

Observing Upin and Ipin Animation Roles in Early Childhood Education

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Abstract : Malaysia is a unique country with multifaceted society; rich with its beautiful cultural values. It has been a long assimilation process for Malaysia to emerge its national identity. Malaysian government has been working hard for centuries to keep its people together in harmony. Cultural identity is identified to be 'container' that brings Malaysians together. The uniqueness of Malaysian cultures can actually be exploited for the benefit of the nation. However, this unique culture is somehow being threatened by those imported foreign values. If not closely monitored, these foreign influences can bring more damages than good. This paper aims to study elements in Upin and Ipin animation series and investigate how this series could help to educate local children with good moral and behaviour without being too serious and sententious. Upin and Ipin is chosen as a study to investigate the effectiveness of animation as a media of communication to promote positive values amongst pre-school children. Purposive sampling method was employed to determine the sample of studies hence pre-school children from Putrajaya Presint 9(2) school were chosen to take part in this study. The findings of this study demonstrate positive suggestions on how animation programmes being shown on TV can play significant roles in children social development and inculcate good moral behaviour as well as social skills among children and people around them.

Keywords : animation characters, children informal education, foreign influences, moral values

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