

INTRODUCTION

I. BACKGROUND

Education is the need of every human being. Various efforts were made such as research, development of new programs in education, discussions and seminars with the theme of education and many others. All efforts are made to advance the quality of education in Indonesia.

In order to supply excellent and expected students, the tutorial process is often evaluated and improved. One in all the efforts to boost the standard of education is that the emergence of ideas about the importance of character education within the world of education in Indonesia. The Indonesian government through the National Ministry since 2010 has launched character education, both from schools to universities. Because up to now, the planet of education is taken into account less successful in shaping the character of the state with a noble personality. There are even people who say that Indonesian education has failed in shaping character. This assessment is predicated on the quantity of faculty graduates and students who are intellectually intelligent, but not mentally tough and behave in an exceedingly way that's not in accordance with the noble goals of education.

One of the themes that are often discussed and seminars recently is about character education. Character education is now a major issue of education. Additionally to being a component of the tactic of forming the character or morals of the nation's children, character education is additionally expected to be the foremost foundation in increasing the degree and dignity of the Indonesian nation. Even the minister of national education in 2010, "character education to form the civilization of the Indonesian nation. (Sartini et al, 2021)

The process of inculcating values isn't only through formal and non-formal education. However, along with the event of science and technology, the cultivation of educational values may be carried out through other educational media, both mass, print and electronic media. From electronic media includes visual, audio, and audio visual media. Just like the varied models and presentation of the knowledge media, it cannot be denied that each one in all them play a awfully important role as media for education. (Sartini et al, 2021)

Nst, et al (2019) argued that that the value of character education is an effort made to influence, instill, and develop ethical values that have become normative standards or benchmarks that will have an impact on the lives of students.

One of the effective communication media which can be accepted by all levels of society is film. Film media is to produce messages which can be received more evenly by students, is extremely good for explaining a process, overcomes the constraints of space and time, are often repeated and stopped pro re nata, gives a deep impression that will affect students' attitudes. While the disadvantages of film media are that the assembly price is quite expensive, its manufacture requires many it slow and energy, requires special operators to figure it, and requires darkening of the world. By knowing the advantages and drawbacks of film, we are going to conclude that film media is also a spread of communication media that has the potential to be used for learning both designedly and by utilization. (Rochmawati, 2016)

From the above statement, one of the goals of Indonesian cinema is as a media to support education. One of the Indonesian films that contain many positive values is *Ayah Mengapa Aku Berbeda?* film. One of the films that aired on November 17, 2011, *Ayah Mengapa Aku Berbeda*, directed by Findo Purwono. Films produced by Rapi Film it features senior stars such as Rima Melati and Surya Saputra, as well as new comer Dinda Hauw. This film raises the theme of equality of children's rights with special needs named Angel (Dinda Hauw).

The film *Ayah Mengapa Aku Berbeda?* is based on the novel and online story by Agnes Danovar. In cyberspace, Agnes's work is read by nearly 2 million people. Some readers of this novel think that the story of Angel's life is quite touching, even this story seems to have tears in her eyes. The moral message carried by this film is quite strong, inviting the audience to respect differences, when people with special needs can live on an equal footing with other normal people. Allianz Indonesia's Head of Market Management Alan Darmawan said, this film teaches the public about the spirit of having hope in everyone, even though they have physical limitations. "This film shows, those who are physically imperfect have a soul that is not inferior to the imperfect. This teaches children not to discriminate in life," he said. Although there are many crying scenes in this film, it does not mean that the film *Ayah Mengapa Aku Berbeda?* is a crybaby work that simply sells suffering. Quoted by (Bisnis.com 2011).

In addition, in this film there is a psychological conflict that makes Angel feel depressed as a deaf girl, and sometimes her environment does not want to accept her presence. For example, he had to suffer when he played with his friends, even while pursuing education all the insults and insults sent to him.

Departing from the phenomena above, this film is interesting to study. In this study, the researcher focuses more on examining the moral messages contained in this film, and representing the meaning of the moral messages. Where this moral message is specified in the behavior or habits of the community. Whether it's from behavior or habits that are positive or negative. In supporting this research, the researchers took some previous research related to the topic. They are :

1. CHARACTER VALUES AND IN SHORT STORIES COLLECTION BOOK BY QURROTA AINI AND ITS RELEASE AS A LITERATURE READING MATERIAL IN ELEMENTARY SCHOOL.
Eva Sahrída Yanti Nst¹, Syahnan Daulay², Malan Lubis²
2. THE VALUE AND CHARACTER BUILDING EDUCATION IN FOLKLORE FROM BATAKNESE "SIGALE-GALE"
Ria Anita Sipahutar, Remlina Wati Sianturi, Yenita Sembiring
3. MORAL VALUE AND CHARACTER BUILDING EDUCATION FOLKLORE IN KARONESE "KAK TANGKO BUNGA"
Betty Rebina, Cindy Nathania Br. Sinuraya, Yenita Br. Sembiring

II. FORMULATING OF THE PROBLEM

Based on the description of the background above, the formulation of the problem can be taken as follows:

1. What are the character values in the film “Ayah Mengapa Aku Berbeda?”
2. How the character value can be seen as a strengthening strategy in in students’ character building?

III. THE OBJECTIVE STUDY

The research objective is the target to be achieved through a series of research activities, because everything that is attempted must have a specific purpose in accordance with the problem.

In accordance with the formulation of the problem mentioned above, this study aims to determine :

1. Character values in the film “ Ayah Mengapa Aku Berbeda?
2. Character values that can be seen as a strengthening strategy in the formation of student character

THEORETICAL BASIS

A. CHARACTER EDUCATION VALUES

1. Definition of Value

Everything in this world cannot be separated from the value contained in it. Values are a reality hidden behind other realities. Many experts define it with various definitions. According to Louis O Kattsoff as quoted by Djunaedi Ghony that the value has 4 kinds of meaning, including:

- 1) Valuable means useful
- 2) Is a value meaning good or right or beautiful
- 3) Contains value, which means that it is an object or desire or trait that gives rise to an attitude of agreement and a predicate
- 4) Giving value means deciding that something is desirable or showing value.

Understanding the value above shows that the value is the price. An item is of high value because it has a high price. Value also means a standard of assessing objects or achievements, as well as something abstract in the form of useful properties or circumstances.

From this definition, it can be understood that a person's behavior and actions are determined by the values embedded in him. Those values are what drive him to take an action.

2. Definition of Character

In the Psychology dictionary as quoted by M. Furqon Hidayatullah in his book *Guru Sejati: Membangun Insan Berkarakter Kuat dan Cerdas*, it is stated that: Character is personality in terms of ethical or moral starting points, for example someone's honesty, usually has a relationship with relatively fixed traits.

Meanwhile, in terms, character is defined as human nature in general where humans have many characteristics that depend on their own life factors. Character is a psychological, moral or character trait that characterizes a person or group of people.