

ABSTRACT

CHARACTER EDUCATION VALUES OF TOBA BATAK IN THE FAMILY IN INDONESIAN MOVIES (Qualitative Content Analysis on Ngeri-Ngeri Sedap Movie)

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Film as a mass communication medium not only has an entertainment function but also a medium for transferring values. Ngeri-Ngeri Sedap is a movie set in the Batak ethnic background that tells the story of a Batak family with all its problems. The difference in values lived by parents and children who have migrated is the root of the problem in the movie. This research aims to find out the values of Toba Batak character education in Ngeri-Ngeri Sedap movie. The values of Toba Batak character education is the main concept that becomes the basis of analysis. The research uses a post-positivism paradigm with a qualitative content analysis method. Based on the research findings, 72% of the scenes in the movie display 12 Toba Batak character education values. The more dominant character education value is the value of Jolo ni dilat bibir asa ni dok hata which means thinking first about what will be said, to avoid offended. This finding is interesting considering the stereotype attached to the Batak ethnicity, which is rude and loud. Another interesting finding is the value of Ndang dao tubis sian bonana which teaches to respect ethnic differences while in the movie and in reality in society the Batak ethnicity has a very strong sense of attachment and even advocates marrying fellow Bataks. Character education values in movies are not always conveyed by parents. Children who have experienced encounters with other cultures also perform.

Keywords : Mass communication, film, Ngeri-Ngeri Sedap, Toba Batak character education values, qualitative, content analysis

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