

Development of Care for the Environment for Early Childhood through Animated Videos

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ABSTRACT: Educational animation about the importance of cleanliness is one of the media and effective learning methods for early childhood. The lack of children's educational programs, especially those that told about clean living behaviour patterns, is still small. In the analysis of the design of this educative animation video, the public is given an insight into the importance of children's animation to become a more communicative supporting media. The use of animation as a form of audio-visual intermediary plays a relatively crucial role in disseminating messages or ideas to be conveyed to children, especially comprehensive educational understanding. Animated video can be said to be the material of still images that are read sequentially at a time using a certain speed. The combined image is claimed to be a frame and the speed at which it is read is called the frame rate, in fps (frames per second). because it is played at high speed, creating the illusion of smooth motion, the higher the frame rate, the smoother the motion is displayed. This animation is an animation for public service advertisements (ILM) about stopping littering from the youtube channel hapesss, the following animation is an attempt to hypnotize the public, especially in early childhood, by inviting them to know and realize how important it is to protect the environment. environment using not littering. Early childhood education is one form of preschool education which essentially plays a role in achieving national education goals. Playing the role of executor in the organization of kindergarten which aims to convey various basic skills that are very crucial to children aged 4 to 6 years in spreading behavior, knowledge, skills, and creativity which will later be indispensable in efforts to adapt to the environment, growth and further development. In addition, this video is also an information medium using stopmotion graphic animation techniques, where stop-motion graphics animation has the advantage of being more practical to absorb with motion delusions and combined with

sound impact, as a result, can help simplify the message from the content carried. so that the information presented can be presented in an attractive, simple, displaying information using a visual system. In layman animation is an activity to animate or move inanimate objects. The dead things were pushed, their strength, spirit and emotions came alive. The analysis used is by using van dijk analysis.

KEYWORDS: Animation, Education, Cleanliness, Early Childhood

I. INTRODUCTION

The implementation of early childhood education adheres to the principle of playing while learning or learning while playing. Various development areas are taught using a way of integrating complete learning activities with behavior formation and basic ability development (AT Mahmud, 1996).

The preschool period (age 3-6 years) means the ideal age to start learning various skills that are useful for children and become the basis for higher skills later in life. At this time, children feel like repeating a skill activity through certain exercises, until he really masters it. so that the process of training the required skills can take place effectively, then each process must be designed in a directed manner, as a result of which an increase in the speed and accuracy of doing something can be achieved by the child.

Animation is a tool because it can express good things that are experienced, or ideas and ideas that are expected. Animation is one thing, which has an important activity in providing implementation and learning in kindergarten, and it is also considered capable of influencing the development of a child's personality, whether it is related to aspects of motor development, or aspects of development. emotions, language development, social development, and intelligence development. In the end, it has become a means of suggesting that every child needs to be poured as much as possible about the experience to

observe the details in the story, whether animated or not.

But with the difficulty of finding educative animations, especially regarding the environment, nowadays children are more likely to like game animations or animations that are less educative. Not to mention if children start watching adult soap operas with the help of visualization of scenes shown on television, this condition will result in children becoming increasingly burdened that they should not be able to feel. For example, if a child is busy watching YouTube game content, what he gets will only shape the quality of the child's thinking decreases.

On the other hand, the analysis of the design of this educative animated advertisement is a form of construction derived from the design of the Public Service Advertisement (PSA) which presents a social message using the aim of increasing the awareness of early childhood on a number of problems they face, namely the conditions in which life problems are usually similar to environmental hygiene.

Animation about the importance of cleanliness or concern for the environment is one of the media and effective learning methods for early childhood. In designing animated videos for the community and children, an insight was opened about the importance of educational animation as a more communicative supporting media. Animation can add insight to children in a way that is not harmonious and easy to understand.

Based on this background, this research aims to achieve the target of environmental care advertisements that can convey awareness to early childhood, information and education about the importance of maintaining cleanliness and can be used as a means of education and entertainment that is useful for early childhood in everyday life.

II. LITERATURE REVIEW

Mass Communication Technology

Mass communication is the process of delivering messages using mass media technology to the public. Individuals receiving messages are not restricted by pauses and have asynchronous backgrounds. However, the same message uses each other at relatively the same time. As Jay Black and Frederick C. (Nurudin, 2004; Joshepson, 2020) state that mass communication is the process of disseminating mass-produced messages to a broad, anonymous and heterogeneous mass of recipients. Area here means people who are not physically close to each other using great distances. then anonymous is defined as the mass of message recipients who do

not know each other. as well as anonymous, which means that the recipient of the message has an asynchronous background.

Scene Concept

At this stage, crucial decisions are designed that affect other activities that follow (Harsokusomo, 2000). The design in question is a visual communication process based on needs or problems, starting from planning, collecting and analyzing data to making efficient and directed designs (Yustato, 2011). Concepts and systems, and how to distinguish between good and bad concepts. Accepting a model using a good concept can influence the user because of it. among other qualities, it will provide an easier transition to representation, resulting in a more robust and maintainable implementation. Much effort has been directed at the design concept, but is very much focused on the design itself. Instead, the primary concern is how the design concept should be recorded (e.g., for example semantic data; using a programming language or specification language according to sets and correlations; with text or diagrams; and so on). Analysis has been the emphasis too, as well as the primary motivation for formalizing design examples. However, this analysis is generally a discourse exploring behavior in more detail (for example, with a checker model) or explaining design according to a design concept (for example, using truth verification), and not about determining whether a design is actually fit for purpose.

Animation Concept

Animation is an image that moves quickly and continuously that has a relationship between one and another. At first, animation was only in the form of images or photographic images which were then moved so that it seemed as if they were alive. The understanding of animation can then be found in the book Digital Animation Character (Maestri, 2006: 105). Animation is the basic art of investigating the movement of an object, movement is the primary foundation so that a character for animation looks like concrete. In general, animation is an activity to animate or move dead objects. The dead objects are pushed, their strength, spirit and emotions come alive and move or as if they just live (Djalle, 2006; Shah et al., 2019). According to some of the statements above, it can be said that animation is an audio-visual image of a combination of motion from an image or frame that has a setting when as a result the image can move rhythmically and look real.

Public service announcements

Crompton and Lamb (Kasali, 1993) define that public service advertisements are non-commercial announcements or notifications that

promote activity programs, government services, non-business organization services and other notifications about public service needs other than weather forecasts. as well as commercial notices. Generally, this public service advertisement message is in the form of an invitation or appeal to residents to take an action in the public interest or change a habit or behavior of the community. Meanwhile, the Ad Council (Kasali, 1992, p.202) states that the criteria used to determine public service campaigns are: non-commercial, non-religious, non-political, national in perspective, aimed at all levels of the people. citizens, proposed by the recognized organization. or accepted, can be advertised and has a high impact and importance, so it deserves support from local and national media. Public Service Ads (PSA) are created to help others. More specifically, this study was designed to extend the Elaboration Likelihood (ELM) model by including personality variables, empathic tendencies, into the layman's framework, and by sharing empathy. PSAs have different target markets.

Animation in Public Service Ads

In Public Service Advertisements (PSA) can increase service or target inspiration. Animation as a form of creative communication for the wider community uses the objectives of presenting issues, presenting information, and suggesting attitudes. This animation is an Animation for Public Service Advertisements (ILM) about stopping littering from the youtube channel, the following animation is an attempt to hypnotize the public, especially early childhood, by inviting them to know and realize how important it is to protect the environment. environment to use does not throw garbage carelessly.

In addition, this PSA video also means that information media uses stop-motion graphic animation techniques, where stop-motion graphics animation has the advantage of being more practical to absorb with motion delusions and combined with sound impact, as a result it can help simplify the message from the content carried. so that the information conveyed can be presented in an attractive, simple, displaying issue using a visual system.

According to Sumarno (1996:31) video animation is a technology for capturing, recording, processing, transmitting, and rearranging moving animated images. generally use celluloid film, electronic signal, or digital media. Animated video (stop-motion) can also be said to be the origin of still images that are read sequentially at a time using a certain speed. The combined image is claimed to be a frame and the speed at which it is read is called the

frame rate, in fps (frames per second). because it is played at high speed, creating the illusion of smooth motion, the higher the frame rate, the smoother the motion is displayed.

Animated Videos

This definition is a video that seems to be alive, made from photography, pictures, puppets and so on with disparities between frames to convey the impression of motion during animation. Animated videos utilize images (paintings) or other inanimate objects that can be brought to life with animation techniques. Animated videos use material in the form of paintings on paper which are then known as cartoon videos. This technique is not only useful for creating videos, but also often plays a role in making advertising videos, educational videos, writing titles, and also naming supporting animations in a video production (McNamara & Drew, 2019).

In accordance with the statements above, it can be ascertained that video means rearranging images involved in capturing, recording, and cooking images which generally use electronic media or digital media. There are several types of videos, including story videos, non-story videos, and animated videos. In this design, the type of video used is animated video.

Media Analysis Concept

The term media comes from the term medium (latin) which means between. The word shares everything that carries or flows information between the source or sender of the message and the recipient of the message (Ruampakk, 1988). Understanding the media in the context of learning, according to Djalle (1985; Yang et all., 2019) it is said that the media is viewed as anything that can give a message. According to the statements above, it can be said that the media is an intermediary to provide information or messages to achieve goals. in this case, the media in question is an animated film uploaded by the animator on YouTube. The animation analysis used means the origin of the Animated Cares for the Environment YouTube channel entitled Animated Public Service Ads Caring for the Environment (Two-dimensional animation designed with Adobe After Effects CS6, 47 seconds long)

III. METHOD

Types of research

In this study, the researcher used discourse analysis research methods. This type of research is a qualitative research. The results of the qualitative research are stated in a written report. In this study, researchers will construct messages in animated videos of public service advertisements on the

Hapesss YouTube channel. Research with discourse analysis can provide a systematic overview in interpreting the contents of the animated video that is shown on the youtube channel.

The focus of this research includes:

1. Analysis of media development in environmental care animation videos
2. Public Service Advertising (PSA).
3. Educational missions in animated videos of public service advertisements.
4. Content and meaning of public service advertisement animation video

Unit of Analysis

1. The scene of misappropriation of littering.
2. The scene of taking out the trash by adults.

3. The scene of a disaster

Data collection technique

Data collection techniques carried out by researchers In this study, data collection techniques with videography documentation, including watching, observing the video as a whole, and screenshots on several storyboard scenes.

Data analysis technique

According to van Dijk, there are three dimensions of data analysis: the text dimension, the social cognition dimension, and the social context dimension (Eriyanto, Discourse Analysis, 2005, p 224).

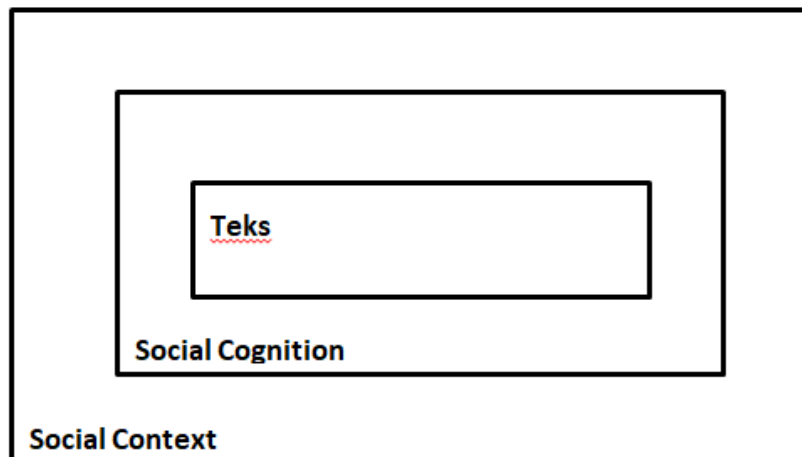


Figure 1: Dimensions of Critical Discourse Teun A. van Dijk from Eriyanto, 2005

a. Text Dimension

Van Dijk divides the dimensions of the text into three levels. There are three types of structures: macrostructure, superstructure, and microstructure.

b. Social Cognition

The writer's mental awareness that makes up the text is called social cognition. Social cognition is based on common, embedded assumptions that will be used to interpret events. (Eriyanto, 2005, pp. 260-261).

c. Social Context

There are two key points in this community analysis: power and access (Eriyanto, Discourse Analysis, 2005, p. 271). Van Dijk defines power as the ownership of a group (or its members) by one group for another group (or members). Van Dijk pays more attention to access, in particular how access differs between different groups in society. Elite groups have more access than weaker groups. As a result, those with greater access to media and greater

ability to influence public awareness are more likely to be may work (Eriyanto, 2005, p. 272)

IV. RESULT

Overview of Research Objects

In this analysis, the author uses an animated video object for Public Service Advertising (PSA) which in this video raises the values of caring for the environment. Moreover, this video is inspired by the problem of waste that is difficult to handle. Therefore, this video becomes interesting to study. Public Service Advertisement (PSA) is an advertisement that presents a social message that aims to increase public awareness of a number of conflicts that must be faced, namely conditions that can threaten the harmony and balance of loving the environment. this is the result of the analysis of the animated design of public service advertisements (PSA) – stop littering. The following is an overview of the research object,

1. Character

Figure 2. Male Character Design, the picture is a design of a young male character who has different self-actualization. from the number of different characters shown, these 2 character designs have the same position, wearing clothes that don't match. One character wears shorts while one character wears trousers. They have an important role in this animated video. They show stories lead us to understand that littering is done by someone who is not a child anymore.

2. Synopsis of Animated Public Service Advertisements Concerning the Environment- Stop Throwing Garbage Carelessly

The river is the place where the life of the aquatic ecosystem takes place. Rivers have a crucial role in the life of biotic and abiotic components which are dominated by water as their component habitat. But in this era, many adults underestimate the important role of rivers. So that the reflection of environmental awareness does not grow in adult characters. The character is depicted in this 47-

second animated video, depicting a man throwing garbage in a river. Without good consideration and without paying attention to the impact of what has been done. So that environmental pollution occurs, due to lack of awareness to dispose of and process waste. Formed from bad habits and the culture of throwing garbage in rivers has caused environmental pollution and rivers become dirty. Apart from polluting the river due to littering, another impact is the clogging of water in the river. When it rains, the river water flows, while garbage is thrown carelessly in the river, it will result in the water not being able to flow properly or being clogged. After the blockage of the river flow, the water capacity will increase, and when the rain gets heavier the flowing water cannot flow properly, evaporation will occur and come out to the land surface so that there is a flood. When there is a flood, there are several things to watch out for. Like a flash flood, a flood that knocks down many houses and can even take lives.

3. Animated Video Profile of Environmental Care Public Service Advertisements (ILM).



Figure 2: Male Character Design

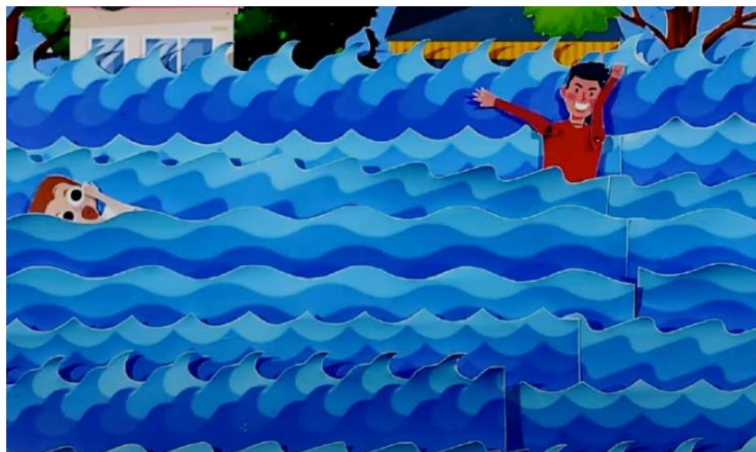


Figure 3: Video Public Service Advertisement (PSA) SMKN 1 TANJUNGANOM Class XI Multimedia 1

Animator : M. Hafizh Naufal

Editor : Aldo Kelvin Putra Kartika

Music & SFX : Vallenta Bintang Samudra
Photograph Stop Motion : Binti Nailatul Maghfiroh
Story : M. Hafizh Naufal
Storyboard : Anisa Aulia Laraswati

4. Verbal Communication Creative Program

The primary message conveyed in the animated

film is to invite the whole community, especially children, to know that cleanliness is important by protecting the environment and not littering. In addition, to foster a child's love for animation.

5. Background

- a. Place. The animated video takes place in a fictitious place, namely a river.
- b. Time. This animated video takes the background from morning to evening. This is exposed in one of the scenes that shows a bright atmosphere and the sound of a rooster crowing until the atmosphere is dark.

6. Creative Goals of Communication (Animation)

The visual concept design is aimed at two targets, namely short-term and long-term targets. Here are the forms of creative purposes of visual communication.

Short term goals:

- Attract audience's attention

Long term goals:

- Creating positive character in children
- Instilling the value of caring for the environment
- Instilling the value of the habit of throwing garbage in its place

Data Presentation

This Environmentally Concerned Public Service Advertisement (PSA) animated video is a 47 second short stop motion animation video, using over 300 frames. This animated video generally tells the story of a man who has an influence by doing bad things to the environment (river pollution using trash). In the animation of public service advertisements, several data presentation analyzes are needed, including the following, in terms of qualitative data analysis, Bogdan (in Sugiyono, 2015: 244) states that data analysis is the process of systematically searching and compiling data obtained from interviews, notes Fieldwork, as well as other materials, are as a result practically understandable, and findings can be shared with others. Data analysis is carried out by organizing data, breaking it into units, synthesizing it, arranging it into a pattern, choosing what is important and what will be studied, and making conclusions that can be told to others.

Data Analysis

1. Analysis of media development in animated videos about the environment for Public Service Advertisements (PSA)

In the analysis of media development in this environmental care animation video. Based on the explanation above, there is a reality that is conveyed in the PSA animation video from the hapess youtube channel. In this case reviewed many things are based on the concept of scenes in the animation of the YouTube channel's public service advertisement, hapesss.

2. Analysis of the educational mission in the animated video of public service advertisements

In this animated video, an educational mission is described by forming a storyline that the consequences of not having awareness of protecting the environment by littering will have such a bad impact. In that case, we can observe that, after all, the family is the closest environment for a child, especially father and mother. As a function, character education can be carried out from an early age by

both parents. One of them is by disposing of garbage in its place. However, parents, especially mothers, find it very difficult to provide educational shows for their children because educational animations for children are still relatively few. Look around, when children are watching animation, what animation do they often see? Definitely animations like games, games, even music.

3. Analysis of the content and meaning of the public service advertisement animated video

The following is an analysis of the content and meaning of an animated public service advertisement video about cleanliness in which there is a danger of environmental indifference by littering. As a result of this behavior there was a flood disaster, which brought victims. From the story here, the animator's goal is to try to be able to influence early childhood to dispose of garbage in its place, on the basis of awareness of how dangerous it is to litter, especially in rivers. This animation communication platform creative program excels in tempo and scene. This format aims to make it simpler to use because this format is already so familiar in the community. The concept of communication media in the animation of environmental care citizen service advertisements, the format used for this music animation visualization is MP4. in another case, the reason for choosing supporting media is the promotion of animated videos advertising citizen services that care about the environment, attracting the attention of potential audiences, and delivering communicative media. As well as providing educational content. Thus, this animated video is a lesson that defines the importance of having clean

and disciplined behavior regarding the waste produced in everyday life. The use of MP4 videos uploaded to Youtube, this format is quite practical in its use and can be reached by the wider community. Meanwhile, the concept of the story is that there is a man, successively throwing garbage into the river without having an awareness value, meaning how important it is to protect the environment. The result of this animated video, with a duration of 47 seconds, aims to provide a clear storyline and clearer understanding to the audience. This animated video

on the hapesss youtube channel is entitled "Animated Public Service Ads- Stop Throwing Garbage Carelessly", where this animation has messages and teachings aimed at children and uploaded to Youtube. Characters are formed in alternative colors and shapes. The theme of the animated video is to present the concept of a story that is expected to instill moral values and awareness of protecting the environment from an early age, especially disposing of garbage in its place.

Table 1. Messages and Concepts in Animated Videos

Film	Message Content	Concept
Animated Public Service Ads Concerning the Environment- Stop Throwing Garbage Carelessly	Teach children to care about environmental cleanliness by not littering.	Tells about a man, who is different, littering in the river without having any awareness of the impact of his actions, lacking awareness of how important it is to protect the environment. As a result of this behavior there was a flood disaster, which brought victims.

Source: Author data

V. DISCUSSION

From the discourse analysis of the animated video "Stop-Throwing Garbage on the Youtube Channel Hapesss", from the aspect of text analysis, social cognition and social context from Van Dijk's Critical Discourse Analysis model above, it can be said that Van Dijk's model describes in detail the discourse that develops. and how the discourse was produced in the animated video "Stop-Throwing Garbage Carelessly on the Hapesss Youtube Channel". Van Dijk's Critical Discourse Analysis is a theory that can convey that there are ideologies, discourses, and messages contained in a text. Apart from text elements, these values can be seen also from social cognition and social context that affect the youtube channel hapesss is an educational animation media that provides benefits in caring for the environment.

In this case, mass communication technology has an effective role to receive and send messages in a flexible time. In the new style of spreading modern communication technology, people can talk, share, create online networks, participate in digital information, internet and even multimedia features. Social media such as facebook, twitter, instagram, path, youtube and so on. Brian Solis, an early adopter of social media in the United States, defines social media as the display of content and the changing role of the public in reading and disseminating information. As a result, social media

can be defined as an internet-based communication tool that allows any user to share messages of any kind, including text, images, video, and audio, with all users in this era. Social media can be divided into several types of publications in general; First, publication for individuals. such as blogs and emails are examples of this type of publication. Individuals or groups of individuals can use this blog to write articles, upload photos and videos, and invite others to interact via email. Second, publication in groups. We can use wikipedia as an example of the most common type of group publication, where a group of people publish articles and build a complete site within a certain period of time. Third, publication in Social Networks. This type of publication makes it easy for users to form relationships with others and benefit from those relationships. This publication is also the fastest growing social media publication today. In this study, animators publish animated videos in social networking publications, namely the YouTube social network.

Here are the categories of some videos; story videos, non story videos, and animated videos. Video stories, are videos that are usually produced by the big screen and have a storyline. Examples such as movies, cinema, etc.

In this study, researchers examined the types of animated videos. Animated videos utilize images (characters) or objects that can be brought to life with animation techniques. Animated videos use material

in the form of characters on paper which are then known as cartoon videos. This technique is not only useful for creating videos, but also often plays a role in making advertising videos, educational videos, writing titles, and also naming supporting animations in a video production. In video development, it can be said that the media is an intermediary to provide information or messages to achieve goals. In this case, the media in question is an animated video uploaded by the animator on YouTube. Analysis of the animation used by the Animated Cares for the Environment YouTube channel entitled Animated Public Service Ads Caring for the Environment (Two-dimensional animation designed with Adobe After Effects CS6, 47 seconds long). In addition to the media, mass communication has an influence on the process of delivering messages using mass media technology to the audience. Individuals receiving messages are not restricted by pauses and have asynchronous backgrounds. but the same message between one uses the other at the same time. In the process of making animated videos, hue has a very important role, because it has a character value of language and a psychological impact on what is seen and can "become a marketing sense, hue can be a subconscious persuasive force". This is supported by what is shown in the animated video of public service advertisements from the Hapess YouTube channel about caring for the environment and the prohibition of not littering. The producer depicts through the scene when an adult male throws garbage into the river carelessly until a disaster occurs due to bad behavior by using variations in graphics, colors, and character images. Animated videos that care about the environment need to pay attention to many things so that they can give and convey the impression that will be shown to people media. Regarding the condition of lack of awareness of loving the environment and caring for the environment, animated public service advertisements stop littering (telling the impact of reckless living behavior patterns or underestimating the importance of keeping the environment clean) can be aimed at the public, especially people parents or mothers for educating or educating materials, where children can enjoy so that it helps open up insight about the importance of educative animated shows for early childhood as an effective discourse and communicative support media.

VI. CONCLUSSION

In the current era, there are quite a few special shows for children, especially early childhood. Children need shows that can educate them in a fun way. This makes children see and hear a lot of shows that are less useful at their age. So very

often it happens that they imitate bad examples from the results of the shows they watch, such as games and some dirty sentences brought by content creators (gamers). In "Early Childhood Care Environmental Education Construction (Animated Public Service Ads - Stop Throwing Garbage Carelessly on the Hapess Youtube Channel)" an understanding of environmental cleanliness is very important. Cleanliness and protecting the environment is everyone's responsibility. Disposing of garbage improperly is a bad behavior, because it has a bad impact on the environment. Therefore, how important it is to instill awareness to dispose of waste in its place from an early age. In addition, the creation of animated characters is also crucial. Where crucial, scenes and stories have an impact on the process of creating animation that is able to display interesting storylines, images, music, and characters, so that animation can or can compete globally. Based on the design and implementation of this animation, it can be concluded that animation can be an educational show for children about loving the cleanliness of the environment by placing garbage in the trash, and also not throwing garbage in the river or carelessly. In addition, characterizations or characters in animation can be designed full of good creative ideas and values, so that they can create interesting animations and can influence children to like educational animation more.

Suggestion

The media that has been built in the construction of the animation design for Environmental Care Public Service Advertisements (ILM) for Early Childhood is a simple and not perfect form, so it is better for it to be further developed in the future in improvements according to needs. With Thus, the authors provide suggestions for the development of further animation. In the animation theme, it would be better to expand it, as it could include things outside of environmental behavior, but such as learning to count, learning to recognize colors, and so on. In addition, it is also expected to be more attractive than animation that has been built with more sophisticated software and hardware, so that it can be added with several objects and other 2-dimensional animations.

For story development developed in two languages (Indonesian and English) it is much more interesting. On the other hand, the sound of animation should be the voice of children so that the results of the animated video are more attractive to children. Then, the animation for the characters should increase the variety and movement details. For further researchers, it is hoped that they will pay more attention to emotions in making animated videos.

Because it is enough to convey a simple story but packed with good emotions, much more visible impact and good influence where the animated characters created will be much more alive.

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