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Islamic Education Values on Nussa and Rara Youtube Channels in the Educate of Early Childhood

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Abstract

There are many ways that can be used as media for educating children from a young age. One of them is to look at the youtube channel that is currently available. The youtube channel of Nussa and Rara is well known in the world of children because it provides content with Islamic values. The purpose of this study is to analyze the values of Islamic education on Nussa and Rara's youtube channels in educating early childhood. This study uses a qualitative method with a content analysis approach. The data source is from one of the films on the Nussa and Rara YouTube channels. The movie consists of 12 episodes with a total duration of 1 hour 11 minutes 33 seconds. In this research, the author uses the thematic method by using Nvivo 12 software as a data analysis method and tool. Overall, the results of the analysis show that there are twelve advantages of Nussa and Rara's YouTube channels in raising young children, including: (i) always remember Allah, (ii) respect parents, (iii) help each other, (iv) sharing, (v) think positively, (vi) be honest, (vii) civilized, (viii) responsibility (ix) be patient, (x) be grateful, (xi) apologize, (xii) do not waste. The results of this study can be used as an illustration that can help children in the developmental process and help parents in the selection of programs given to children.

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INTRODUCTION

In today's digital age, technology has entered every aspect of modern society's life (Saputri et al., 2021). One of them is the world of cinema, which produces a lot of entertaining and educational works, so the process of education and teaching is not only found in schools (Latifah et al., 2020). It is very important to educate children from an early age, especially based on Islamic education. In the development of their children, they do not fully understand the conditions surrounding them. Therefore, the role of parental supervision is very important so that children do not fall for the wrong things (Fatimah et al., 2020; Engkizar et al., 2022).

Character education is the most important foundation for building people who are pious, have noble character, and are ready to compete in the future (Murniyetti et al., 2016; Nuraeni & Lubis, 2022). In the process of educating every parent will certainly pay attention to what attracts the child so that in the process of education there is no compulsion that forces the child to learn. Nowadays, there are many media that can be used by parents to educate their children. Both through electronic media and online media (Demillah, 2019).

Education of the future will be more flexible, open, and accessible to everyone, regardless of gender or age (Ashidiqi et al., 2019). One of the methods parents use to raise their children is by watching movies that can educate children. Basically, children of early age still enjoy something interesting that they can see. Even if what they see is not good for them, because they are still pure by nature and cannot distinguish what is good for them and what is bad (Khairi, 2018; Nadhifah & Khairuddin, 2021).

Today's children are often exposed to gadgets and sometimes watching things that are not good and inappropriate for their age (Mentari, 2020). Quite a few video shows contain elements of violence, even deviance and other negative things (Oksanen et al., 2014). As a parent, you also need to pay attention to what your children are given, including the movies they watch (Gentile et al., 2012; Lindgren & Muñoz, 2013). One of them is that they provide entertaining spectacles while being able to provide education to the children (Latifah et al., 2020). The child knows that what they sees is very memorable for them, so they will imitate what they see (Engkizar et al., 2018; Khairi, 2018).

Concern and fear of the erosion of Islamic values among children has given rise to one of Nussa and Rara's Islamic animated films (Demillah, 2019). This animated movie is one of the movies that are currently popular among children of early age. This is an animated movie with Islamic nuances. This movie is released to coincide with the birthday of Prophet Muhammad SAW, which is on November 20, 2018. This film tells about the life of two siblings named Nussa and his sister Rara (Rasit, 2022).

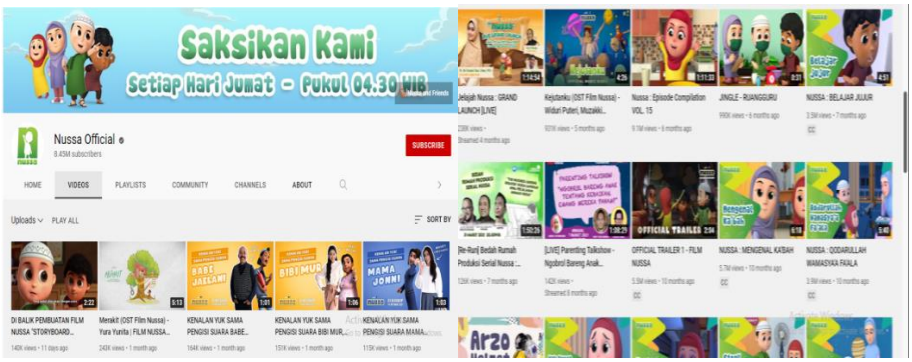

Fig 1. Youtube Channel Nussa and Rara

The animation movie Nussa and Rara deserves to be used as an object of analysis using character education values because the movie reveals positive things in terms of social, environmental and cultural aspects (Astuti et al., 2019). This animation movie, Nussa and Rara, tells the story of daily life, both in the family and in the community. It provides children with lessons and knowledge on how to behave properly in accordance with the teachings of Islam. Through this animation movie, it can reduce parents' worries about movie that are not exemplary. With the animation of Nussa and Rara on the Youtube channel, it can help parents educate their children (Nuraini et al., 2022).

To date, the Nussa Official youtube channel has 8.5 million subscribers, 185 video uploads, and 2,248,436,928 views since 2018, which is clear evidence that the Nussa and Rarra youtube channels are very popular with the public. With this in mind, it is clear that early childhood education requires caution so that the child does not misunderstand the lessons. It requires the supervision of older people so that they do not make the wrong choice of programs. For this reason, the author would like to take a closer look at the benefits of the Youtube channel of Nussa and Rara for the education of children.

LITERATURE REVIEW

According to Saihu, (2020), the word education comes from the word education, the word education comes from the word educe, which means to improve and develop. According to Islam, the science of education is a concept, an idea, a thought, a value, and educational norms that are taken understood, analyzed, and then raised from the main sources of Islamic teachings (The Quran and Hadist).

According to Amalia, (2016); Sutrisno & Nasucha, (2022), Islamic religious education is an attempt to enable students to understand the teachings of Islam as a whole. With the goal that this learning can be practiced and Islam becomes a way of life. According to Khoiriyati et al., (2021), Islamic religious education is a process that aims to create a complete human being who believes in God Almighty, who is capable and independent, and who is able to realize his existence as a caliph on earth guided by the teachings of Islam. The Quran and Sunnah. Goals in this context mean the creation of insan kamil after the completion of the process.

Currently, Islamic learning through animated videos has received many positive responses (Ashidiqi et al., 2019). There are many applications that can be used as a means of education (Bacca et al., 2014). One of the applications that is widely used is Youtube. Youtube is a video sharing website where users can download, browse, watch, and share videos for free (Sa'diyah & Wasisto, 2019). Generally, Youtube contains videos in the form of documentaries, music clips, and movies created by users, so Youtube users are free to watch or share them by sharing links or downloading them (Demillah, 2019; Nadhifah & Khairuddin, 2021). Youtube was originally founded in early 2005 in February by three former Pay Pal employees, namely Chad Hurley, Steve Chan and Jawed Karim, with the goal of getting as many visitors as possible and retaining visitors. The first video uploaded to Youtube is titled "Me at The Zoo" and shows Jawed Karim performing at a zoo in San Diego (Demillah, 2019; Muftiana & Wulandari, 2021; Nadhifah & Khairuddin, 2021).

In 2006, it was announced that Youtube had been bought by Google for $1.65 billion. Since then, YouTube viewership has grown and expanded to the worldwide. The YouTube site has also received an award from a PC world magazine and earned the epithet Nine of the Ten Best Products in 2006 (Saddhono & Sulaksono, 2018; Harrington et al., 2019; Rachmadita & Febriana, 2022). The high number of viewers in Indonesia and the largest in the world on online video sites is one of the reasons why Google brought Youtube to Indonesia. According to Hamdani et al., (2022); Putri et al., (2022), the Indonesian version of Youtube is more focused on local content. Starting with the logo, the language and also the videos on the website. The Youtube logo on the website www.youtube.com shows a shadow puppet background and a black silhouette, which is characteristic of Indonesia.

One of the useful programs that can be viewed by many people on Youtube is the Nussa and Rara movie. The broadcast of the Nussa and Rara movie does not currently exist on Indonesian television, focusing only on the content of the official Youtube channel of Nussa, which is broadcast every Friday at 04:30 WIB (Nanda & Alfurqan, 2021). This movie narrates the daily life of a family. The character of Nussa is described as a boy who always wears a skullcap and a white robe. He is also described as a character with a disability (Lyansari, 2019; Rianna Wati & Dwi Susanto, 2019). This is illustrated in the images and videos shown by the appearance of Nussa's left leg, which is a prosthetic leg. Rara, his 5-year-old sister, is described as a little girl wearing a robe and a headscarf (Sulistyowati et al., 2022).

The movie of Nussa and Rara is an animated movie released on the occasion of Prophet Muhammad's birthday SAW on November 20, 2018. This film was produced by The Little Gianz, an animation production house developed by the nation's children (Latifah et al., 2022). The purpose of this animated movie is to produce an edutainment film with a global language that can be enjoyed by various groups, from children to adults (Toyibah et al., 2017). In addition, the movie aims to promote the Indonesian animation film industry to the global market and

to convey a moral message to strive for perfection (Purnama, 2020; Nanda & Alfurqan, 2021; Rasit, 2022). The movie Nussa and Rara is one of the most popular movies from various walks of society (Vinet & Zhedanov, 2011). This movie helps children in their development. The movie contains a lot of educational values. Childhood is a very important time for children's development. For this reason, it is very important to teach them good educational values so that they can develop into good people.

According to Law No. 20 of 2003 on the National Education System, early childhood is a child who is in the age range of 0-6 years (Khairunnisa & Fidesrinur, 2021). According to the National Association for the Education Young Children (NAEYC), early childhood is a child aged zero to eight years (Vinet & Zhedanov, 2011). Early childhood is a group of children who are growing and developing very rapidly. Developments in early childhood include physical, cognitive, emotional, and psychological aspects (Timmons et al., 2012). According to Khaironi, 2017, about 40% of human development takes place at an early age. Therefore, this age is considered very important and referred to as the golden age (Khaironi, 2017; Khairunnisa & Fidesrinur, 2021; Winarto, 2021).

According to Prathiwi & Syamsudin, (2021), development is a change that an individual or an organism undergoes on the way to a certain level of maturity and that is systematic, gradual and continuous both physically and psychologically. The developmental stage is defined as the span of the individual's life course. Aspects of child development such as physical, emotional, moral, and cognitive are interrelated (Malti & Ongley, 2020; Rutland & Killen, 2015). For example, intellectual abilities affect children's language abilities, and conversely, children's language abilities affect children's intellectual development. This is evidence that the relationship between one thing and another influences and promotes children's optimal development (Zauche et al., 2016).

Everything related to the form and behavior of children is basically fitrah (Aswadi, 2012; Nurwadjah, 2021). A child is not yet able to distinguish what is good and what is bad for them (Sa'diyah, 2017). For this reason, it is the duty of parents to guide and direct their children in their activities so that what they do later is useful for themselves and they can form a better personality (Khairi, 2018). In a hadith it is explained how important it is to educate the children on early age,

> *"No child is born but that he is upon natural instinct. His parents make him a Jew, or a Christian, or Magian" (H.R. Bukhari).*

Previous research related to the author's research at this time is research conducted in the Communication Studies program at the Faculty of Social and Political Sciences, Muhammadiyah College in Medan, North Sumatra. Entitled "The role of Nussa and Rara animated movies on Youtube channel in improving the understanding of Islamic teachings among primary school students in Bagan Batu, Riau". This study aims to find out how the role of Nussa and Rara animated movie on Youtube channel improves the understanding of Islamic teachings among students in Bagan Batu Elementary School, Riau.

The research method used is qualitative research methods. The determination of the sample used in this study is a "purpose sampling". By generating and processing descriptive data such as interviews and field notes. The subjects of this study were fifth B grade students of Bagan Batu Development Elementary School. The results of this study show that the average student of Bagan Batu Development Elementary School studied by the researchers generally knows and likes the cartoon Nussa and Rara on the youtube channel. The basic difference between this study and previous studies is that this study focuses on the benefits of Nussa and Rara's youtube channels for early childhood education and the research method used is content analysis.

METHODS

This study uses a qualitative method through content analysis, because in this study we will pay attention to each scene of the animated movie and examine them (Ranjbari et al., 2022; Zhang et al., 2022). According to Demillah, (2019), qualitative methodology as a research method involves obtaining data in the form of written and spoken words of people and observed behavior. The data for this research was taken from the Youtube channel of Nussa and Rara (Nussa Official) entitled "Nussa: Episode Compilation Vol. 15", which has a duration of 1 hour 11 minutes 33 seconds and consists of 12 episodes. In this study, the author uses the thematic method using the qualitative analysis software Nvivo 12 as a means and tool for data analysis.

According to Murniyetti et al., (2016); Agusti et al., (2018); Amnda et al., (2020); Damri et al., (2020); Elkhaira et al., (2020); Eriyanti et al., (2020); Sabrina et al., (2022) thematic analysis using Nvivo software is an effective way for researchers to analyze research results. The entire process of thematic analysis described above was conducted using NVivo 12 qualitative analysis software (Putra et al., 2020; Rahman et al., 2020). The use of NVivo 12 qualitative analysis software aims to represent the research findings (themes) with diagrams or images generated by the NVivo software used. Thematic analysis can be conducted using NVivo software so that researchers can easily present the research findings (Ashley, 2014; Zamawe, 2015; Hart & Achterman, 2022). The research object is the values contained in the official Nussa YouTube channel, which are useful for early childhood education. In this study, all dialogs, scenes, and images shown in the movie were analyzed. The dialogs and scenes are then analyzed in the data, which are the benefits of the movies shown. The data analysis technique used is a qualitative, descriptive technique.

RESULT AND DISCUSSION

The animated movie Nussa and Rara is one of the educational movies. The aim of this animated film is to produce an edutainment movie with a global language that can be enjoyed by various groups, from children to adults. Considering that this movie is very popular among children, this will be very useful and this show will be one of the best

shows for children's educational process. Below are the results of identifying the benefits of movies for early childhood education. For clarification, you can see the results of the thirteen subjects in figure 2.

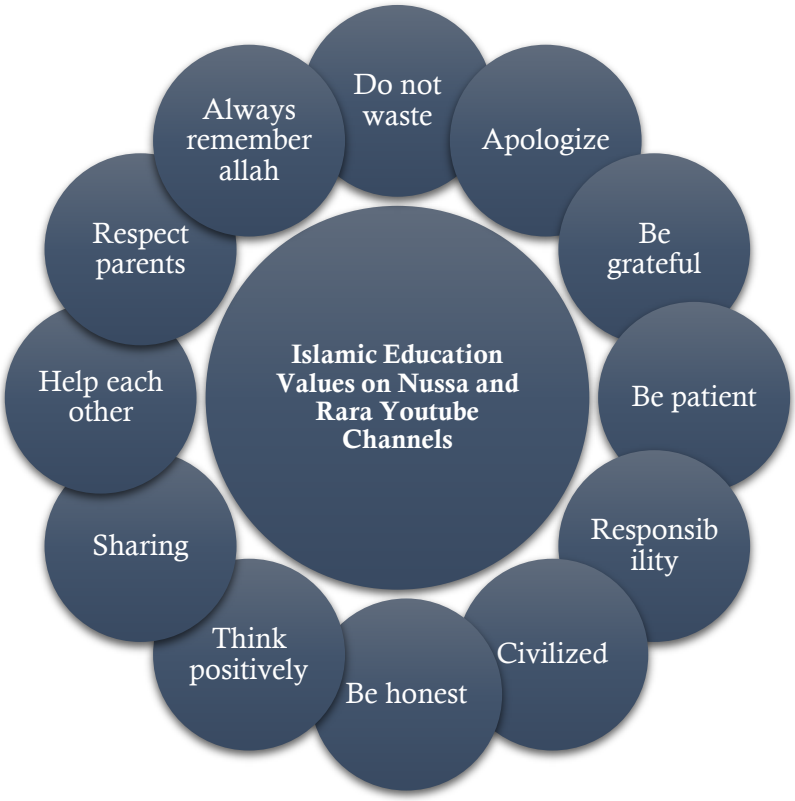

Fig 2. Twelve Educational Values in the Nussa and Rara Movie

Using figure 2, the author can explain that after watching and analyzing each word and scene from the movie Nussa and Rara in the section "Nussa: Episode Compilation Vol.15", there are twelve benefits from watching the movie. These include: (i) always remember Allah, (ii) respect parents, (iii) help each other, (iv) sharing, (v) think positively, (vi) be honest, (vii) civilized, (viii) responsibility (ix) be patient, (x) be grateful, (xi) apologize, (xii) do not waste.

To make it clearer, the author presents below the educational values that can be found on the Nussa and Rara Youtube channels in the "Nussa: Episode Compilation Vol. 15". The description of the shows shown by the author is the impressions about the film, the plot, the situation explained in the form of a short dialog, and the educational value contained in each episode shown. Below is a description of the twelve episodes of the show "Nussa" Episode Compilation Vol 15.

Table 1. Educational Value of Nussa and Rara Episode (Stay at Home)

No	Episode	Storyline	Scenario	Educational Value
1	*Stay At Home*	Nussa and Rara were bored at home and wanted to play outside. Then their mother came and invited Nussa and Rara to talk	*Mother:"be patient honey, Nussa and Rara are not the only one who have to study at home. Everything are*	Be patient Grateful

		and reminded them to be patient and grateful, because there are still many people out there who are not as fortunate as they are.	*cosed and locked down"* *Umma: "Nussa, Rara. Right now we have many things to grateful for. Alhamdulillah father is still able to to meet our daily needs. Meanwhile, there are still many out there whose fate is not as lucky as ours....."*	

Table 2. Educational value of the Nussa and Rara Episode (Dream)

No	Episode	Storyline	Scenario	Educational Value
2	*Dream*	Nussa had a bad dream, so he could not sleep all night. In the morning, Rara entered the room and was surprised because Nussa's eyes were black. At that time, their mother entered the room and gave Nussa and Rara some advice	*Nussa: "I am sorry umma, because today is our day off, so last night we watch the movie" Rara: "I bet you didn't pray before you sleep last night arent you? and didn't perform wudhu right ?...." Umma:"if you had good dreams because good ones came from Allah.*	Apologize Remind

Table 3. Educational value of Nussa and Rara Episode (Keep the trust Part 1 & Part 2)

No	Episode	Storyline	Scenario	Educational Value
3	*Keep the trust Part 1 & Part 2*	Rara borrows the rocket from Nussa for her schoolwork. Because Nussa was afraid, he did not want to lend the rocket that her father had given him. Rara accidentally lost the rocket and as a form of responsibility, Rara made flyers to find the missing rocket. And distributed them all the way between home and school	*Umma: "Nussa, I want to ask you a favor just this once, to help rarra with her school project...."* *Umma: "Nussa, we can't be suudzon be prejudice my dear...."* *Rara: "Umma, where can I buy the rockets that looks like the one kak Nussa had?"*	Help each other Think positively Responsibil y Ikhlas

Table 4. Educational Value of the Nussa and Rara Episode (Learn to Sell)

No	Episode	Storyline	Scenario	Educational Value
4	*Learn to Sell*	Nussa and Rara help sell the cakes baked by Umma, then two of her friends come to sell the	*Rara: "what.. pinch cake too? Then we have a competitor, umma's cake taste better"*	Do not be jealous Trustful

	same cake as well. Rara and Abdul compete to sell cakes. Because Rara helped sell Abdul's goods, Abdul gives Nussa and Rara pudding as a thank you gift	*Umma: "We have to learn from our prophet's character: trustful, honest and trustworthy"* *Abdul:"Because you guys helped us selling the cake,we have something for you"*	Sharing

Table 5. Educational Value of Nussa and Rara Episode (Chef Rara)

No	Episode	Storyline	Scenario	Educational Value
5	*Chef Rara*	Seeing that Rara wanted the cake she was watching, Umma asked Rara to learn how to make cake. Out of patience, Rara gave her own measure of cake without her mother's knowledge.	*Rara: "Umma, the cake is bitter because of me. I'am impatient, so I just put in lots of baking powder and vanilla inside the batter by myself umma, umma. Forgive me umma"*	Honest Admit mistakes Apologize

Table 6. Educational Value of the Nussa and Rara Episode (Yawning manners)

No	Episode	Storyline	Scenario	Educational Value
6	*Yawnig manners*	Nussa, Rara and Umma are eating at the dining table. Suddenly, Rara burpsloudly because she is full. After that Nussa and Rara were watching in the TV room, then Nussa yawned loudly and Rara covered Nussa's mouth so they made a fuss. Then Umma came and gave advice.	*Umma:"you should hold your burp as best as you can.... and so are nussa, its best to hold your yawn, do not let it make noise..."*	Etiquette of yawning Burping

Table 7. Educational Value of the Nussa and Rara Episode (Stop…Don't Fight)

No	Episode	Storyline	Scenario	Educational Value
7	*Stop.....* *don't Fight*	Nussa and Rara scramble to watch videos on Umma's cell phone until Umma's phone falls and the screen shatters. Then they made a pact not to make a fuss anymore	*Rara:"Umma, please forgive us, its because of us the phone is broken."* *Umma: "both of you already agreed with the agreement right, back to point number one do you allready ask permission from the owner?"*	Keeping Promises Apologize Ask for permission

Table 8. Educational Value of the Nussa and Rara Episode (Please and Thank You)

No	Episode	Storyline	Scenario	Educational Value
8	*Please and Thank You*	Nussa asked Rara to get his HVS paper and water without saying a word of help or thanks. Because Rara was upset, Umma went to Nussa's room and reminded Nussa to get in the habit of asking for help and saying thank you.	*Rara: "why is it that you do not thak me like that when I brought your paper?hmmm... you have been ordering me around all days without saying please!" Nussa: "...I was so busy with my homework, I forgot to say please. Forgive me ra"Umma:"...anytime we ask help from anyone, do not forget to say please and thank you*	Forgiving other people's mistakes Get used to asking for help and thank you

Table 9. Educational Value of Nussa and Rara Episode (Antta Missing)

No	Episode	Storyline	Scenario	Educational Value
9	*Antta missing*	Nussa and Rara were so busy with themselves that they forgot to feed Anta. Thereupon Anta left the house because he felt neglected by his master.	*Umma: "one of the cause why antta leave could be because we forgot to feed him, maybe we neglect on taking care of antta, that's mean we are not responsible enought."*	Don't be negligent

Table 10. Educational Value of Nussa and Rara Episode (Kak Nussa…Don't Leave Rarra)

No	Episode	Storyline	Scenario	Educational Value
10	*Kak Nussa... Don't Leave Rara*	Nussa is cleaning up his things to prepare for studying at the Islamic boarding school for three days.	*Umma: "In syaa Allah,umma trust that can take care of himself... So we must learn to survive"*	Learn to be independent

Table 11. Educational Value of Nussa and Rara Episode (Qadarullah Wamasya'a Fa'ala)

No	Episode	Storyline	Scenario	Educational Value
11	*Qadarullah Wamasya'a Fa'ala*	Nussa, Abdul and Syifa work together on the work of their respective parents.	*Rara:"what are you doing throwing of all this paper, it's a*	Don't waste it Think well and believe in

	Because Nussa did not know what her father's work was, he invented it and threw away a lot of paper.	*waste!" Umma: "Nussa, Rara. Wheater its good or cool for you does not mean it's good for according to Allah.*	the destiny that Allah has determined

Table 12. Educational Value of Nussa and Rara Episode (Getting to know the Kaaba)

No	Episode	Storyline	Scenario	Educational Value
12	*Getting to know the Kaaba*	Syifa came to Nussa's house and gave Nussa's family a gift from her father, who had just returned from Mecca. Then Umma came and told what was in the Kaaba.	*Syifa: "hallo Umma, Nussa, Rara. I have gifts from my parents. They just comeback from umrah"* *"Umma told about the Kaaba and taught prayer while drinking Zam-Zam water."*	Sharing useful knowledge

The research on Nussa and Rara has already been studied by many researchers. There are about 336 (three hundred and thirty-six) journals dealing with the animation of Nussa and Rara. But basically, previous researches focused only on the discussion of some titles, the values contained in the official youtube channel of Nussa. However, the focus of this research is on the benefits of Nussa and Rara's youtube channel for early childhood education.

The animated movie Nussa and Rara is a film that tells the daily life of children, which has many benefits, especially for education and early childhood development. The educational values can be found from different angles, whether it is the dialog between the characters, the behavior of the characters in the show or the images that are served (Nanda & Alfurqan, 2021). The Nussa and Rara film is presented in a language easily understood by all groups. The language and behavior shown are packaged with the nuances of children and are related to daily life (Hutasuhut & Yaswinda, 2020).

In general, education is a process that shapes a person's capabilities, both for himself and for his behavior in society (Azzahra et al., 2021). Early childhood education is expected to be able to provide various incentives to support children's growth and development, including creating a conducive learning environment for children (Suryana, 2016). Adults around children must be prepared to be role models for children in forming good morals (Khaironi, 2017). Early childhood education is an educational process that precedes attendance at elementary school. It is a care process that addresses children from birth to six years of age and helps them grow and develop by providing educational stimuli (Fadlullah, 2017).

Always remember Allah SWT all parents have the duty to educate their children to know Allah SWT (Erzad, 2018; Rantesalu, 2018; Islami & Rosyad, 2020). Education takes place since the child is in the womb,

such as saying kind words to the unborn child (Khaironi, 2017). How to introduce Allah SWT to babies who are still in the womb can be done by listening to them the Quran (Kertamuda, 2015; Purba & Maturidi, 2019; Syatina et al., 2021; Asril et al., 2022). After birth until adulthood, children are taught to continue to remember Allah SWT so that they become accustomed to remembering Allah SWT in all circumstances and situations.

From an early age, children must be taught to respect their parents. Teach your children to respect both their parents and the people around them (Harris, 2012; Cabibihan et al., 2013; Dayal & Tiko, 2020; Matthews, 2021). Teaching from a young age is more easily absorbed by children, so it becomes a good habit later on (Vinet & Zhedanov, 2011). When we respect other people, it helps us to be close to the environment (Zen et al., 2022). For this reason, it is necessary to teach mutual respect and regard for each other from an early age (Alim et al., 2019; Rahman et al., 2020; Pitaloka et al., 2021). Through the film, Nussa and Rara are able to help children in the developmental process. They can be seen talking to their community and the people around them. From childhood, they are taught how to respect and value others.

Helping each other in kindness, a child is one of the smallest parts of family life, neighbors, society and the state. To be a part of and lead life, prosocial behavior must be instilled in a child from an early age (Khairunnisa & Fidesrinur, 2021). According to Mulawarman & Nurfitri, (2017), proportional behavior is an act of helping that benefits others without the need for a direct benefit, and may even involve risk to the person helping. This proportional behavior reflects a child's care or concern for another child, for example, helping, entertaining, or even smiling at another child (Parker et al., 2015).

Attitudes toward sharing must be instilled from childhood (Turner & Cameron, 2016). In general, children do not want to share with their peers around them. For example, there are still many children who do not want to share food or toys, even just borrowing their things (Sari & Eliza, 2021). Therefore, they need to be taught to share with each other from a young age, because if they are taught to share from a young age, it will naturally benefit the environment (Liefländer et al., 2013; Roach, 2014). As the scenes in Nussa and Rara show, they are taught to share and lend what they have. Always teach your children to think positively. Recently, there have been so many unpleasant news, criminal behavior, and movies that should not be watched by children (Firmansah, 2018). Therefore, it is very necessary to supervise children so that they do not imitate something bad. Therefore, personality education, both at home and at school, must be given intensively (Saeful, 2021).

Teach your children to always tell the truth. Honesty is the most basic trait and the most important asset to be taught to children from an early age (Hamdun, 2016). Teaching children to behave honestly is a lesson and useful for future. Children are individuals who are still clean and sensitive to stimuli coming from the external environment (Daviq, 2012). So, through the animated film Nussa and Rara, parents can help

train their children's honesty from a young age. This film teaches that everyone must tell the truth, because honesty is the most basic life value that must be taught from childhood (Darling-Hammond et al., 2020).

Moral education from an early age can begin with simple things that have to do with behaviors in everyday life (Febriani et al., 2022). Behaviors that can be taught to children from an early age through example and habituation (Herawati et al., 2020). Rasulullah SAW has taught that example is the main factor for success in raising children. Example is also the best method in raising children, especially in early childhood (Maghfirotun & Mahzumah, 2020). Parents' responsibility for their children is not an easy responsibility (Nuraeni & Lubis, 2022). Parents have to protect all members of their family from the torment of hellfire, it is stated in the Quran in Surah Al-Tahrim (66), verse six. Then the hadith also states that the Prophet SAW said:

"Command your children to pray when they are seven years old, and beat them for (not offering) it when they are ten." (HR. Ahmad, Abu Dawud, dan al-Hakim).

Responsible behavior means doing one's job to the best of one's ability, whether in maintenance, care, or behavior toward others (Parsons et al., 2012). Responsibility means abiding by the rules or regulations that have been established to educate children to behave well and to follow and abide by the given rules (Cahyati, 2018). From the movie Nussa and Rara, it can be concluded that this movie is able to train children's sense of responsibility from a young age because every dialog and scene shown shows how you are responsible for something you have been told to do (Ploog et al., 2013; Singh et al., 2020).

Always be patient and grateful. Patience means renouncing everything you like or dislike with the aim of hoping for the pleasure of Allah, the Exalted. The word of Allah, the Exalted, in QS Az-Zumar verse 10:

قُلْ يَاعِبَادِ الَّذِينَ ءَامَنُوا اتَّقُوا رَبَّكُمْ لِلَّذِينَ أَحْسَنُوا فِي هَذِهِ الدُّنْيَا
حَسَنَةٌ وَأَرْضُ اللَّهِ وَاسِعَةٌ إِنَّمَا يُوَفَّى الصَّابِرُونَ أَجْرَهُمْ بِغَيْرِ حِسَابٍ

Meaning: *Say: O ye My servants who believe! Fear your Lord. Good is (the reward) For those who do good in this world. Spacious is God's earth! Those who patiently persevere Will truly receive A reward without measure*!.

Gratitude means expressing praise to the giver of happiness that He has given us countless times (Effendy, 2012). Word of Allah SWT Q.S Al-Baqarah 152:

فَاذْكُرُونِي أَذْكُرْكُمْ وَاشْكُرُوا لِي وَلَا تَكْفُرُونِ

Meaning: *Then do ye remember Me; I will remember you. Be grateful to Me and reject not faith.*

Patience and gratitude should be inherent in every human being and should enter his heart (Sagir, 2014). According to Arsyam &

Sainuddin, patience and gratitude are related: Patience when disaster occurs, gratitude when it occurs. According to the Indonesian Ministry of Education, every person in Indonesia must have the following character values: religious, honest, tolerant, disciplined, hardworking, creative, independent, democratic, curious, national spirit, love for the homeland, respect for achievement, communicative, peace-loving, likes to read, cares for the environment, social and responsible (Setyono & Widodo, 2019). The cultivation of character is not an instant process, but a long process that is gradual and continuous, starting from childhood in the womb to adulthood (*baligh*) (Fawaid & Hasanah, 2022). For this reason, the importance of education from an early age is a milestone for the future of children.

CONCLUSION

This research has succeeded in finding twelve educational values of Nussa and Rara Youtube channels in the program "Nussa: Episode Compilation Vol.15". The twelve educational values are useful not only for early childhood, but also for all people. This movie teaches a lot about how to behave towards Allah SWT, parents, other people and even animals. These twelve values are very influential when taught to children from a young age, because teaching educational values from a young age has a great impact on the growth and development of children, and these things continue in the life of a society. From this film, it is clear how important the role of parents and the environment is in the development of children. What children are taught from childhood will be seen in adulthood. For this reason, it is very important for parents to prepare for their children's growth and development. At the very least, this study can serve as a foundation and reference for future researchers studying this problem in different contexts and issues.

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