

CHARACTER EDUCATION VALUE IN *FERDINAND* MOVIE DIRECTED BY CARLOS SALDANHA

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Abstrak: Pendidikan adalah suatu sistem yang teratur dan membawa misi luas. Pendidikan bukan hanya tentang penyampaian pengetahuan kepada para pelajar tetapi harus mampu membentuk kepribadian positif setiap pelajar. Oleh karena itu, sangatlah tepat jika pemerintah merumuskan nilai-nilai pendidikan karakter yang harus ditanamkan kepada peserta didik. Ada 18 nilai dalam gagasan pendidikan karakter Indonesia yang diluncurkan oleh Kemendiknas. Menanamkan 18 nilai tersebut dapat dilakukan melalui pembelajaran dengan memanfaatkan media pendidikan, misalnya film. Tujuan penelitian ini adalah untuk menemukan nilai-nilai yang terkandung dalam film *Ferdinand*. Penelitian ini merupakan penelitian deskriptif kualitatif. Penulis menggunakan dokumentasi sebagai teknik pengumpulan data. Pengumpulan data yang berkaitan dengan penelitian dilakukan melalui pencarian di internet dan riset pustaka. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif. Penelitian ini menggunakan 18 nilai pendidikan karakter yang diluncurkan oleh Kemendiknas sebagai basis teori. Hasil penelitian ini menunjukkan 9 nilai yang terkandung dalam film *Ferdinand*, yakni; jujur, pekerja keras, kreatif, menghargai prestasi, ramah, cinta damai, peduli lingkungan, social dan tanggung jawab. Nilai paling menonjol dalam film *Ferdinand* adalah sosialitas. Film dapat digunakan sebagai media dalam kegiatan pembelajaran sekaligus sebagai media dalam menanamkan nilai-nilai pendidikan karakter pada setiap pelajar.

Kata kunci: Nilai; Pendidikan Karakter; Film *Ferdinand*

Abstract: Education is a system that regularly carries a wide mission that is not only about the delivery of knowledge to learners but wider. Education must be able to build a good character of every learner. Therefore, it is necessary to cultivate the values of character education to the learners. There are 18 values in Indonesian character education idea formulated by Education Ministry. In practice, integrating the 18 values can be done through various ways, such as utilizing learning media which is claimed more effective, such as using movie. The purpose of this research is to find the values contained in the *Ferdinand* movie and also to know which values are most highlighted. This research is descriptive qualitative. The writer uses documentation as a technique of collecting the data. The data collection which relates to research conducted through internet searching, and library research. The analysis data technique used in this study is descriptive analysis. The result of this research is there are 9 values contained in *Ferdinand* movie; they are honest, hard working, creative, appreciating achievement, friendly, love peace, environmental care, sociality and responsibility. The most highlighted value in *Ferdinand* movie is sociality. Movie can be used as a medium in learning activities as well as a media to instill the values of character education in every student.

Keywords: Value; Character Education; *Ferdinand* Movie

INTRODUCTION

Human beings must have jobs and income to meet the necessities of life. Someone must meet the defined criteria to get the dream job. One of the criteria that always exist in terms of job vacancy is the level of education. This fact is as one of the proofs of how important education is. Not only about the job vacancy field. There are some other aspects of life are also very dependent on education. For example the advance of a country can be measured from education itself. So it is very clear that education is very important and a necessity for every human being (Puspitasari, Arifin, & Harida, 2021).

A person can start from the closest scope to begin education, started from the family environment and then progress to a deeper level in the community and then the school. Education in any scope has a purpose, which is all directly or indirectly to form human beings in terms of scientific potential as well as personality or character (Suprayitno, Rois & Arifin, 2019). Education is a system that regularly and carries a wide mission that is all things related to physical development, self character, health, skills, thoughts, feelings, willingness, and social up to the problem about belief or faith. So it is clear that education seems not only about the delivery of knowledge to learners but more widely, education must be able to assume the formation of a good personhood of every learner.

Nucci and Darcia (2008: 608) defines character education as a school-based activity that seeks to systematically shape the behavior of learners. In order to realize the purpose of education and solve the problem on character crisis that nowadays become one of the scourge in Indonesia, government then launched a program to support the achievements of well-educated learners. The program instructs to include the character education in school. There are 18 values of character education that must be

planted on learners. They are religious, honest, discipline, hard working, creative independent, democratic, curiosity, national spirit, love homeland, appreciating achievement, friendly, love peace, like to read, environmental care, sociality, and responsibility (Syarbini, 2014: 37).

The process of integrating the values of character education is not only through formal and non-formal education. The integrating of the 18 values can be done through various ways, including educational media. One of the media that is currently used is audio visual form, such as movie. It is because movie is able to attract the attention of the audience visually. Movie is able to influence the mindset and actions of human based on the message contained. The message is usually based on the reality of life that exists and grows in human life but it is delivered in a unique and interesting way. One of the movies that has the values of character education inside is an animated film entitled *Ferdinand*. This movie was released on December 15, 2017 in United States directed by Carlos Saldanha. In accordance with the previous explanation, the objectives of this research are to know the values of character education found in *Ferdinand* movie as well as to describe the most highlighted value.

METHOD

This research is naturally using a descriptive qualitative method which means that this research scrutinizes the data by describing and analyzing the data in details. Moloeng (2009) stated that descriptive study produces descriptive data in the form of written or oral words of the person or behavior that can be observed. The writer uses documentation as a technique of collecting the data. Documentation method is techniques of collecting data through various written or documents sources. This research is done by doing an library research in which there were no any informants and respondents, the data collection

which relates to research conducted through materials libraries such as books, articles, theses, magazines, previous research reports as well as other supporting literature as well as through literature study, the writer also uses the internet media to get the data. The data were in form of movie and its script taken from an American movie entitled *Ferdinand*.

The analysis used in this study is descriptive qualitative analysis. In analyzing the data the writer follows the concept of interactive model by Miles, Huberman and Saldana (2014: 31) who said that

there are three concurrent flows of activity in data analysis; data condensation, data display, and conclusion drawing/verification.

FINDINGS AND DISCUSSION

Research Findings

The data obtained by holding the 18 values of character education as formulated by Education Ministry. Based on analysis, the researcher found 31 data in total. The data are displayed in the following table:

No.	Findings	Value
1	Ferdinand: No, I'm not a killing machine. I've been trying to tell you, Lupe. Lupe: You didn't destroy a village? Ferdinand: And I didn't eat a baby.	honest
2	Angus: Who did that? Who pushed me? Ooh! It was you, wasn't it? (To a tractor) Ferdinand: Actually, Angus, it was me.	honest
3	Ferdinand: That's just it. No bull wins. Ever. I was in Moreno'shouse, I saw it (The horns) Angus: Jings! Crivens! And help ma boab!	honest
4	Ferdinand: They're getting closer.Speed up! Cuatros: I'm pressing as hard as I can!	hard working
5	Ferdinand: Come on, guys! We can do this, bulls! (Pushing railroad cart) Lupe:Go, go! Move it or lose it!	hard working
6	Ferdinand: Do you have a point? Lupe: My point is, it's about morethan just smashing heads. It's about rhythm, and footwork and grace. Don't just think of it as a fight. Think of it like a dance.	creative
7	(<i>Ferdinand</i> dancng) Lupe: Whoo! Check out my boy cuttin' a rug. The Hedgehogs: Yeah! Whooo Dos: That was good.	appreciating achievement
8	Lupe: Ferd, Listen, okay. You are the bravest bull I know. You can do this.	appreciating achievement
9	Ferdinand: Hey, Paco! Paco! Pac-attack. Hey, dawg. You stoked about the big day?	friendly
10	Ferdinand: Hey, Maria. You ready to put those wings to work? Maria: (clucks)	friendly
11	Una: He's soft and sweet. Cuatro: Like butter.	friendly

12	Moreno: El Primero, seor! Welcome to Casa del Toro. What an honor to have you here at my humble home. Es un honor.	friendly
13	Una: Come on, follow us! Hurry! (all following the instruction)	friendly
14	Ferdinand: Hey, Pac-Man! I missed you, dawg.	friendly
15	Nina: It's okay. Shh. It's okay. Hi, there. Ferdinand: (Whimpers) Nina: Don't be afraid, little big guy.	love peace
16	Ferdinand: Oh, trust me, Lupe. This is not for me. Lupe: Relax, buddy. It's a slam dunk! El Primero is going to take one look at your big beautiful hugeness and boom! You're on your way to the big show. I can already hear the crowds in Madrid chanting your name.	love peace
17	Ferdinand: Oh, yeah, sure. You know, there's a lot of pollen in the air this time of year. Bones: That's right, a lot of pollen.Makes my eyes water. Ferdinand: Hey... I'm really sorry about Guapo. I know you guys were friends.	love peace
18	Nina: Aw! You're adorable (Hugging) Lupe: Is this love?I loves love.	love peace
19	Ferdinand: Hi, buddy. I told you I'd be back. (watering the flower)	environmental care
20	Ferdinand: Careful. Valliente: Oh, what do you got there,Ferdinand?	environmental care
21	Ferdinand: I'm coming, little baby. Out of the way! Whoa!Got you. (Catching the baby)	sociality
22	Ferdinand: Paco! They think I'm the beast. Paco: Have you lookedin a mirror lately? (Siren blaring) Paco: Get back to the farm.I'll hold them off. (barking) Hey, I'm not donewith you people.	sociality
23	Ferdinand: Let me give you a boost. Una: Oh, thank you!	sociality
24	Ferdinand: Huh? (gasps) Oh, no!Come on, little guy! Come on! Come back! Don't go into the light! (givingrescue breaths) Live, bunny, live! Bunny: (gasps) Ha! Ferdinand: Sorry I almost killed you	sociality
25	Ferdinand: Angus, wait. (Licking Angus Hair) Angus: Whoa! Oh.What a surprise. I can see.	sociality

26	Ferdinand: No. I can't leave. Lupe: What? Ferd, this is your only chance! Ferdinand: The guys back there still think they can win. Just like my dad did. And I can't let them end up on that wall.	sociality
27	Valiente: What are you doing here? Ferdinand: What do you think I'm doing? I'm getting you outta here.	sociality
28	Ferdinand: I know. And that's a good thing, trust me. I'm gonna get you down. Guapo: Thank holy goodness.	sociality
29	Juan: Listen, honey.It's for his own good. Nina: But, Dad. It's just Ferdinand. Ferdinand:(bellows) Juan: But outside this farm,they don't know him like we do.	responsibility
30	(People screaming) Juan: It's okay. It's okay. He won't hurt anyone.	responsibility
31	Hans: Klaus, Greta...I'm sorry for the things I said about your terrible dancing.	responsibility

Discussion

Honest

Behavior based on efforts to be trusted human. It means someone will always behave based on an attempt to make him a trustworthy in words, actions, and work. Every datum matches with the criteria of honest value. In datum 1 *Ferdinand* told to other bulls that he didn't eat a baby. In datum 2 *Ferdinand* admitted that he was the one who butting Angus which then caused Angus to hit a tractor. In datum 3 *Ferdinand* told to the other bulls that in a match with matador bulls will never win, he even brought the evidence he had saw in Moreno's house, a horn.

Hard Working

Hard working is a behavior that shows an effort to solve any obstacles in learning activity. It means someone has the behavior which shows adamant efforts when dealing with any obstacles, whether on study or on duty, he will try to complete the tasks as well as possible. Datum 4 and 5 are suits the criteria of hard working value. In datum 4, Cuatro a small hedgehog tried in pressing the accelerator so that the car could go faster as Ferdinand's request so they could escape from Moreno. In datum 5 *Ferdinand* and the other

bulls show their hard working when pushing the railroad cart.

Creative

Thinking and doing to create something new or a new result from something had been owned. That means someone has the ability to create something new, both in the form of ideas and reality that is relatively different from what has been previously. Datum 6 matches with the criteria of creative value. In datum 6 Lupe proposes a new idea on how to do bullfighting.

Appreciating Achievement

Behavior and attitude that push up to create something useful for others, appreciates and respects to other people achievements. Datum 7 and 8 are matches with the criteria of this value. In datum 7 after *Ferdinand* shows his ability on dancing. Everyone who has watched his ability compliment him. In datum 8 Lupe give compliment to *Ferdinand* for what he had done for so far.

Friendly

Like to communicate and corporate with others. It is an act that shows the pleasure of communicating, socializing and cooperating with others. There are six data that had been found which matches to the criteria of friendly value

datum 9, 10, 11, 12 and 14 show that the characters in the scene where the conversation occurred likes to communicate with others. While in datum 13 the character shows that they like to cooperate with others.

Love Peace

Always make people happy, comfort, and safe of his/her existence. Means, someone with this attitude is able to provide comfortable atmosphere. He/she also able to give a comfort when others in bad condition. He can provide positive energy everywhere with his/her existence. From datum 15 until 18 it's all matches to the criteria of this value. The characters in the scene where the conversation occurred shows their ability to comfort others when the others are sad or down.

Environmental care

Behavior and attitude that always take care and prevent environmental damage and have an effort to repair environmental damage. Someone with this character will always try to do things to keep the environment and everything in it, even with simple actions. Datum 19 and 20 are about *Ferdinand* who protects the flower from the other bulls. It's show that he love environment, so it can be categorized that the data are matches with the criteria.

Sociality

Behavior and attitude that always want to help others. Person with this character has an attitude that is connected with humanity; they have empathy for every member of humanity. They always want to help others who are in trouble because they have a high sense of empathy. From datum 21 until 28 it's all matches to the criteria of this value. The data are about the characters of the movie who always wanted to help others, like *Ferdinand* who saves the baby from falling occurred in datum 21. Paco helps *Ferdinand* from the police occurred in datum 22. *Ferdinand* helps the head hogs occurred in datum 23. *Ferdinand* helps the bunny by giving

rescue breath occurred in datum 24. Those deeds show the sociality side of them. Its match with the sociality criteria.

Responsibility

Doing the duty and the obligation that should be done. A person with this character is aware of her/his own responsibilities. He is willing to do his duty to himself, society, environment, country, and God Almighty. Datum 29 until 31 is matches with the criteria of this value. In datum 29 and 30 there is Juan as the owner of *Ferdinand* he always tried to do things in order to hold his responsibility of *Ferdinand*. The chaos that had been created by *Ferdinand* he also tried to take steps in it. While in datum 31 there is Hans the horse who dares to ask for forgiveness from his friends for what he had did before. He underwent his responsibility by acknowledging his mistakes and willing to apologize.

CONCLUSION

Based on research conducted by the writer on the values of character education in the *Ferdinand* movie, the writer summed up the conclusions. The first is *Ferdinand* movie contained 9 character education values of 18 total values. The values that contained in the movie are honest, hard working, creative, appreciating achievement, friendly, love peace, environmental care, sociality and responsibility.

The writer get a total 31 findings, with the following presentation: honest 3 findings, hard working 2 findings, creative 1 findings, appreciating achievement 2 findings, friendly 6 findings, love peace 4 findings, environmental care 2 findings, sociality 8 findings, responsibility 3 findings. From the percentage of these findings it can be concluded that the most highlighted value in the *Ferdinand* movie is the value of sociality.

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