

ABSTRACT

INFLUENCE OF CARTOON SERIAL OF UPIN, IPIN DAN KAWAN-KAWAN THEME OF RAMADHAN AMONG CHILDREN'S ATTITUDE

**(Study on Students in 5th Grade in SD Negeri I Jati Indah on Tanjung Bintang,
Subdistrict of Lampung Selatan)**

By

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Television is one of the most mass media type enthused by society because it's superiority in pampering society through it's ability of visual audio which is easy to be understood. Television universally also can reach audience from various economic class of society and also can reach audience in various area, either in rural and also urban.

One of TV programs which is served by television is film. But not all type of films are good to be watched, especially by children. We have to choose some good TV programs for children, because children usually imitative what they get from television. One of good TV programs for children is Cartoon Serial of Upin, Ipin dan Kawan-kawan Theme of Ramadhan. Not like the the other children's TV programs, this TV program is fully equipped with education and Islamic nuance.

Formulation of the problem in this research is : "How is the influence of Cartoon Serial of Upin, Ipin dan Kawan-kawan theme of Ramadhan among children's attitude?". The purpose of this research is to find out the influence of Cartoon Serial of Upin, Ipin dan Kawan-kawan theme of Ramadhan among children's attitude.

This research uses a type of descriptive with quantitative approach. Sample in this research consist of 55 students in SDN I Jati Indah, Tanjung Bintang subdistrict of South Lampung. Primary data collection is done using questionnaires, then the data were analyzed quantitatively using simple linear regression formula.

The result of this research indicates that Cartoon Serial of Upin, Ipin dan Kawan-kawan theme of Ramadhan influenced children's attitude in SD N I Jati Indah, Tanjung Bintang subdistrict of South Lampung with value 0.558 or 55.8%.