered trivial and light without any weight can actually make a big impact on our lives, just like other forms of works. With the broadcast of the Somat Family which has values that promote openness and democracy. Criticism can be accepted by all groups, both criticism of parents and children, so these shows can have a positive impact on children because they provide sustainable values in life.

The Somat family has a different meaning in each episode of the animated film, but the overall goal of the Somat family animated film is to communicate a positive message to the audience. Children are the main audience for Somat family animation. Apart from young people, the wider community is also not spared from the object of preaching by this animated film. Each episode of this animated film has positive themes that help children learn for their future development.

On June 8, 2013, the Somat Family program Episode "Dudung Is Lost" debuted. In this episode, Bu Inah said Dudung was missing after Dudung spoke to her. It began with Dudung

not finishing his food, which was then given advice by Mrs. Inah. But unfortunately, after Mrs. Inah told Dudung to sleep on a tree, Dudung followed her words so that Mrs. Inah thought that Dudung had disappeared.

Reflections on the Daily Social Life of Indonesian Families

Social life according to Soekanto (1987:46) in (Firdaus, 2017) is a life that exists within social elements. Life can be called a social life if there are relationships that occur in each of the individuals with other individuals, and from these interactions communication can occur which after this occurs where it will develop and then turn into an attitude of mutual need among others. In terms of what happens on the ground, social life is closely related to how that form of life works. The social life that is generally seen in the Somat family cartoon shows is the social life of villagers who live near urban or suburban communities.

With a simple story premise, the theme is only focused on one small family in Indonesia, the Somat Family can freely describe and make caricatures from various lives about how Indonesian people have families, this makes the cartoon series Somat Family not only able to entertain with things funny that we have ever experienced as Indonesians, but can also be an educational medium or learning media for children.

This can be illustrated from the footage in the Somat Family season 1 episode 1 cartoon series: “Dudung Is Missing” which opens with the scene of Mrs. Inah asking whether Dudung’s food has run out before she goes outside to play. This is an example of an incident that we can easily find in family life in Indonesia, where a mother usually asks her child to finish their food before going out to play, usually on the grounds that the child must be strong before going outside.

Discussion

Adults are usually associated with people with more life experiences, so they tend to be more reliable in instilling social values in children. The same thing happened in the cartoon series Somat Family.

The adult characters in the cartoon series Somat Family season 1 episode 1 consist of: Mr. Somat, Mrs. Inah, Mr. RT and Mrs. Yati. The plot of the story in this episode focuses on Mrs. Inah's actions and reactions as the mother of Dudung and also Ninung, and as one of the adults in the family, Mrs. Inah instills empathetic values for her child, Dudung, by giving him advice. The dialogue in the clip is as follows:

“Kamu ini sukanya buang-buang makanan ya, gak baik, ngerti?”

kata Bu Inah

“Dudung gak buang kok, Dudung cuma kasih ke Cepot, kasian

Cepot Bu dari pagi belum makan.” Kata Dudung

“kamu ini gimana sih, Cepot udah dapet bagiannya sendiri, kamu ngerti gak? Masih banyak anak-anak lain di luar sana yang belum bisa makan.” Kata Bu Inah

This scene started because Dudung was caught not finishing his food and instead gave it to the cat, Mrs. Inah responded with a scolding as well as advice to Dudung to be more empathetic and not to waste food, or through Mrs. Inah's advice it was stated that there were still many people in There are hungry people out there, so it's not good if Dudung, who has been given food by Mrs. Inah, instead wastes it and gives it to the cat.

This scene of the process of giving advice from parents to their children is also a reflection of Indonesian family life. Because most of us must have been advised by our

parents during their lifetime. Researchers think this is what also strengthens the social values that are embedded in this Somat Family cartoon.

Apart from giving advice from parents to their children, episode 1 of the cartoon Somat Family also shows the process of giving advice from adults to other adults. This is illustrated by the scene where Bu Inah and Pak Somat report to the RT that Dudung has disappeared. The dialogue in the excerpt is as follows:

"Saya takut kalau ada apa-apa sama si Dudung itu, sebaiknya kita lapor hansip saja ya Pak." Kata Pak Somat

"Pak kok hansip sih Pak, Polisi!" kata Bu Inah

"Tenang-tenang dulu atuh Bapak. Tenang dulu Ibu. Demi kesejahteraan bersama kalau memang belum 2x24 jam sebaiknya jangan lapor polisi dulu atuh." Kata Pak Rt

"Pak Rt iki piye to, kalau kelamaan bisa-bisa si Dudung itu tidak selamat." Kata Pak Somat

"Betul itu betul. Jadi, sekarang teh sebelum kita lapor polisi mending kita cari dulu bersama dengan warga semua, bagaimana?" kata Pak Rt

The conversation above began with Mr. Somat's family who came to Pak Rt's residence to report that Dudung was missing. During the reporting process Mrs. Inah looked panicked and felt guilty because she thought she was the one who caused Dudung to go missing, but the RT wisely tried to calm Pak Somat's family, and because Dudung had not been missing for 2x24 hours, the RT thought that he had not been able to report it to the police, so that Pak Rt also advised and gave advice to Pak Somat's family to look for Dudung together with the villagers.

This scene can be said as a form of conveying social values in the form of helping each other and giving advice by the cartoon series Somat Family. The footage instills social values by reflecting on everyday social life, namely fellow adults who give advice and help each other so that the problems faced can be overcome in a conducive atmosphere.

Social Values in Somat Family

As we know that the cartoon series Somat Family can also properly contain social values which of course are useful and educative for the audience who are the audience, especially for children who are the main target market.

The social values contained in the Somat Family series season 1 episode 1: "Dudung Is Lost" not only contain values that are explained explicitly which can be easily seen when watching it, but also implicitly where the viewer is expected to translate their own meaning on scenes, dialogues, and the movements of the characters in the Somat Family cartoon. The social values contained in the cartoon Somat Family episode 1 season 1: "Dudung Is Lost" include:

Value of Empathy

According to Goleman (2016) in (Nugraha et al., 2017) empathy is the ability to understand the feelings and problems of other individuals, think from each other's point of view, and respect differences between individuals on various matters. This empathy is implemented in verbal and behavioral forms, where a person cannot be said to have empathy if there is no social action.

The value of empathy in this episode is shown in the scene when Bu Inah advises Dudung to be empathetic to hungry people out there, when Dudung wastes his portion of food to give to their pet cat. Apart from that, this social value is shown by the residents who help Pak

Somat's family in finding the missing Dudung, where this activity is included in social action. Instilling the value of empathy in this show is a good form of influence in a film so that viewers who see it especially elementary school students can apply social values in the form of empathy for their friends and other people.

Please Help

One of the social attitudes carried out by humans as social beings is helping each other to others who are experiencing difficulties. Please help is a social educational value which is one of the causes for the formation of empathy, caring, the occurrence of brotherly bonds between individuals, and also creates peace (Saihu, 2020). The value of mutual help must be carried out in social life because mutual help can make a job lighter and strengthen ties of friendship.

This social value is shown from the scene when Pak Somat's family reports about Dudung's disappearance to the RT, in that scene the RT helps provide solutions or directions to Mrs Inah and Pak Somat to look for Dudung by asking the villagers to help look for Dudung who is still not yet found. The villagers were happy to help Pak Somat's family to find Dudung. From this scene it can be concluded that the scene of helping with the form of energy or action shown by the villagers in that scene can give a good social message for the children who watch it.

Like to give advice

In social life, of course, we need advice to avoid bad things. Advice is a verbal way of educating (Munawwaroh, 2019). One example is parents who give advice to their children, or teachers who give advice to their students. Through advice, an individual can become more knowledgeable about accepting and providing solutions to a problem.

This value is shown in the scene when Bu Inah gives advice to Dudung not to waste his food because there are still many other people who need food. The purpose of this advice is for Dudung to appreciate the food given more by not wasting it. In addition, this value was also shown at the agedan when Mr. Somat's family came to the RT's residence to report that Dudung was missing. During the report, Mrs. Inah looked panicked and felt guilty because she thought she was the one who caused Dudung to disappear, but the RT wisely tried to calm Pak Somat's family, and advised by giving advice to Pak Somat's family to look for Dudung himself first together with the villagers.

Conclusion

The conclusion of the analysis of the analysis of the cartoon series Somat Family season 1 episode 1: "Dudung Is Lost" reveals that there are many social values that can be taken in the Somat Family Cartoon show Episode "Dudung Is Lost", including 1) the value of empathy, 2) please help, and 3) like to give advice. These three social values are deliberately included in the Somat Family Cartoon show to provide educational value. Especially when it was disseminated in Indonesia where the majority of the targeted audience were children. This is also one of the reasons why the methods applied by the adult characters in this cartoon use advice to instill social values, because advice is often applied in the real world by parents to educate their children. Apart from that, the Somat Family cartoon shows are also a place to reflect on the life of an Indonesian family in the midst of society, as the meaning of cartoons is a picture of everyday life which is made more interesting and entertaining.

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