

# Analysis of Children's Communication Education on the YouTube Series of Nussa and Rarra

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## Abstract

*This study aims to figure out how the digitalization era is used by parents to provide education to their children both formal education in school and informal education outside school, as well as to find out how the media, especially the YouTube series Nussa and Rarra, could provide communication education that is packaged with Islamic nuances. Therefore, moral values are created in children and parents in everyday life. This research uses case study research method, which is research that focuses on a particular case to be observed and analyzed, as well as the need for deep analysis so that the results obtained will be accurate. Data collection techniques were carried out using interviews and observation as primary data and also documentation as secondary data. The results of the study show that it is true that YouTube is used as an alternative educational medium for children as long as it is under parents supervision. In fact, several episodes that Rarra: Adab Menasehati, Rarra : Maaf, dan Rarra: Teman Spesial Rarra, have chosen to serve as samples have had a pretty good impact on the communication that occurred between parents and children, with notable changes in behavior gradually.*

**Keywords:** alpha generation, education, nussa and rarra, parents, youtube.

## Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana era digitalisasi dimanfaatkan oleh orangtua untuk memberikan edukasi lain diluar pendidikan formal disekolah, serta mengetahui bagaimana media khususnya YouTube series Nussa dan Rarra memberikan edukasi komunikasi yang dikemas dengan nuansa Islami sehingga terciptanya nilai akhlak yang terjalin pada anak dan orangtua dalam kehidupan sehari-hari. Penelitian ini menggunakan metode penelitian studi kasus yakni penelitian yang berfokus pada suatu kasus tertentu untuk diamati dan dianalisis, serta perlunya analisis yang tajam agar hasil yang diperoleh akurat. Teknik pengumpulan data yang dilakukan dengan menggunakan wawancara dan observasi sebagai data primer dan juga dokumentasi sebagai data sekunder. Hasil penelitian menunjukkan bahwa memang benar YouTube dijadikan sebagai alternatif media edukasi pada anaknya dengan catatan tetap dalam pengawasan orangtua serta beberapa episode yang telah peneliti pilih diantaranya yaitu Rarra: Adab Menasehati, Rarra : Maaf, dan Rarra: Teman Spesial Rarra yang dijadikan sebagai sampel mampu memberikan dampak yang cukup baik bagi komunikasi yang terjalin antara orangtua dan anak, dengan terjadinya perubahan perilaku secara bertahap.

**Kata Kunci:** anak generasi alpha, edukasi, nussa dan rarra, orang tua, youtube.

## INTRODUCTION

It is inevitable that information and communication technologies (ICT) develop significantly year by year and make all aspects of human life become easier and more helpful. The Internet is the result of the development of communication technology which creates variation to new media as a means of communication and interaction.

Media comes from the plural form of medium which means "intermediary", that the message is conveyed by one person to another through an intermediary (Hamzah, 2015). The presence of new media that can be accessed anywhere and anytime without space and time limits makes it easier for all users.

Currently, people use the Internet not only for communication and interaction, but also for entertainment, education, transactions, and so on. The emergence of social media enables human activity to be conducted not only in a real but also in a virtual manner. According to survey data collected by BPS in 2021, the number of internet users in Indonesia is 62.10 percent who have accessed the internet. This reflects that the high number of internet users in Indonesia shows openness in the flow of information and public acceptance of developments in information technology (Sutarsih Tri, 2021:4). The increasing number of internet users in Indonesia, which continues to rise each year, cannot be separated from the increasing use of cellular phones, particularly smartphones, which are now required by anyone who wishes to gain access to information and messages more quickly and easily. In 2021, 90.64 percent of households had cell phones, which represents an increase from 2018's figure of 88.46 percent (Sutarsih Tri, 2021:5).

Media social is part of the development of media itself. media social is a new media that is widely used by all people regardless of age, which of course can have effects on its users, especially when coupled with the many kinds of media social, such as YouTube, Instagram, Facebook, Twitter, and TikTok. Even though it is categorized as new media, media social has quite a significant role in one's behavior, because media social is believed to have a large enough effect to influence someone (Secsio et al., 2015).

Sven Windahl's Uses and Effects theory emphasises the significance of the concept of uses, which becomes the central concept. Individual characteristics, expectations and perceptions of the media, and the duration of media access influence media audiences, according to the theory (Alfirahmi, 2019).

YouTube is a media social platform that allows its users to create, upload and share videos. And there is no time or duration limit for videos to be uploaded (Atalia, 2019). Like other media social, YouTube also uses user content generation, namely users who produce content. Now with the updates that occur in the YouTube application, there is a feature that identifies which content is specifically for children and general content.

Previous research entitled *"Using YouTube Videos as a Learning Media for Early Childhood During the Covid-19 Pandemic"* carried out by Esnirina and Wening Wahyu revealed that YouTube can be used as a learning medium for young children during the Covid-19 pandemic to determine and assess children's language development (Rahayu, 2021).

The Little Giants, an animation studio, has created a YouTube channel called Nussa Official that is aimed squarely at kids (R. Hayati, 2020). Concerns that children are spending too much time on social media and viewing content that isn't age-appropriate are left behind as Nussa Official takes off in a new direction. This channel provides videos that are full of various Islamic religious values which should be basic knowledge for children. It is hoped that the presence of this series will influence the general public, especially children, through its messages (M. Hayati et al., 2022). These series are animations with many interesting stories that seem familiar for children's daily activities. The Nussa and Rarra series are animations that are packaged as attractively as possible with stories or backgrounds that are close and familiar with daily activities so that children can easily understand them.

In this digital era, parents tend to choose to provide their children with educational media from smartphones, especially those Alpha generations who are closely related to technology, moreover children have a tendency to imitate what they see and hear, so from the spectacle that they see must be monitored and monitored which of course has positive and negative effects for them.

According to Albert Bandura's social learning theory, an individual's behaviour typically changes as a result of observing a model or object. This theory also asserts that individuals imitate attitudes through two distinct processes: imitation and identification (Luviani & Delliana, 2020).

Previous research by Nanda Astriyadi titled *"Interpersonal Communication Strategy of Moral Parenting in Early Childhood Through the Nussa Dan Rara Animated Youtube Series in Islamic Kindergarten Daarunnawah Depok"* explains that parents can use the media as an additional method to continue educating their children about morals. The purpose is to make it easier for parents to provide guidance, and parents are required to choose media carefully (Astriyadi, 2020).

This series is divided into two segments, namely, the first part is named Nussa. Several episodes reached more than fifty million viewers, including Nussa: Makan Jangan Asal Makan, Nussa: #BaikItuMudah, Nussa; Rarra Sakit, Nussa: Jangan Boros. After the Nussa segment ends, comes the next segment with the name New Series "Rarra". Apart from broadcasting on YouTube, the Nussa and Rarra series have also aired on the private television station NET TV in 2019 during the month of Ramadan, then switched to TransTv in 2021. This series has also been shown in theaters at the end of 2021 under the title Film Nussa: The Movie.

In order to continue to develop and adapt to the outside world as adults, children serve as a foundation or stepping stone. The Alpha generation, which is intimately familiar with technology and tends to engage in virtual activities, raises concerns that they cannot interact directly with many individuals, including their own parents. Especially considering the quantity of content on social media, some of which is inaccessible to parental supervision (Puteri Sujiwo, 2022).

The establishment of a positive relationship between parents and children, which is taught early on, may serve as a foundation for them to communicate in a polite and civilized manner with others, including within the smallest environment, the family. The surrounding environment also contributes to the development of the child. It is unquestionable that a child will become a good person with the aid of a positive environment (Anggraini, 2015).

Apart from containing the values of Islamic education, this series also indirectly provides learning about how to communicate properly and correctly with other people, especially older people. The establishment of good and healthy communication between both parents and children will later help children form good attitudes and behavior when in the community. So parents play an important role in sorting and supervising which media will be watched by children.

## **METHODOLOGY**

Qualitative research is a data collection method with a natural background that intends to interpret the phenomena that occur, where the researcher is the key instrument. As well as this qualitative research explains more meaning than producing calculations in numerical form (Harahap, 2020). As well as using the type of case study research method, namely research that focuses on a particular case to be observed and analyzed, as well as the need for sharp analysis so that the results obtained are accurate (Nurdin & Hartati, 2019). A research using the case study method makes researchers easier to find out how parents educate their children in using of technology in this digital era. As it is believed that the reason why parents allow their children using gadget because of main duty as a housewife, completing various task in household.

This research study focuses on parents, particularly housewives (IRT), who use technology to educate their children, as well as take advantage of the Nussa and Rarra YouTube Series about effective parent-child communication. This research was conducted from 18 February to 6 March 2023 in the Pulo Brayon Darat I subdistrict, Environment III, Familiy Alley in Medan for approximately two weeks.

This study's sample was selected using a technique called purposive sampling, which is based on characteristics or categories tailored to the research objectives (Mamik, 2015). Three young mothers with full housewife (IRT) status at home and other activities, such as home snack shops; children between the ages of 2 and 8 years; and no third party to assist with homework were used as samples in this study.

The information collected for this study was based on both primary data—the outcomes of informant interviews and observations of research objects—and secondary data—documentation used as backup information. The information gathered for this study was based on both primary data—

the outcomes of informant interviews and observations of research objects—and secondary data—documentation used as backup information. Data reduction, data presentation, and data retrieval are three steps that must be completed in data collection techniques, according to Miles and Huberman (Kumalahayati & Yusriyah, 2022). In the data reduction phase, the researcher gathers both primary and secondary data before sorting, identifying a theme, and categorising the data in accordance with the research question. The data is described between the data that have been adjusted to the research objectives after it has been reduced. Additionally, the stage of data presentation is a form of analysis that creates a narrative as a data presentation of the findings in the form of sentence-level descriptions, diagrams, and orderly relationships between categories. Drawing conclusions, or making judgements based on research findings that accurately reflect events in the field, is the last step.

## RESULT AND DISCUSSION

This study discovered that the Nussa and Rarra series was able to become a forum for the audience, particularly children, for whom communication education is crucial to their social growth and development. The informant explained that based on the results of the observations, his children who watched the programme intensely began to gradually adopt the moral values exemplified by this animation. These children began to implement what they observed in the Nussa and Rarra series, beginning with how to interact with their siblings and parents. In addition, based on the interviews conducted by the researchers with the informants, who stated that their children had become accustomed to being polite with every word, one example is when they want to apologise. In addition, parents offer guidance to their children in private, especially in the presence of younger or older siblings.

This demonstrates that this series has not only been successful in educating children who watch the show, but also in teaching parents how to act and behave appropriately so that their children do not imitate them. Parents' efforts for their children's education consist of playing while learning. Therefore, despite the fact that this series contains many positive values, it would be beneficial for children to have YouTube usage guidelines so they can interact with others and be aware of their presence.

The researcher noticed that each informant has distinct time constraints. The first informant provided the ability to observe when the children had completed their responsibilities, which included schoolwork, reciting the Koran, and making their beds. While the second and third sources estimated 1 hour before bedtime and 3 hours per day, respectively. With this viewing limit, children do not make other efforts to be able to play on smartphones so that there is no pressure on parents to obey their children's wishes. As a result, children look for other activities to divert their desire to play on smartphones by playing with their friends on the porch or having fun with the toys they have.

Based on the interview result above, it can be concluded that even though parents give access to Youtube for their children as a medium to learn, parents apparently still have a concern related to the time duration to operate the gadget considering some negative impact when playing it over the time. Eventually, children will be an individualistic human being and shape them into unsocialized people. This is evidenced by the children still playing with friends in their environment and there are even special times for them to play together. One of the agendas that are carried out when playing is to tell what they watch and play while accessing their respective smartphones, and this activity is continuous every day.

### YouTube as an Alternative Educational Tools

Media social which has various benefits is used as another alternative for humans to carry out their activities, with various types of media social that users choose according to their needs or just follow the flow of the world. YouTube, a social media platform, has gradually displaced the existence of television media. Despite the fact that there are differences between television media and YouTube, the algorithm serves as the foundation for many YouTube enthusiasts. Easier accessibility and a wider

variety of content, including one's routine activities, humorous videos, movies or television series, music videos, and even instructional videos.

YouTube, which is incidentally a form of entertainment media, currently has served as a digital-based learning or educational medium that assists its users in learning a variety of topics. The experience is presented not only in the form of theory but also in the form of videotaped examples (Y. Fitriani, 2021).

On YouTube itself, there is also a lot of content created, ranging from entertaining to educational. The content that is created on YouTube can affect a person's behavior when enjoying every show that is seen (Rini, 2017). Based on the results of the interviews that the researchers conducted, the informants agreed that the existence of YouTube helps parents to provide education to their children besides having taken or received formal education at school.

It cannot be denied that with the development of technology, educational media has become more varied. Supported by Virtual Reality (VR) and Artificial Intelligence (AI), YouTube has the potential to provide children with interrelated and immersive learning paths (Wiederhold, 2023).

Nowadays, the use of digital and media social makes access to alternative education for learning easier. The presence of these educational shows on YouTube can be a new learning medium for children, they don't have to be taught solely by their parents. Remembering they are in the golden age for children to get learning (Rahayu Tresna Dewi et al., 2020).

Despite being busy as a housewife (IRT) who has a myriad of big roles and responsibilities, they have to be good at managing and allocating their time, especially when it comes to children's education. Along with the presence of YouTube Kids specifically intended for children, what their children see and watch becomes safer and friendlier for children of their age.

In fact, with the YouTube Kids feature, the second and third informants don't monitor what their children see, they only know through a few sounds when a child is accessing YouTube or viewing a child's watch history. In contrast to these two informants, the first informant kept an eye on and was aware of what his child was viewing on the YouTube channel because he remained with or occasionally checked on the child while he viewed content from the channel.

In line with the results of the interview above, previous research entitled *"YouTube as a Media for Parental Control of Children"* conducted by Ahmad Mursid et al found that the reasons parents provide access and make alternative means of education on YouTube, namely that parents value YouTube as a media good and useful for their children. This is because there is much good content on Youtube (Rohmatulloh & S. Bektu Istiyanto, 2020).

In addition to selecting the content that children see, parents also provide restrictions in the form of viewing and usage for children to access YouTube. This is important so that children can manage time to be able to interact with their parents at home (Isti Prabandari & Ratri Rahmiaji, 2019).

### **Communication Education in the YouTube Series Nussa and Rarra**

The importance of learning about Islam for children as a basis for them to understand Islam. This is explained in the Hadith text narrated by Abu Dawud which means "Order your children to pray when they are 7 years old and beat them when they are 10 years old". From this hadith, it can be concluded that the construction of positive values and norms for children can be started from the age of 7 years, even though it would be better if they were taught from a young age (Rahman, 2018). If the application of these positive values or norms is in the form of learning Islamic education, moral values, and also manners are taught from an early age. So, the child has the potential to become a child who behaves well and is polite by Islamic teachings. Giving moral education to good children is fundamental so that children can have good manners and be civilized when interacting with people around them, especially older people.

Morals or manners are fundamental things that must be owned by everyone. Someone who is considered to have good morals can be measured by looking at how to get along and interact with many people so that they can be valued and valued in the eyes of society. The inculcation of moral

values should have been built from an early age, this has the intent and purpose of becoming a human being who has faith and piety to Allah SWT and also so that when a child starts to grow up, he can live in a good society. Moral values become part of the embodiment of Islamic values and morals cover all scopes or aspects of human activity. Therefore, it is necessary to instill moral values from an early age by parents because children imitate the behavior of their parents. Then the child's behavior is representative of the parents (L. Fitriani et al., 2020).

Based on the results of Mardiyah and Ayub's research entitled "*Motivation to Memorize the Al-Quran in Children through Interpersonal Communication*" it was found that, when viewed from an obedience orientation, children who were encouraged to memorize the Al-Qur'an had quite high obedience (Mardiyah & Imran, 2019). This is supported by the attitude of parents who continue to give directions to their children so that the child is encouraged to obey the words of his parents.

Nussa and Rarra is an animation that tells various children's daily activities, which are covered with various Islamic values. The values taught are not just theoretical but also exemplary to the audience. As well as this series can be used as another reference for parents and children in acting and behaving.

In image 1, the communication education taught in the episode titled "Rarra: Adab Menasehati" is when you want to advise others not to be in public, not to use harsh words, and not to embarrass that person and then get angry because we have given advice.



Image.1 Umma is advising Nussa and Rarra  
(Source: Channel YouTube @NussaOfficialSeries)

Moreover, Image 2 depicts the episode "Rarra: Maaf," in which the communication relationship between the two parents can influence the children's attitudes. When the relationship between both parents is harmonious, children tend to have positive attitudes and characteristics. And vice versa, if parents do not have a harmonious relationship, the child will have a tendency to have a poor and improper attitude. Not only does this episode explain how a child apologises to others.



Image.2 Situation between mother and her parents  
(Source: Channel YouTube @NussaOfficialSeries)

However, this episode is also depicted in image 3, where we are introduced to how the relationship between fathers and mothers, who will later become a child's idols, develops. The conclusion that can be drawn from this is that children are authentic representatives of both parents.



Image.3 Rarra's father offering advice  
(Source: Channel YouTube @NussaOfficialSeries)

Another episode in image 4 titled "Rarra: Teman Spesial Rarra" teaches the audience to pay attention to who the other person is speaking to when communicating. Regardless of who is invited to interact, this is the first step in establishing good communication with anyone. In order to avoid conflict, it is desired to avoid using any negative language.



Image.4 Interaction between Rarra and her special friend, Andre)  
(Source: Channel YouTube @NussaOfficialSeries)

The aforementioned three episodes demonstrate that children's morals can be shaped not only by parental upbringing, but also by giving them shows like the Nussa and Rarra series, along with parental supervision and guidance, so that they know what they are watching is exemplary and beneficial to those around.

The results of the interviews that the researchers obtained with the informants showed that the second and third informants did not know what the Nussa and Rarra series were. However, the third informant knew of a series that was in line with Nussa and Rarra, namely the Omar Hana series, which did air on television. Meanwhile, the first informant only knew and focused more on his children watching the content that the informant had provided, such as selected short surahs, *asmaul husna*, and other Islamic religious education. In the meantime, the first informant was familiar with the Nussa

and Rarra series and encouraged his children to watch it or shows with Islamic-themed content. Although it cannot be denied that parents also allow their children to watch YouTube channels of their choosing.

After the researcher introduced the Nussa and Rarra series to the second and third informants, it was discovered that the informants advised their children to watch the series because they believed that the Nussa and Rarra series could befriend the bandaged child. This series contains elements of Islamic education and is produced by domestic children.

In line with this, previous research on Islamic religious values for children has been carried out, such as research conducted by Mulyani, et al with the title "*Analysis of Moral Values in the Nussa Rarra Animation Series and Their Relevance to PPKN Learning in Elementary Schools*". The results found were that the moral values contained in the animated series Nussa and Rarra had relevance to the 2013 Curriculum of PPKN learning in Elementary Schools regarding spiritual attitudes and social attitudes. Although not completely relevant to learning PPKN in elementary schools, it is sufficient to be used as a medium for instilling moral values in learning at school (Mulyani et al., 2022).

The results of this study are distinguished by the effect the Nussa and Rarra series has on the audience, one of which is proper and courteous interaction. This is explained in each episode, with a focus on the imitation of behaviour between Nussa and Rarra as siblings, with their parents, and with their friends and other supporting characters. The identity of the Nussa and Rarra series in civilised terms is the primary standard that every viewer, particularly children, hopes to imitate and implement in daily life.

Each episode aired in the Nussa and Rarra series is also related to interpersonal communication. Interpersonal communication is communication that is carried out by two people, taking place face to face, and the effects resulting from this communication will be directly felt by the communicant, both verbal and nonverbal. This communication can also be done through media, such as the telephone which has a two-way or reciprocal nature (two-way communications) (Yasir, 2020).

Communication that is built goes in two directions (two-way communications) and occurs when the community acts as a communicator in conveying messages to their children who act as communicants. The resulting result is that Nussa and Rarra can directly feel the effects of the message. It can be concluded that the reaction generated by the message conveyed occurs through intimate relationships, such as husband and wife, children and parents, friends, and others.

The explanation above is one part of the stages in the process of interpersonal communication which is called memory, in this stage, is divided into four processes. The first process is called recall, in which the child recalls the replay of the Nussa and Rarra episodes that were watched so that they are stored in the brain. After that recognition, namely the process of the child recognizing and realizing that what they are watching deserves to be remembered and applied in everyday life, this process is also supported by the efforts of parents in educating and evaluating children's shows so they can determine which shows they deserve to see and apply or not. The next process is relearning, namely the process of the child repeating the meaning of the message that was previously taught by the parents. The last process is reintegration, this process makes the child reassemble other memories related to what he watched before. The four processes will become a complete memory to be applied to daily activities (Maryam & Ramon Ananda Paryontri, 2020).

Another relevant research belongs to Saputi and Sutarman with the title "*The Values of Islamic Education Contained in the Nussa and Rarra Animation Films Against Ahmad Dahlan University PAI Students in the Covid-19 Pandemic Era*", getting the result that the animated films Nussa and Rarra contain values Islamic Religious Education, such as Aqidah, Morals, and religious education, as well as the role of Islamic Religious education values contained in this series can help the process of understanding and motivation to make changes related to Aqidah, Morals, and Worship.

In this case, the formation of the values of Islamic education as described above must be supported by balanced parenting and parenting, so that the child receives the learning value not only from media, but also from both parents, given that parents are children's first learning environment. The content



provided in the Nussa and Rarra series is often used as an example for children who watch it. The messages conveyed illustrate exemplary behavior so that children can demonstrate the moral values taught in the series. This triggers a transformation of attitudes, and also shows creativity (Chang, 2023).

## CONCLUSION

Even though YouTube started out as a fun way to pass the time, it has since evolved into a serious educational resource for kids. The child, despite going through a number of processes, is able to communicate well with the environment, particularly with both parents, in some of the episodes chosen by the researchers. This gradual effect will alter children's interactions with others, starting with their immediate family. The success of parents in raising their children can be measured, at least in part, by how well their offspring act and behave in accordance with universally accepted moral principles. So, while there are certainly lessons to be learned from this series, it's also important to set limits on kids' YouTube use so they learn to engage with and be considerate of those around them.

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