

ABSTRAK

HUBUNGAN INTENSITAS MENONTON FILM ANIMASI UPIN & IPIN DENGAN NILAI MORAL ANAK USIA 5-6 TAHUN DI KECAMATAN PESISIR SELATAN KABUPATEN PESISIR BARAT

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Penelitian ini bertujuan untuk mengetahui hubungan antara intensitas menonton film animasi Upin & Ipin dengan nilai moral anak usia 5-6 tahun di Kecamatan Pesisir Selatan Kabupaten Pesisir Barat. Jenis penelitian yang digunakan kuantitatif dengan metode *ex post facto* dan desain asosiatif. Sampel penelitian terdiri dari 75 anak yang ditentukan menggunakan teknik *simple random sampling*. Data dikumpulkan melalui angket yang diberikan kepada orang tua untuk mendapatkan data variabel X dan melalui observasi langsung terhadap anak untuk mendapatkan data variabel Y. Data yang terkumpul kemudian dianalisis menggunakan rumus uji korelasi *product moment* setelah dilakukan uji prasyarat seperti uji normalitas dan uji linearitas. Hasil pengujian hipotesis diperoleh nilai signifikansi antara intensitas menonton film animasi Upin & Ipin dengan nilai moral anak sebesar 0.000 dengan tingkat kesalahan alpha 0.05, sehingga dinyatakan Hipotesis nol (H_0) ditolak dan Hipotesis alternatif (H_a) diterima. Semakin tinggi intensitas anak dalam menonton film animasi Upin & Ipin, maka semakin tinggi pula peluang munculnya nilai moral pada anak usia 5-6 tahun di Kecamatan Pesisir Selatan Kabupaten Pesisir Barat.

Kata kunci: Intensitas, menonton, nilai moral, anak usia 5-6 tahun

ABSTRACT

THE RELATIONSHIP BETWEEN THE INTENSITY OF WATCHING UPIN & IPIN ANIMATED MOVIES AND THE MORAL VALUES OF CHILDREN AGED 5-6 YEARS IN PESISIR SELATAN DISTRICT PESISIR BARAT REGENCY

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This study aims to determine the relationship between the intensity of watching Upin & Ipin animated films and the moral values of children aged 5-6 years in Pesisir Selatan District, West Pesisir Regency. The type of research used is quantitative with the *expos facto* method and associative design. The research sample consisted of 75 children who were determined using simple random sampling technique. Data were collected through questionnaires given to parents to obtain variable x data and through direct observation of children to obtain variable y data. The collected data were then analyzed using the product moment correlation test formula after prerequisite tests such as normality test and linearity test. The results of hypothesis testing obtained a significance value between the intensity of watching Upin & Ipin animated films with children's moral values of 0.000 with an Alpha error rate of 0.05, so that it is stated that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. The higher the intensity of children watching Upin & Ipin animated films, the higher the chance of moral values in children aged 5-6 years in the South coastal district of the West coast district.

Keywords: Intensity, watching, moral values, children aged 5-6 years