

STRENGTHENING CHARACTER EDUCATION THROUGH KULARI KE PANTAI FILM

Anafi Muntiah¹, Ayunda Riska Puspita¹

¹Institut Agama Islam Negeri Ponorogo, Ponorogo, Indonesia

Email: anafimuntiah@gmail.com

Abstract

Planting character education requires interesting media, such as film. The film entitled *Kulari ke Pantai* is a children's film that contains character education values. This study aims to describe the value of character education in the *Kulari ke Pantai* films and the relevance of character education values in the *Kulari ke Pantai* films for elementary level students. This research uses a qualitative approach in the form of library research. To analyze the value of character education in a film literary work entitled *Kulari to the Beach*, researchers used a didactic approach. The collection of research data uses the withdrawal method with content analysis techniques as a data analysis technique. The results showed that the film *Kulari ke Pantai* contains nine values of character education, including the values of social care, tolerance, love of the motherland, hard work, honesty, religion, responsibility, respect for achievement, and communicative/friendly. Social care and tolerance are the most dominant character values in the film *Kulari ke Pantai*. All of that character values have relevance to elementary level students. Religious and tolerance are relevant to religious values. Loving the motherland is relevant to nationalist values. Honesty, responsibility, and reward achievements are relevant to the values of integrity. Hard work is relevant to the value of being independent. Social caring and communicative/friendly values are relevant to mutual cooperation values. The film entitled *Kulari ke Pantai* is a relevant medium for implementing the Strengthening Character Education (PPK) movement, especially for elementary level students.

Keywords: *strengthening character education, the film Kulari ke Pantai, the value of character education*

Abstract

The cultivation of character education requires an interesting medium, such as film. The film titled *Kulari ke Pantai* is a children's film that contains character education value. This study aims to describe the value of character education in the film *Kulari ke Pantai* and the relevance of the value of character education in the film *Kulari ke Pantai* for elementary level students. This research uses a qualitative approach of *library research* type. To analyze the educational value of characters in the literary work of the film entitled *Kulari ke Pantai*, researchers used a didactic approach. The data collection of this study uses documentation methods with *content analysis* techniques as data analysis techniques. The results showed that *Kulari ke Pantai* contains nine-character education values, including social care, tolerance, love for the country, hard work, honesty, religion, responsibility, respect for achievements, and communicative/friendly. Social care and tolerance are the most dominant character values in the film *Kulari ke Pantai*. The nine-character values have relevance to elementary level learners. Religious and tolerance are relevant to religious values. Love of the motherland is relevant to nationalist values. Honesty, responsibility, and respect for achievement are relevant to the value of integrity. Hard work is relevant to self-directed value. Social care and communicative/friendly are relevant to the value of mutual cooperation. The film entitled *Kulari ke Pantai* is a relevant medium for the implementation of the Strengthening Character Education (PPK) movement, especially for elementary level students.

Keywords: *strengthening character education, Kulari ke Pantai film, character education value*

ABSTRAK

Penanaman pendidikan karakter membutuhkan media yang menarik, seperti film. Film berjudul *Kulari ke Pantai* adalah film anak yang mengandung nilai pendidikan karakter. Penelitian ini bertujuan mendeskripsikan nilai pendidikan karakter dalam film *Kulari ke Pantai* dan relevansi nilai pendidikan karakter dalam film *Kulari ke Pantai* bagi peserta didik tingkat dasar. Penelitian ini menggunakan pendekatan kualitatif berjenis *library research*. Untuk menganalisis nilai pendidikan karakter dalam karya sastra film berjudul *Kulari ke Pantai*, peneliti menggunakan pendekatan didaktis. Pengumpulan data penelitian ini menggunakan metode dokumentasi dengan teknik *content analysis* sebagai teknik analisis data. Hasil penelitian menunjukkan film *Kulari ke Pantai* mengandung sembilan nilai pendidikan karakter, antara lain nilai peduli sosial, toleransi, cinta tanah air, kerja keras, kejujuran, religius, tanggung jawab, menghargai prestasi, dan komunikatif/bersahabat. Peduli sosial dan toleransi menjadi nilai karakter paling dominan dalam film *Kulari ke Pantai*. Sembilan nilai karakter tersebut memiliki relevansi dengan peserta didik tingkat dasar. Religius dan toleransi relevan dengan nilai religius. Cinta tanah air relevan dengan nilai nasionalis. Kejujuran, tanggung jawab, dan menghargai prestasi relevan dengan nilai integritas. Kerja keras relevan dengan nilai mandiri. Peduli sosial dan komunikatif/bersahabat relevan dengan nilai gotong-royong. Film berjudul *Kulari ke Pantai* menjadi media yang relevan untuk penerapan gerakan Penguatan Pendidikan Karakter (PPK) khususnya bagi peserta didik tingkat dasar.

Kata kunci: penguatan pendidikan karakter, film *Kulari ke Pantai*, nilai pendidikan karakter

Introduction

Children's moral and ethical qualities are no longer a novelty in modern society. One of the causes of the decline in the moral and ethical character of today's children is the proliferation of shows with negative content and age-inappropriate entertainment that has become more accessible due to technological advancements. According to a study by Kartika Anggraeni and Helpris Estaswara titled "Pengaruh Menonton Tayangan Kekerasan Serial Animasi BoBoiBoy di Televisi terhadap Perilaku Imitasi Anak" published in 2022, viewing impressions that depict negative content, such as violence, influenced children to imitate verbal or physical violence. Children can imitate physical violence by injuring, striking, and kicking others after viewing violently charged media. The majority of children today most readily imitate verbal abuse by using foul, impolite, and other negative language towards others.

The Indonesian government has pursued the cultivation of character education through a variety of policies. In 2010, the Ministry of National Education (Kemdiknas) formulated eighteen basic character traits that every citizen should possess, including: responsibility, social care, environmental care, love to read, love peace, communicative or friendly, appreciate achievements, love the country, possess a national spirit, curiosity, democratic, independent, creative, discipline, work hard, tolerance, sincerity, and religious. Then, in 2017, the Ministry of Education and Culture (Kemdikbud) implemented the Strengthening Character Education (PPK) initiative to strengthen the character of students in Indonesia. Religious, nationalist, integrity, independence, and mutual assistance are the five defining characteristics of the PPK movement.

Rahyubi (2014) stated in her book *Teori-Teori Belajar dan Aplikasi Pembelajaran Motorik Deskripsi dan Tinjauan Kritis* that Albert Bandura's theory states that after watching violent and aggressive television programs, children will exhibit more aggressive behavior than children who do not watch them. Children are therefore considered to be the greatest imitators in the world. For elementary school students to avoid viewing shows with negative content, it is possible to prevent them from watching shows of a specific quality that are appropriate

for their age. According to a 2020 Kompas.com article by Firda Janati, *Kulari ke Pantai* is a film for children and families produced by Miles Films. *Kulari ke Pantai*, which lasts 1 hour 52 minutes, tells the story of Sam's vacation with his mother, Uci, portrayed by Marsha Timothy, to G-Land beach, where they will encounter Kailani Johnson, Sam's surfing idol. Happy, portrayed by Lil'li Latisa, unexpectedly participates. The voyage of Sam and Happy becomes difficult because these cousins who do not get along have contrasting personalities.

Several prior studies pertinent to this investigation are as follows: First, Arum Islammiyati's research in 2022 entitled "Nilai-Nilai Keteladanan dalam Film *Kulari ke Pantai* dan Relevansinya dengan Pendidikan Karakter Menurut Thomas Lickona." Second, Fanny Rizka Afrilia's 2022 research entitled "Analisis Nilai Karakter dalam Film *Nussa dan Rara Karya Aditya Triantoro*." Third, research by Rana Az-Syahra Soelistyo, Retno Purnama Irawati, Sheyra Silvia Siregar, and Anggraeni in 2022 entitled "Analisis Nilai Pendidikan Karakter pada Film Animasi *New Gods:Nezha Reborn*." In this study, researchers wish to re-examine the film *Kulari ke Pantai* by exploring the value of character education in it based on the eighteen-character values of the Ministry of National Education in 2020 and then relating it to the five maitha. Introduced in 2016 and ratified in 2017, it is a character value intended to strengthen elementary pupils' character education. The author conducted research entitled "Strengthening Character Education through *Kulari ke Pantai* Film" based on the description of the introduction.

Research Method

This study employed a qualitative methodology involving literature or library research. According to Erickson (Anggito & Setiawan, *Metodologi Penelitian Kualitatif*, 2018), qualitative research is research that uses narrative to describe research results. This form of library research or literature research entails a series of processes pertaining to library data collection methods, reviewing content, recording, and processing research materials (Zed, 2008). To examine the importance of character education in a literary work, namely the film *Kulari ke Pantai*, the researchers employed a didactic literary work analysis strategy. According to Aminuddin (2010), literary connoisseurs use the didactic approach to discover the author's ideas and responses to life in his work. The duration of this research was from December 2022 to March 2023. This study's primary data consists of sequences and dialogues between characters from the 112-minute film *Kulari ke Pantai*, produced by Mira Lesmana and directed by Riri Riza. This film's secondary data are the eighteen-character-values-theory derived from the Cultural Education and National Character Education movement of the Ministry of National Education and the five-character-values-theory of the PPK movement of the Ministry of Education and Culture.

This study employed a documentation data acquisition method. In accordance with Hanin Marwah Nurkhoirani and Putri Indahsari's (2021) documentation technique, the film will be viewed multiple times and the points examined will be recorded as dialogue between characters and scenes. In this study, researchers employed documentation techniques by repeatedly viewing the film *Kulari ke Pantai* and then documenting the character education values communicated through dialogue and scenes in the film.

The technique used to analyze the data for this investigation is content analysis. According to Nani Widiawati (2020), content analysis is a data analysis technique used to examine the communication's content in order to derive symbolic information. By Burhan Bungin in Ahmad Tohardi (2019), the content analysis technique consists of the following steps: locating symbols or emblems, classifying data by symbol or emblem, and making predictions based

on data analysis. In this study, a content analysis was conducted by identifying the character values present in scenarios and dialogues between characters. The researcher then described these character values and related them to the five-character values that became the focus of the PPK movement.

According to Aminudin (2010), the stages of analyzing literary works as films using a didactic approach are to identify the main units of thought in literary works in the form of dialogue, behavior, and descriptions of events from the author of the work; to comprehend the main units of thought; and to infer the value of life from that point of view. In this study, a didactic analysis of literary works was conducted by watching the film *Kulari ke Pantai*, identifying and analyzing the scenes and dialogues that contain the filmmakers' main ideas, and concluding that the value of life in these subjects is the value of character education.

Result and Discussion

The results indicated that the film *Kulari ke Pantai* contains nine values of character education, including (1) the value of social care in the form of assistance, (2) the value of tolerance in the form of respecting the differences of others, (3) the value of love for the homeland in the form of preserving the national language, (4) the value of hard work in the form of practicing hard, (5) the value of honesty, (6) religious values, and (7) the value of responsibility in the form of accountability. Social concern and tolerance are the most prominent character traits.

Eight of the nine-character education values presented in the film *Kulari ke Pantai* are applicable to character education at the elementary level. Tolerance and religious values are pertinent to religious values. The value of patriotism is pertinent to nationalist principles. Relevant to the value of integrity are the virtues of honesty, responsibility, and esteem for accomplishment. The value of labor is related to the value of independence. The value of social care and communicative/friendly behavior is pertinent to the value of cooperative behavior.

1. *The value of character education in the film Kulari ke Pantai*

a. The Value of Social Care in the film *Kulari ke Pantai*

A person demonstrates social concern when he or she is always willing to assist others and members of the community who require assistance. During the scene from 00:37:18 to 00:40:22, Sam assists Happy in retrieving his eyeglasses, which Wahyu recognizes. As demonstrated by the accompanying figure.



A snippet of Sam's dialogue from the picture is as follows.

Sam : "Eh, ko! that, (pointing to the sunglasses Wahyu wears) is my cousin's. Give it back!" (Hold up his hand to receive glasses.)

In the film *Kulari ke Pantai*, the aid provided by the social care characters is illustrated by the dialogue in the clip. Happy desires to reimburse Wahyu for returning her spectacles. Sam, who discovers this, prevents Happy from paying for the sunglasses, which are legally hers. Due to Wahyu's refusal to return Happy's spectacles, Sam ends up colliding with Wahyu on his bicycle so that Happy can retrieve her sunglasses.

Happy sequences in the film *Kulari ke Pantai* demonstrate an additional concern for the community. In the scene minutes 00:33:02 to 00:34:04, Happy assists Sam in neutralizing the sugar surge in his body so he can rest immediately. Sam and Happy

assist in taking Mila to the hospital for surgery during the scene minutes 01:30:33 - 01:33:30. In addition, from 01:35:03 to 01:35:17, Edi and Vivi assist in transporting Mila to the hospital because Uci's car broke down.

b. The value of Tolerance in the film *Kulari ke Pantai*

Tolerance is the behavior of respecting differences in religion, race, ethnicity, opinions, actions, and attitudes without imposing one's own will. In the film *Kulari ke Pantai*, the virtue of tolerance is illustrated by sequences in which Sam and Happy respect other people's decisions that differ from their own. One of them is in the minute scene from 00:13:53 to 00:15:08 depicted in the next image.



Dialogue snippets of the picture is as follows.

- Uci : "Sam, your aunt Kirana asking for help. She wants Happy to get to know us better and according to aunt Kirana, joining this road trip is the best way. I cannot refuse, Sam."
Sam : (Get up from the chair) "I would rather have Dion come along, (sit back and look down) but yes, if you think it is important."

Sam's action of respecting Uci's decision to accept Kirana's request to bring Happy along on the road journey exemplifies the character trait of tolerance in this scene. Sam initially refused, going so far as to negotiate for Dion (Happy's sibling) to take part. Sam ultimately appreciates Uci's decision, however, after Irfan has helped him to comprehend it.

c. The value of love for the homeland in the film *Kulari ke Pantai*

The actions, methods of thinking, and behaviors of someone who respects, cares about, and is loyal to the language, social, culture, physical environment, economy, and politics of the nation constitute love of the homeland. The film *Kulari ke Pantai* demonstrates the significance of patriotism through the dialogue of Dani and Baruna, who advise Happy to become accustomed to using Indonesian in his daily life. The following contains his dialogue and scene footage.



- Dani : "Ouch, little brother. Why do keep using English? This is Indonesia, right
Baruna: (Leaning on the surfboard) "Happy, being able to speak English is important, but if our fellow people also use English, we might forget our own language."

The dialogue in the scenario illustrates the character trait of patriotism through the preservation of Bahasa, the national language. The National Language is the nation's defining characteristic. Children should cherish and preserve the Indonesian language by using it with pride in daily life.

d. The value of hard work in the film *Kulari ke Pantai*

Hard labor is the behavior and mentality of a person who demonstrates earnest effort in completing tasks well and overcoming various obstacles in the learning process and while performing tasks. Sam demonstrates the value of hard effort in the film *Kulari ke Pantai* by pursuing surfing activities. Presented in the accompanying image and dialogue.



- Arya : "Fan, Fan, Fan, there! (pointing to Sam) Sam is already good at that."
(turned to look at Irfan with a shocked face).
(menoleh ke arah Irfan dengan wajah kaget).
- Irfan : "The practice is almost every day, bro." (looked at Sam with a smile)

Sam is said to idolize a surfer named Kailani Johnson. Kailani is Sam's motivation to continue working hard to hone his surfing game for the better. The dialogue shows that Sam practiced almost every day until he was finally able to surf.

e. The value of honesty in the film *Kulari ke Pantai*

The behavior of a person who strives to always be trustworthy in their actions, work, and words is considered honest. In the film *Kulari ke Pantai*, the value of honesty is conveyed implicitly through the dishonest actions of Sam and Happy, which result in a number of negative consequences, such as being trapped in an unhealthy friendship environment (between Happy and Mia), causing panic among many parties, and leading to misunderstandings. Like Uci's dialogue in the minute scene between 01:32:57 and 01:34:02.

Uci : "If you lie, it will cause difficult to more people. ..."

.....

Sam : "That's right, I had a fight with Happy. I think it's not serious. Sorry, ma'am. Sorry, Happy." (*Lowered his head and regretted*).

When Sam and Happy decide to be honest with Uci and say that they got into an argument, Uci understands the situation and stops getting angry. This scene shows that honesty takes precedence so as not to cause trouble and make it difficult for others.

f. The Value of Religious in the film *Kulari ke Pantai*

Religious is the act of adhering to the teachings of one's religion, getting along well with adherents of other religions, and having tolerance for the practice of other religions' worship. The religious significance of the film *Kulari ke Pantai* is consistent with Islamic teachings, as evidenced by Sam's scenario at Noris's home.



- Noris : "Come, come, please come in."
Sam : "Assalamu'alaikum."
Noris's Father : "Wa'alaikumsalam."

Muslims should answer greetings when someone else gives greetings or respects. The scenes and dialogues are in line with verse 86 of Surah An-Nisa, which deals with the command to give and answer greetings.

g. The value of responsibility in the film *Kulari ke Pantai*

Responsibility is the act of carrying out obligations that they should do both to themselves, others, society, the environment, the country, and to God Almighty. The value of responsibility in the film *Kulari ke Pantai* is shown through the scene of Uci trying to keep her promise to Sam. At 00:15:10 – 00:15:25, Uci promises that Sam will not fail to meet Kilani Johnson even if Happy comes along for their journey. Then the dialogue in the scene at 01:33:12 is as follows.

Uci : "Happy, you know if Sam has to go to G-Land? And it's too late."

.....

Uci : "... Sam has to stay to G-Land to meet Kailani. Auntie has already promised her."

The dialogue in both related scenes contain the character value of responsibility in the form of trying to fulfill promises that have been made to others. Uci tried to keep her promise that they should stay to G-Land, even rejecting Happy's proposal which could cause Sam to cancel meeting with Kailani Johnson.

h. The value of appreciating achievements in the film *Kulari ke Pantai*

Appreciating accomplishments is the behavior of a person who respects and acknowledges the successes of others and is motivated to produce something beneficial for society. In the film *Kulari ke Pantai*, the importance of recognizing accomplishments is demonstrated by Uci's compliments to Sam and Happy after they assist Mila in the following dialogue.

Uci : "The doctor said that the operation went smoothly. He also said that fortunately, Mila was brought in time. Otherwise, it can be dangerous. You have made a very good decision. I am proud."

The dialogue in the scenario demonstrates the significance of the character appreciating others' achievements by containing sentences of praise. Uci stated in the dialogue that she was pleased of what Sam and Happy had accomplished. Sam and Happy decide to transport Mila, whose condition is already grave, to the hospital, causing Sam to miss his meeting with Kailani in G-Land. Sam and Happy save Mila's life by making the correct decision. Uci acknowledges Sam and Happy's accomplishments by expressing his pride in them.

i. Communicative/friendly values in the film *Kulari ke Pantai*

Communicative/Friendly describes a person who enjoys conversing, cooperating, and getting along with others. The communicative value of *Kulari ke Pantai* is demonstrated by the scene in which Sam and Happy reconcile after a lengthy feud. The image and text are as follows:



Happy : "You are so beautiful, Sam."

Sam : (Looking at the dress she wears) "I want to be beautiful like you too."

Happy : (Laughing) "Sisters forever?" (Raised the little finger).

Sam : "Sisters forever." (Smiled and returned Happy's little finger).

Sam and Happy hugging.

The footage's dialogue demonstrates the value of communicative characters. Even though they are close relatives, Sam and Happy do not get along in the film *Kulari ke Pantai* due to their contrasting personalities. After a vacation together, Sam and Happy rekindle their relationship. Sam and Happy declare near the conclusion of the film that they will always be sisters and embrace as a sign of their closeness.

2. *The Relevance of the Value of Character Education in the film Kulari ke Pantai for Strengthening the Character Education of Elementary Level Students*

a. The relevance of religious character values for strengthening the character education of elementary level students

The significance of religious character reflects the citizens' belief and faith in God Almighty. This value is demonstrated by adhering to the teachings of one's religion and beliefs, practicing tolerance and living in harmony with adherents of other religions and beliefs, and valuing diversity. In a dialogue scene between 01:29:39 and 01:29:59, Sam demonstrates the importance of religious character when he greets another person's home. Sam's morals are consistent with Islamic teachings. In the film *Kulari ke Pantai*, the virtue of tolerance is illustrated by scenes in which Sam and Happy respect the decisions of others who are distinct from them.

The value of religious character and tolerance in the Ministry of National Education's eighteen-character values is germane to the PPK movement's value of religious character. Based on the delivery of character education values in the film *Kulari ke Pantai*, students can implement religious character values in daily life by obeying religious teachings and respecting the opinions of others without imposing their own will. In addition, students can apply religious values by tolerating and respecting differences in religion, race, and ethnicity among their peers.

b. The relevance of national character values for strengthening the character education of elementary level students

The value of nationalist character is a way of thinking and acting that demonstrates a profound regard for the nation and state. In the film *Kulari ke Pantai*, the value of nationalist character education in the PPK movement is presented in the guise of patriotic character values. In the minute scene 00:46:56–00:47:50 of the film *Kulari ke Pantai*, Dani and Baruna advise Happy to be proud to use the national language, namely Bahasa, in her daily life, demonstrating the significance of the character's affection for the country.

The value of patriotism in the Ministry of National Education's eighteen-character values is pertinent to the value of nationalist character in the PPK movement. Based on the delivery of character education values in the film *Kulari ke Pantai*, students can implement nationalist character values in everyday life by utilising Bahasa effectively. Moreover, students can apply nationalist values by preserving Indonesian culture, being proud to use domestic products, and appreciating the services of the heroes by enthusiastically conducting a flag ceremony every Monday.

c. The relevance of integrity character values for strengthening the character education of elementary level students

The nation's children are imparted with the character trait of integrity so that they will grow up to be trustworthy, loyal, and committed to moral and human values. The film *Kulari ke Pantai* illustrates the importance of character education for integrity in the PPK movement in the form of character values, honesty, and responsibility. In the film *Kulari ke Pantai*, the importance of honesty is implied through Sam and Happy's lying scene, which has many negative consequences for

them until 01:32:57-01:32:57, when they eventually dare to be truthful. In the dialogue scene minutes 01:32:57-01:32:59, Uci demonstrates the value of responsibility by attempting to fulfil her promise to Sam. Uci's statement that she is pleased of Sam and Happy's accomplishments in aiding Mila exemplifies the importance of appreciating success.

The character values of honesty, responsibility, and appreciating accomplishments in the Ministry of National Education's eighteen-character values are germane to the integrity values of the PPK movement. Based on the delivery of character education values in the film *Kulari ke Pantai*, students can apply the value of integrity character in everyday life by always behaving honestly and responsibly for all words and decisions made, as well as by giving awards in the form of praise for the accomplishments of others and making it self-motivating. In addition, students can demonstrate the value of integrity by always acting equitably and by setting an exemplary example for their peers.

- d. The relevance of independent character values for strengthening the character education of elementary level students

Instilling independence in students will teach them to believe in their own abilities, to be unreliant on others, and to use their own energy, thought, and time to achieve their objectives. In the film *Kulari ke Pantai*, the value of independent character education in the PPK movement is portrayed in the form of the value of hard labor. Sam demonstrates the importance of labor in the film *Kulari ke Pantai* by engaging in surfing activities.

The Ministry of National Education's eighteen-character values have relevance to the PPK movement's value of independence. Students can implement the character education values presented in the film *Kulari ke Pantai* in their daily lives by working diligently to achieve their goals. In addition, independence can be demonstrated by studying assiduously and not relying on others to prepare school supplies and uniforms.

- e. The relevance of the value of mutual cooperation character for strengthening the character education of elementary level students

Students who value the spirit of shoulder to shoulder and cooperation in solving problems, forming alliances, fostering communication, and assisting those in need exhibit the character of mutual cooperation. In the film *Kulari ke Pantai*, the KDP movement's character education for the value of mutual cooperation is illustrated through the character values of social care and communicative/friendly. Through the assistance scenario between Sam, Happy, Edi, Fifi, and Mila's family, *Kulari ke Pantai* demonstrates the importance of social care. The communicative/friendly value of *Kulari ke Pantai* is demonstrated by the scene in which Sam and Happy reconcile after a lengthy feud.

The character values of social care and communicative/friendly from the Ministry of National Education's eighteen-character values are germane to the PPK value of mutual cooperation. Based on the delivery of character education values in the film *Kulari ke Pantai*, students can implement the value of mutual cooperation by assisting those in need and forming friendships with other students in their everyday lives. Other than that, students can apply mutual aid by solving problems through deliberation.

Conclusion

The film *Kulari ke Pantai* contains nine values of character education, including (1) values of social care, (2) values of tolerance, (3) values of patriotism, (4) values of hard work, (5) values of honesty, (6) religious values, (7) values of rewarding achievements, (8) values of responsibility, and (9) communicative/friendly values. Social concern and tolerance are the most prominent character traits. Eight of the nine-character education values in *Kulari ke Pantai* are applicable to learners at the elementary level. Tolerance and religious values are relevant to religious values. The value of patriotism is pertinent to nationalist principles. Relevant to the value of integrity are the virtues of honesty, responsibility, and esteem for accomplishment. The value of labor is related to the value of independence. The values of social care and communicative / sociable are pertinent to the value of gotong-royong. *Kulari ke Pantai* is pertinent to the implementation of the Strengthening Character Education (PPK) movement, particularly for elementary school pupils.

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