



## **Verbal Communication in the Upin and Ipin Animated Series (Quantitative Content Analysis of Episode of the Upin and Ipin Series – Gong Xi Fa Cai)**

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### **ABSTRACT**

This research will discuss verbal communication in the Upin and Ipin animation series, content analysis of episodes of the Upin and Ipin animation series – Gong Xi Fa cai. This episode was chosen because it has the highest viewership in terms of the regional language. The research uses a quantitative research method that will discuss six aspects of verbal communication. The data collection technique in this study uses initial observations on the series, tracing the episodes with the highest viewing Malay category, encoding each visual scene of the episode and inferring the results of the episode on verbal communication. So it can be concluded that in the episode of the animated series Upin and Ipin – Gong Xi Fa Cai has a score in the vocabulary aspect of 71%, racing 96%, voice intonation 93%, humor 8%, concise and clear 98% and timing 89%. Of the six aspects of verbal communication, the short and clear aspects part that received the highest score of 98% and it can be said that the characters tend to be more consistent with the core message of the conversation discussed when dialogue or communication.

**Keyword:** Gong Xi Fa Cai, Verbal Communication, Upin and Ipin

## INTRODUCTION

Animated films are thriving at the age of just a century. The beginning of its history coincided with the birth of *cinema* in 1895 by the Lumiere Brothers in France. Animated films are currently developing very quickly, which can be seen in terms of story themes, as well as the highlights of the images, so it can be said that audience segmentation is expanding without looking at the time limit. (Lani, et al., 2021) Animated films can build the creativity and imagination of the audience, because animation films today are increasingly interesting and classy consisting of various colors and situations so that they do not cause boredom. (Ramadhani & Lani, 2023) Animation began to be known all over the world when it became a big industry in the *golden age of traditional animation (golden age of animation)* Thanks to the persistence and hard work, *Walt Disney* and their team succeeded in producing the world's first animated film in 1937 entitled "*Snow White and Seven Dwarf*". In the early 1900s, animated films developed into more complex forms with simple techniques, visuals, stories, media, and technology. (Kurnia, 2017) Quoted from *inilah.com sources*, it is recorded that around 1.5 million viewers watch 3D animation cartoons upin and ipin every day. In fact, this animated film managed to attract millions of fans from all ages and won the Indonesia Kids Choice Award 2010. The phenomenon of Upin and Ipin animation also spread to social media such as *Facebook* with more than 1.2 million followers, *Instagram* with 3.1 million followers, *Tiktok* with 16 million followers and *Youtube* with 11.4 million subscribers. (Hatta, 2010)

Animated film is one of the means used in the learning process to present recordings with elements of images, atmosphere, sound, space, time and objects. Animated films not only present material that can be perceived visually, but also encourage children to use their sense of hearing, so that children can also learn to enrich vocabulary in using language. (Astuti & Mustadi, 2014) Animation is a show that is very liked by various ages, both from children to adults, because the show from this animated film is very entertaining. (Lani et al., 2021) This also shows that animasu films also have their own meaning for the community because they are not only entertaining, but the messages contained in them are also very interesting and have meaning. (Zaneti & Sari, 2023) Based on a report by the Children's Media Development Foundation (YPMA) explained that in 2005, the average percentage of animated films compared to children's shows was 72.09%. This figure increased in 2006, which was 86.71%. (Hapsari, 2013)

Communication is always used in all activities, if communication does not exist it will not be able to run smoothly and it will be difficult to experience development in all fields. Without communication, it will not be possible to solve all problems and existing problems can be solved through verbal communication. (Sari & Kholia, 2024) Verbal communication is the most frequently carried out form of communication. Verbal communication verbally is also considered more time-efficient to convey information in a meeting. The tool used in verbal communication is the language that comes out when communicating with the other person. Verbal communication is communication that uses verbal symbols such as words, both expressed orally and in writing. A verbal

symbol or message is any type of symbol that uses one or more words. The verbal code system is called language. Language can be understood as a set of symbols, with the rules of combining these symbols, which a community uses and understands. Verbal communication can be done in the form of direct speech or with other intermediaries. (Hariyanto, 2021)

The type of animated film shows basically uses a type of one-way communication, but if you look further, there are actually many types of communication in animated shows, including verbal communication. The type of verbal communication affects the mindset, behavior, and use of language in the audience of animation shows, especially the audience who is a minor. The uniqueness of the language, the content presented, and the depiction of the characters indirectly influence the audience to imitate. Especially if it is his favorite show of the animated films Upin and Ipin, which use Malay every day. The uniqueness of the language is what makes it attractive for children to watch it. The frequency of children watching this series in general always imitates what they see and hear, so it is possible that these behaviors and attitudes will follow the Upin and Ipin animated films in children's daily lives.

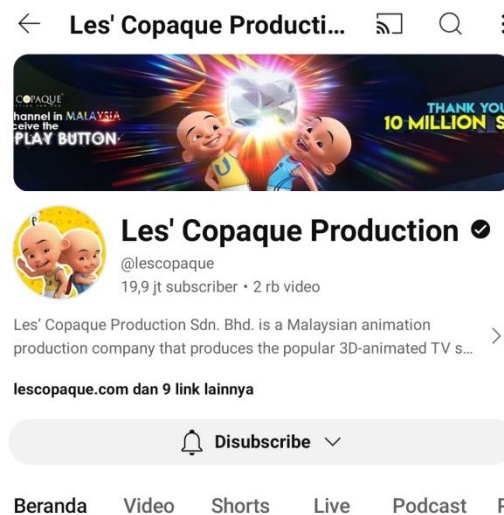


Figure 1 Youtube Les' Copaque Porduction

Currently, many children are fond and love animated films, both from the female and male genres, especially if it is an animated film by Upin and Ipin. Judging from the official channel "Les'Copaque Production, which produces the animated series Upin and Ipin, there are already 19.9 million subscribers on the channel. Meanwhile, the videos have reached more than 2,000 videos.

### ***Animated Films***

Animated film is a film produced from the processing of hand drawings into a picture that can be produced. This animated film is a masterpiece of technique, where each frame in the film is created separately. Frames can be generated from computers, photography or painting images. When these frames are combined, there is an illusion of image change, according to a theory called "*persistence of vision*". (Afrianto, 2019) Types of Animated Films, 2D Animation this type of 2D animation is created using hard drawing animation techniques or cell animation that is displayed directly in film or digitally. 3D Animation, is often used in three-dimensional animated films. This

animation is done by a computer. In this animation, each character has different characteristics and movements but moves simultaneously. Stop Motion Animation this means that the type of animation consists of pieces of images that are arranged in motion. (Sons & S, 2022)

### ***Upin and Ipin Animated Films***

Upin and Ipin is an animated or cartoon film produced by producer Les'Copaque on September 14, 2007. Upin and Ipin animation means animation or cartoons produced by Mohd Nizam Abdul Razak, Mohd Sofwan Abdul Karim and Usamah Zaid, the owner of Les' Copagues. (Nizam et al., 2009) Upin and Ipin are a pair of twin boys who live with their older brother Ros, and Opah (grandmother), the parents of Upin and Ipin have died since they were children. Upin and Ipin live in a village called Durian Runtuh Village, in that village they have many playmates of different ethnicities and religions. For example, Mei Mei who comes from China, Jarjit who is Hindu, and Susanti, Ekhsan, Mail, Ijat, Dzul and Fizi who are Muslims like them. In the animated film, Upin and Ipin also have other supporting actors such as, Atok (Datuk, Grandpa) Dalang, Uncle Muthu, Abang Salleh, Uncel Ah Tong, Cikgu (Teacher) Jasmin, Cikgu Besar (Principal), Cikgu Melati. (Kusumaningrum, 2017)

Initially, the animated film Upin and Ipin was only aimed at educating children to live and celebrate the holy month of Ramadan, but when Upin and Ipin was first aired, it received a lot of good responses from the audience, so Les' Copaque has released the latest episode of Upin and Ipin which is increasingly diverse. The animated series Upin and Ipin was aired by a private TV channel, TV9 at 16.30 which is a channel that focuses on Malaysian audiences, then in Indonesia, Upin & Ipin first aired in 2008 on TPI, now MNC TV, at 07:00, 16.00 and 18.00 WIB. (Putri et al., 2021)

### ***Verbal Communication***

Verbal communication is communication that uses words, both expressively and in writing. Verbal communication or oral communication is communication using verbal symbols. Verbal communication is most often used in correlation between people, to express feelings, emotions, thoughts, ideas, information, data, and issues, exchange messages and thoughts, debate with each other, and discuss. (Kusumawati, 2016) The aspect of verbal communication can be understood from words or spoken language. According to Hidayat (2012) quoted by A. Wulandari et al., the aspects that support the occurrence of verbal communication are divided into 6 parts, namely as follows: Vocabulary (vocabulary of words), racing (speed), voice intonation, humor, conciseness, and timing (the right time).

According to Bambang Warsita, 2008 quoted by Indah Husnul Khotimah that in verbal communication, information/messages are conveyed orally in the form of words or sentences that are considered to be spoken through what is said or spoken and how to say it. Speaking is the attempt to convey information, messages, thoughts, and expressive ideas, orally or in writing, in various forms. (Husnul, 2019)

## **RESEARCH METHODOLOGY**

### **Type of Research**

Based on the researcher's title, namely verbal communication in the Upin and Ipin animated series (quantitative content analysis of episodes of the Upin and Ipin – New

Toys series), the author uses a quantitative content analysis method with a descriptive approach. Quantitative research emphasizes theory testing by measuring research variables numerically and conducting data analysis using statistical mechanisms. This study uses a deductive method to test the hypothesis. The study uses traditional, *positivist, experimental or real-world* models. (Wijayanti, 2015) Quantitative research is a research that aims to describe symptoms comprehensively and contextually by collecting data from a natural setting using the researcher himself as the main instrument. (Priadana & Sunarsi, 2021) This study uses a descriptive quantitative approach with the aim of describing or giving an overview of the object to be researched through data or samples that have been collected as they are.

### **Population and Sample**

In this study, the research population is an episode of the Upin and Ipin – News Toys series with an episode duration of 18 minutes and 49 seconds. According to Arikunto (2010) quoted by Dermawansyah Darwipat et al., if the total population is less than 100 people, the whole sample is taken, and if the population is large than 100 people, 10-15% or 20-25% of the total population can be taken. (Darwipat et al., 2020) Based on this study, because the population is not greater than 100 respondents, the author takes 100% of the total population, namely the episodes of the Upin and Ipin – News Toys series. Thus, the entire population is a sample without having to withdraw the research sample as a unit of observation, this kind of theory is referred to as the census technique.

### **Instrument Development**

This study uses one instrument, namely an instrument to measure Verbal Communication communication in the episode of the Upin and Ipin Animation Series (Quantitative Content Analysis of the Upin and Ipin – New Toys Series). Revealing how verbal communication in the episode of the Upin and Ipin animated series – News Toys uses measurements in the form of quantitative content analysis.

### **Data Collection Techniques**

#### **Observation**

In this study, the researcher made observations or served directly to SDN 05 Rambatan. This observation aims to get a comprehensive picture and understand the problems that arise.

#### **Crawling**

Crawling is a data collection technique used to index information on a page using a URL (Uniform Resource Locator) by including an API (Application Programming Interface) to perform larger dataset mining.

#### **Coding**

Coding or coding is the classification of answers given by respondents according to their type. In the coding stage, scores and symbols are usually given to respondents' answers so that later it can be easier to process data.

#### **Abstracting**

Abstraction is an effort to make a summary of the core, process, and statements that need to be maintained so that they remain in it. At this level, the data that has been collected is evaluated.



### **Data Analysis Techniques**

There are a few basic steps in any content analysis. First, the author selects texts that are relevant to the purpose of the research (Strusberg and Engler 2021) cited by Vannyora Okditazeini. At this stage, the author sees the airing of the most watched animated series Upin and Ipin, namely in the episode Upin and Ipin – New Toys. Second, the author coded the scene scene from the animated series Upin and Ipin in the episode Upin and Ipin – New Toys which is seen in terms of indicators or dimensions of verbal communication. At this stage, the author puts together or identifies the appropriate message unit to create the code (Stusberg and Engler 2021). In identifying uni, the author uses a technique suggested by Krippendorff (2014) quoted by Vannyira Okditazeini, which identifies the number of words, phrases or sentences (syntax) and statements or units of argument (proportional) (Stausberg and Engler 2021). In this study, the author identified the dimension of verbal communication from episodes of the animated series Upin and Ipin – New Toys. Third, after unifying and identifying the units of analysis, the author uses two types of identifying the appropriate units of analysis, then the authors use two types of categories to classify the uni of analysis, namely substance (content of the message) and form (as said) (Stausberg and Engler 2021) quoted by Vannyora Okditazeini. (Okditazeini, 2022)

### **RESULT AND DISCUSSION**

The animated series Upin and Ipin is an animation produced by *Les' Copaque Production*, on September 14, 2007 which at that time aired the first episode of the animated series Upin and Ipin. From his social media account, youtube whose series has the most viewers from the Malay category, namely the episode of the series Upin and Ipin – Gong Xi Fa Cai. The episode tells about the Chinese holiday which at that time was commemorating the Chinese New Year, where one of the characters of the animated series, namely May-May, a friend of Upin and Ipin, is the child of Tingkhwa who is also celebrating his big day.



Figure 2 Episode Upin and Ipin - Gong Xi Fa Cai

The episode Upin and Ipin - Gong Xi Fa Cai which aired on February 17, 2015 received 760k likes, 16k comments and 320,161,835 views. The animated series of the episode is a researcher who researches verbal communication which has six aspects, namely Vocabullary (vocabulary), racing (speed), voice intonation, humor, concise and clear and timing (time). Each scene from the visual scene of the Gong Xi Fa Cai episode has a category that exists from the six aspects of verbal communication.

The verbal communication aspect in the episodes of the anime series Upin and Ipin- Gong Xi Fa Cai can be concluded, namely the vocabulary part of the scenes shown in the episode describing the words expressed can be understood and the word processing conveyed is easy to understand by the audience so that the value of the vocabulary aspect in the episodes of the animated series Upin and Ipin - Gong Xi Fa Cai is adapted as much as 71%. The racing (speed) of speech or dialogue per dialogue of the episode is regular, neither fast nor slow and it is concluded that the communication of the episode has a regular speed of 96%. The intonation of the voice of the communication affects the content of the message conveyed from any aspect so that it gets a total of 93% that is conveyed well. The humor from the visual scenes of the episodes of the animated series Upin and Ipin – Gong Xi Fa Cai does not have much humor from oral conversations or dialogues that appear and cause a funny effect on the audience so that this aspect has a total of 8%. The short and clear conversations or dialogues from the characters in the Upin and Ipin – Gong Xi Fa Cai animation series are effective where the direct delivery to *the point* of the problem discussed has a total score of 98% so that it is said that the communication from the characters is easy to understand. The timing of the episodes of the animated series Upin and Ipin – Gong Xi Fa Cai provides time for dialogue or willingness to communicate so that it gets a total score of 89%.



Figure 3 The visuals of one aspect of the scene are concise and clear



Figure 4 Visuals for one aspect of a humourous scene

The verbal communication in the episode of the animated series Upin and Ipin – Gong Xi Fa Cai contains all six aspects of verbal communication and it can be concluded that the highest total score is the short and clear aspect with a total score of 98% and the lowest score of the humor aspect of 8%. Apart from these two aspects, this animated series also includes word for word in effective communication that makes the dialogue in the episode understandable. The speed of his speech is also adjusted according to what is communicated in the dialogue is not fast and not slow. The intonation of the voice conveyed in the dialogue can also contain a dramatic message. Likewise, regarding time in the conversation, they are willing

to take the time and listen to someone who wants to communicate with them. So the animated series Upin and Ipin – Gong Xi Fa Cai is very accurate and effective in communicating where every aspect of verbal communication is included in the conversation.

## CONCLUSION

Animated films can be said to have a lot of fans from various ages ranging from toddlers to adults, because animated films are very entertaining. One of them is the animated series Upin and Ipin is an animated film from Malaysia produced by Les' Copaque Production which aired its first episode on September 14, 2007 on dTV9, RTM2, MNCTV, and Kids TV television broadcasts. The animated film Upin and Ipin is very popular with the public, of course, both in terms of film design, characters and conversations that use the Malay language which makes it one of the most favorite animated films among the public. The conversations of the characters in the animated film Upin and Ipin after being examined contain verbal communication, which contains all six aspects of verbal communication, namely vocabulary, racing, voice intonation, humor, concise and clear and timing. One of the episodes discussed was the highest viewing category on the Les' Copaque Production Youtube channel was Upin and Ipin – Gong Xi Fa Cai.

The episode of the animated series Upin and Ipin – Gong Xi FA Cai has a communication aspect of vocabulary as much as 71%, racing (speed) as much as 96%, voice intonation as much as 93%, humor as much as 8%, concise and clear as much as 98%, timing as much as 89%. Of the total aspects of verbal communication, the one that has the highest score is in the short and clear aspect, where this aspect in the episode of the animated series Upin and Ipin – Gong Xi Fa Cai is very consistent in communicating that pays attention to sentences that go directly to the core of the problem discussed. This aspect of short and clear verbal communication pays attention to the speed of speech with the intonation of the voice that is paid attention to so that the words conveyed are easily understood by the audience and the audience can also take their time to dialogue. The six aspects of verbal communication are consistent in the dialogue in the episodes of the animated series Upin and Ipin – Gong Xi Fa Cai. So it can be concluded that the dialogue in the conversation in the episode has a more concise and clear image of the conversation in communicating between the characters in the Upin and Ipin animated series.

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