

Analysis of the Meaning of Da'wah in Nussa and Rara Animated Films

Irmawati

Faculty of Tarbiyah and Teacher Training
The name of the city of Jakarta

Email : 20204032017@student.uin.suka.ac.id

Abstract

The rise of uneducated cartoon series that can be easily accessed on social media makes parents and the public nervous, which is the basis for this research. The purpose of this research is to find out the most powerful meaning of da'wah in the films Nusa and Rara. This research uses a quantitative method that provides accuracy and looks at the meaning of da'wah including the points of aqidah, sharia, and morals. From the results of the research carried out, the essential results show the meaning of da'wah in the animated film Nusa and Rara. The type of meaning of the largest da'wah is morals with 43% points, sharia da'wah with 30% points, and the value of aqidah da'wah with 27% points

[Maraknya serial kartun yang kurang mendidik yang dapat mudah diakses di media sosial membuat resah para orangtua dan masyarakat menjadi dasar dilakukan riset ini. Tujuan riset ini adalah untuk mengetahui makna dakwah yang paling kuat didalam flim Nusa dan Rara. Riset ini memakai metode kuantitatif yang menyajikan akurasi serta mencermati makna dakwah meliputi point akidah, syariah, serta akhlak. Dari hasil riset yang dilakukan mendapatkan hasil yang esensial memperlihatkan makna dakwah pada flim animasi Nusa dan Rara. Jenis makna dakwah terbesar akhlak dengan point 43 %, dakwah syariah dengan point 30%, serta nilai dakwah akidah dengan point 27%.

Keywords: *Meaning Analysis, Da'wah, Nusa, and Rara Animation Film.*



A. Introduction

Information and Communication Technology is now progressing so rapidly, for this reason there are many reforms that are favored by all levels of society.¹ In line with information and communication technology, it is appropriate that it must be used to spread information, values and messages of Islamic da'wah used through various media, one of the media that is widely accessed by the public today is Youtube.²

From suara.com data, 98.5% of 181.9 million people choose activities on the internet. This means that 179.1 million people have spent their time watching films on Youtube. For this reason, da'wah spreaders are aware that the spectacle at Youtube has an influence on people's lives.³ For this reason, da'wah spreaders use films as a da'wah medium.⁴ With films, da'wah can spread widely without being bound by space and time. Youtube users can watch movies from anywhere and anytime.

However, the many films on youtube mostly have a less educational value and can have a negative impact on society.⁵ The realization of character can be formed from a good attitude in their daily lives. The help of the character can be through spectacle and actions from his environment.⁶

The content creators of the film on youtube try to create creativity through their roles by displaying the Nussa and Rara Animated Films which is an

¹ Irkham Abdaul Huda, "The Development of Information and Communication Technology (ICT) on the Quality of Learning in Elementary Schools," *Journal of Education and Counseling (JPDK)* 2, no. 1 (2020): 121–25, <https://doi.org/10.31004/jpdk.v1i2.622>.

² Hamdan and Mahmuddin, "Youtube as a Da'wah Media," *Palita: Journal of Social Religion Research* 6, no. 1 (2021): 63–80, <https://doi.org/DOI: http://10.24256/pal.v6i1.2003>.

³ Lintang Siltya Utami Dythia Novianty, "Internet Users in Indonesia Spend 8 Hours a Day, Most Searching for Information," *Suara.Com*, March 1, 2022, <https://www.suara.com/teknologi/2022/03/01/131157/pengguna-internet-di-indonesia-habiskan-waktu-8-jam-sehari-paling-banyak-cari-informasi>.

⁴ Ahmad Tamrin Sikumbang, Rahmi Fitra, and Ulwani Siahaan, "Youtube As a Da'Wah Media," *Al-Bayan Journal: Media for the Study and Development of Da'wah Science* 26, no. 2 (2020): 304–22, <https://doi.org/10.22373/albayan.v27i1.5792>.

⁵ Devi Rusli, Nurmina Nurmina, and Rinaldi Rinaldi, "The Effect of Movie Watching Intensity on Youtube on Theory-of-Mind of 4-5-Year-Old Children," *Psychopolytan : Journal of Psychology* 4, no. 2 (2021): 143–50, <https://doi.org/10.36341/psi.v4i2.1559>.

⁶ Nuril Ayni, Risma Nurmaning Azizah, and Reksa Adya Pribadi, "The Effect of Habituation Activities on the Formation of Discipline Character," *Journal of Education and Entrepreneurship* 10, no. 1 (2022): 267–77, <https://doi.org/https://doi.org/10.47668/pkwu.v9i1.353>.

educational inspiration, because the film contains the meaning of da'wah for all audiences. The meaning of da'wah conveyed can be easily accepted when conveying a message taught in Islam.

Da'wah through film has also been carried out by Haris Supiandi ⁷, Fitriah Febriani R and Arni ⁸, Abdul Wahab and Nafi'ah, Nurul Ainin ⁹ in 2020. After reviewing previous research, the research that is being carried out now has a novelty, this research analyzes the meaning of da'wah on film which has benefits as an alternative spectacle that educates the audience, especially early childhood.

This research uses quantitative research.¹⁰ The subjects of this research are Nussa and Rara animation films. The object of the research is the meaning of da'wah in the Nussa and Rara animation films. The data collection technique uses text observation by watching and observing carefully the dialogue. Meanwhile, documentation is taken from reference sources, both books, the internet, and previous research. The data analysis technique by grouping each paragraph into the classification of the meaning of da'wah is then analyzed in order to study the meaning of da'wah in it.

B. The First Aspect of the Discussion, As the Second Section

Da'wah and film are related.¹¹ The effort to spread da'wah through film can be a solution to create dynamics for the future through good forms and plans.¹² The meaning of da'wah will be used for the audience, for that the process requires media

⁷ Haris Supiandi, "Da'wah Through the Film Semiotic Analysis of Da'wah Messages in the Film 'Sang Kiai' by Rako Prijanto," *DESKOVI: Art and Design Journal* 3, no. 2 (2020): 109, <https://doi.org/10.51804/deskovi.v3i2.805>.

⁸ A Arni, "Da'wah Message in the Film Iqro: My Universe," *Journal of J-KO Communication and Organization* 1, no. 259 (2020): 4, <https://doi.org/https://doi.org/10.26644/jko.v2i1.6062>.

⁹ Abdul Wahab and Nurul 'Ainin Nafi'ah, "Analysis of Da'wah Methods in the Film Ayat-Ayat Cinta 2," *An-Nida : Journal of Islamic Communication* 12, no. 1 (2020): 67–73, <https://doi.org/10.34001/an.v12i1.1212>.

¹⁰ Sugiyono, *Educational Research Methods (Quantitative, Qualitative, and R&D Approaches)* (Bandung: Alfabeta, 2018).

¹¹ Amiroh Nichayatun MunirAzizah, "Dakwah Dakwah Industri Animasi Islam," *Muddabir: Journal of Da'wah Management* 2, no. 2 (2021): 15, <https://journal.uinmataram.ac.id/index.php/mudabbir/article/view/4182>.

¹² Muhamad Bisri Mustofa, Siti Wuryan, and Syamzakiah Rahmayeni, "An Analysis of the Message of Da'wah in the Film of Tilik (Semiotic Analysis Study)," *Communiqués* 13, no. 2 (2021): 223–34, <https://doi.org/10.20414/jurkom.v13i2.4561>.

and one of them is film.¹³ Film is a means of communication between various groups that has a wide capacity to connect the meaning of uniforms together and has various goals, one of which is the meaning of da'wah.¹⁴

The character of Nussa is depicted as a son wearing a long cocoa shirt with peci.¹⁵ In fact, the Nussa character has a disability in his legs.¹⁶ This can be seen on his left leg using an artificial foot. Meanwhile, the character Rara, is described as Nussa's sister with the age of five who wears Muslim clothes and hijab and looks very jovial.¹⁷ The voice of Rara's character made the audience nervous. Through #nussabisa, the animation of the work of this Indonesia child has become a source of pride. In the animated film, Nussa and Rara depicts children having noble characters to parents, friends, and other people. So that it can be used as an example.

Morality is a form of deeds, the right attitude and not of people.¹⁸ Morals have a vital position in maintaining the bond between Allah and His creation.¹⁹ For this reason, it is necessary to have a media to convey da'wah which is not just a spectacle, so the name can be a guide.²⁰ One example of a film that can form good morals for the audience is through Nussa and Rara's films.

¹³ Nur Fitriyah Rahmah and Isa Anshori, "The Importance of Social Media as a Means of Da'wah During the Pandemic," *Journal of Informatics and Vocational Education (JOIVE)* 4, no. 2 (2021): 48–62, <https://doi.org/https://doi.org/10.20961/joive.v4i2.47775> 1.

¹⁴ Rindra Risdiantoro et al., "Problem Solving as a Da'wah Strategy in Today's Adolescents," *Al-Ittishol: Journal of Islamic Communication and Broadcasting* 3, no. 1 (2022): 25–35, <https://doi.org/10.51339/ittishol.v3i1.386>.

¹⁵ Ismaya and Fardani Nuha, "The Value of Social Care in Nussa and Rara Animated Films," *Journal of Basic Education Research* 03, no. 2 (2021): 207–13, <https://doi.org/https://doi.org/10.26618/jrpd.v4i1.4722>.

¹⁶ Imas Damayanti, "Senior Animator: The Quality of Nussa Films of International Level," *REPUBLIKA.CO.ID*, October 28, 2021, <https://www.republika.co.id/berita/r1oiig483/animator-senior-kualitas-film-nussa-taraf-internasional>.

¹⁷ Hani Nastiti, "Synopsis of Nussa's Film, Soon to be Released in Theaters," *Kompas.Com*, September 20, 2021, <https://www.kompas.com/hype/read/2021/09/20/133500466/sinopsis-film-nussa-segera-tayang-di-bioskop>.

¹⁸ Anwar Arifin Andi Pate, *Da'wah Strategy from the Perspective of Communication Science* (Jakarta: Balai Pustaka, 2019).

¹⁹ Moh. Ali Aziz, *Da'wah Science*. (Jakarta: Kencana, 2012).

²⁰ Uswatun Hasanah and Melani Putri, "Revitalization of the Role of Kiyai in Fostering Community Morals During the Covid-19 Pandemic," *ASANKA: Journal of Social Science And Education* 2, no. 2 (2021): 171–80, <https://doi.org/10.21154/asanka.v2i2.3143>.

C. The Second Aspect of the Discussion, the Style of Other References

Nussa and Rara is an Islamic animation film from Indonesia that was first broadcast on the youtube channel on November 20, 2018.²¹ Furthermore, the Nussa and Rara films are broadcast once a week. Regarding the perspective observed in this research, the content of the meaning of da'wah in the film is the content.²²

Da'wah with flim through scenes that have da'wah values in the specification of creed, morals, and Shari'ah. This film has a difference from other animation films in this film presenting Islamic values that can be quickly and easily understood for all levels of society and can be applied in daily life.²³ Animated films that have received positive analysis from religious figures and have made the Nussa and Rara films into guiding shows.²⁴ The Nussa dana Rara film has received many appreciations such as from the Indonesia Broadcasting Commission as a type of children's favorite show.²⁵ In addition, it also won the Citra Cup in 2021.²⁶

D. The Second Aspect of the Discussion, the Style of Other References

Furthermore, to find out the value of da'wah in the Nussa and Rara films, the researcher needs to find the reliability coefficient of classification among the assessors, the researcher uses the Holsti formula²⁷, as follows:

²¹ Husna, "Serial Animasi - Nussa (2018)," *Tribunnewswiki.Com*, May 30, 2021, <https://www.tribunnewswiki.com/2021/05/30/nussa>.

²² Marieska Hary, "Success on YouTube, Animated Film 'Nussa' Brought to the Big Screen," *JawaPos.Com*, August 29, 2019, <https://www.jawapos.com/entertainment/music-movie/29/08/2019/sukses-di-youtube-film-animasi-nussa-diangkat-ke-layar-lebar/>.

²³ Nur Lutfiana Hardian, "This cartoon has a moral message and high educational value in every episode," *Brilio.Net*, March 18, 2019, <https://www.brilio.net/film/7-fakta-kartun-islam-nussa-dan-rara-yang-jarang-diketahui-orang-190318p.html>.

²⁴ Muhammad Shodiq Masrur and Asyhari Amri, "Islamic Education Values in Nussa Animated Film Prayer Episode is Obligatory," *Anonymous* 9, no. 1 (2021): 55–75, <https://doi.org/10.36088/palapa.v9i1.984>.

²⁵ RG, "Holding the 2020 Child-Friendly Broadcasting Award, KPI Announces Winning Nominations," *Indonesia Broadcasting Commission Independent State Institution*, August 27, 2020, <http://www.kpi.go.id/index.php/id/umum/38-dalam-negeri/35888-gelar-anugerah-penyiaran-ramah-anak-2020-kpi-umumkan-nominasi-pemenang>.

²⁶ Firda Janati, "Winning the 2021 FFI Award, Nussa Film Will Be Screened in Online Cinemas," *Kompas.Com*, December 1, 2021, <https://www.kompas.com/hype/read/2021/12/01/211223366/raih-penghargaan-ffi-2021-film-nussa-bakal-tayang-di-bioskop-online?page=all>.

²⁷ Jumroni, *United States Communication Research Methods* (Jakarta: UIN Press, 2006).

Reliability Coefficient: $\frac{2P}{N1+N2}$

Definition:

2P = Points equal among raters

Q1,Q2 = Total elemen

Then the average point of the stipulation among the assessors (a combination of reliability), is obtained by using:

Combination of Reliability: O (y among appraisers)

$1 + (y-1)$ (x among appraisers)

Definition:

O = Total raters

y = Average reability coefficient among appraisers

1. The Meaning of Da'wah in Nussa and Rara Animation Films

1) The Meaning of Da'wah of Faith

The meaning of da'wah in flim Nussa and Rara is presented in the table below:

Table 1

Details of Categories of Meaning of Faith

Element	Episode	Meaning
1	Sleep Alone, Not Afraid	By reading the prayer before going to bed we are not afraid to sleep alone
2	The Greatness of Basmallah	Before and after doing something, you can baa basmallah
3	Viral! Clean City, Clean City, Clean Indonesia	Cleanliness is part of faith
4	It's the Adhan, Don't Be Noisy	If there is a sound of adhan we must take a moment from the activity and immediately fulfill the call from Allah
5	Sincere Learning	Everything comes and goes according to God's will
6	Who We Are	Knowing God's creation
7	Prayer is Obligatory	Prayer is a pillar of religion

Table 2

Point of Approval of the Assessor on the Meaning of Faith

Between Assessment	Element	Assent	Disapproval	Coefficient Realism
1 and 2	7	6	1	0.92
1 and 3	7	6	1	0.92
2 and 3	7	7	0	1

Sum	2.84
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Average Value (y) = $\frac{2.84}{3} = 0.94$

Composite Reliability: $\frac{O \text{ (y Between Assessors)}}{1+ (y-1) \text{ (y Among Assessors)}}$
 $\frac{3 (0.94)}{1+2(0.94)} = \frac{2.84}{2.88} = 0.98$

From the calculation value above, the message of faith contained in the Nussa and Rara animation film with a score of 0.98 is based on the approval of the assessor. This means that there is such a high agreement between the three assessors regarding the message of faith.

2) Sharia Da'wah Message

The meaning of da'wah in flim Nussa and Rara is presented in the table below:

Table 3
Details of Sharia Meaning Categories

Element	Episode	Meaning
1	Don't Lose to Satan	We must be more diligent in worship so as not to lose to Satan.
2	Can't Reply	A lifelong parental affection that we cannot reciprocate. For that we have to love him.
3	Rarra Sick	Visiting people who are sick prolongs friendship.
4	Don't Be Lazy on Holidays	When we have free time, use it as well as possible.
5	So I Love Vegetables	Don't denounce food
6	Fasting Practice	Let's learn fasting from an early age

Table 4
Appraiser Approval Points on the Meaning of Sharia

Between Assessment	Element	Assent	Disapproval	Coefficient Realism
1 and 2	6	5	1	0.92
1 and 3	6	4	2	0.84
2 and 3	6	6	0	1
Sum				2.76

Average Value (y) = $\frac{2.76}{3} = 0.92$

$$\text{Composite Reliability: } \frac{3}{1+2(0.92)} = \frac{3(0.92)}{1+2(0.92)} = \frac{2.76}{2.84} = 0.97$$

From the calculation value above, the sharia message contained in the Nussa and Rara animation films with a score of 0.97 is based on the approval of the assessor. This means that there is such a high approval among the three assessors regarding the sharia message.

3) The Meaning of Moral Da'wah

The da'wah message on flim Nussa and Rara is presented in the table below:

Table 5

Details of the Moral Meaning Category

Element	Episode	Meaning
1	Rarra's New Friends	We must love all friends
2	Don't Talk	While eating we should not talk
3	Let's Wash Your Hands	Before eating, you must wash your hands
4	Don't Be Arrogant	So humans can't be arrogant
5	Don't Be Extravagant	Use what we have wisely
6	Great Neighbor	Be a Neighbor Who Understands
7	Learning from Bees	As a human being, you must be useful to others
8	Free Rewards	The reward is free if we want to do good
9	Girls Talk	Be a righteous woman
10	Love Them	We must love our parents while they are still there

Table 6

Assessor Approval Points on the Meaning of Morals

Between Assessment	Element	Assent	Disapproval	Coefficient Realism
1 and 2	10	9	1	0.92
1 and 3	10	8	2	0.84
2 and 3	10	9	1	0.92
Sum				2.68

$$\text{Average Value (y)} = \frac{2.68}{3} = 0.89$$

$$\text{Composite Reliability: } \frac{3(0.89)}{1+2(0.89)} = \frac{2.67}{2.78} = 0.96$$

From the calculation value above, the sharia message contained in the Nussa and Rara animation film with a score of 0.96 is based on the approval of the assessor. This means that there is such a high agreement among the three assessors regarding the moral message.

2. The dominant da'wah message on Nussa and Rara animation films

From the calculation of the results of the agreement of the three assessors in each episode of the Nussa and Rara animation films, which were analyzed, had different da'wah message values. As explained above, from all the da'wah messages in the film with a reliability composite point, namely the Akidah value of 0.98, the sharia value of 0.97, and the moral value of 0.96.

In order to know the content of the dominant da'wah message in the Nussa and Rara films through the percentage of the message, which is calculated using the formula as below:

$$R = \frac{P}{T} \times 100\%$$

Definition:

R : Ratio

P : Point

T : Total Members

1) Meaning of Faith

$$R = \frac{7}{23} \times 100\% = 30\%$$

Of all the meanings of faith that were studied, a percentage of meanings of 30% were obtained. The data was obtained from the results of the calculation of all agreements among the assessors about the meaning of the creed contained in the Nussa and Rara animation films.

2) Meaning of Sharia

$$R = \frac{6}{23} \times 100\% = 27\%$$

Of all the messages of faith studied, the percentage of meaning was obtained at 27%. The data was obtained from the results of the calculation of all approvals among the assessors about the message of faith contained in the Nussa and Rara animation films.

3) Meaning of Morals

$$R = \frac{10}{23} \times 100\% = 43\%$$

Of all the messages of faith studied, a percentage of meaning was obtained at 43%. The data was obtained from the results of counting all the approvals among the assessors about the message of faith contained in the Nussa and Rara animation films

Table 7

Presentase Makna

No	Classifica tion	Point	Presented
1	Creed	7	30%
2	Sharia	6	27%
3	Morals	10	43%
Sum		23	100%

So the biggest meaning of da'wah in the Nussa and Rara animation film is that the message of Akhlak obtained a percentage of 43% of the results of the calculation of the approval of the three assessors. Which percentage of meaning gives evidence that the meaning of morality is the greatest meaning. This is because there are many dialogues that lead to the meaning of good or bad morals. In order for the audience, especially children, to understand which good and bad behavior is in accordance with the meaning of Islam, then from the three assessors it was also obtained that the meaning of sharia was in second place with a percentage of 30% and the faith was in third place with a percentage of 27%.

E. Concluding Remarks

After conducting research, it was concluded that the meaning of da'wah in Nussa and Rara animation flim was first a message of Akidah which included the discussion of belief in Allah SWT. The second meaning of sharia includes the rules

and provisions of worship. The three morals include how to be kind and relate to other people such as parents, friends and society. The biggest meaning of da'wah in the Nussa and Rara animation films is the moral message with a percentage of 43%, followed by sharia messages with a percentage of 30% and finally the message of faith with a percentage of 27%.

Furthermore, the researcher hopes that for the next research to continue to update other media as a means of da'wah so that da'wah can be carried out up-to-date and accessible to all groups.

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