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Educative Value Analysis in The Film “Orang Kaya Baru”

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Abstract The main problem in this research is to analyze an educational value in the film "Orang Kaya Baru" which contains the values of life in society. In this film, it depicts a family who has a simple life but does not eliminate the sense of togetherness, they are taught to always be grateful and stay happy in that simplicity, besides that there is a moral message that the author wants to convey about a simple family life and then becoming rich. Objective from study this is known dependency moral messages as well as calculation delivered value in the film This study concludes that the educational values contained in the film "Orang Kaya Baru" are a) social values, namely parents who give advice to their children, please help, until the sense of kinship in the film is lost, b) cultural values, namely when eating, give envelopes. At weddings and eating together with family, c) religious values, namely gratitude, always being patient and not forgetting to always give charity, d) moral values, namely always apologizing, being indifferent, being responsible as a family head, being honest and independent, and creating creative ideas in order to have achievements.

Keywords: *family, simplicity, educational value, life.*

INTRODUCTION

Until now, films are still a choice of entertainment for the public because films are the result of ideas, creativity, and imagination experienced by the author as well as taking experiences from other people. The film has a moral message and meaning that the author wants to convey to the whole community, not only as a means of entertainment. Moral values are values that reflect a human activity and can be an example for a person's good or bad treatment. As social beings who often interact and find a variety of different characters, people

can certainly conclude a person's characteristics based on the behavior they do. Many values are contained in a film that is created. One of them is educational value that can be a lesson for the audience. People who watch the film are also expected to not only watch every scene for free, but are also expected to be able to take the message conveyed by the author in the film as well as to implement the message in their daily lives. Through good film packaging, the values or elements contained in a film will definitely feel more alive and what it wants to convey is clear so that it becomes easier for the audience to understand the values or elements in the film better. With film media, people can understand values, motivations and education with a feeling of being entertained without feeling being tutored.

Like the work of a well-known Indonesian writer, Joko Anwar, who wrote a family-themed story with the title "Orang Kaya Baru" which was later made into a film directed by Ody C. Harahap. The film "Orang Kaya Baru" which has a duration of 90 minutes was released on January 24, 2019. The film "Orang Kaya Baru" is a comedy genre, but in this film not only highlights the cuteness of the behavior of the players but also has educational value, meaning and message. conveyed veiled in this film. In the film "Orang Kaya Baru" tells where there is a harmonious family who lives a simple life with few economic limitations suddenly becomes a rich family when the backbone of the family, namely his father passes away. This family becomes extravagant and always squanders the money saved by the father over the past years. Because they feel that they have a lot of money now and they can buy anything that they couldn't buy before when their circumstances were limited, but this family forgets that they can't manage their finances which makes them lose the assets they have now and return to living with economic limitations because they can always hanging out with family.

By concluding the short story above, everyone must have imagined being a wealthy or wealthy person. With sufficient conditions, you can do whatever you have and you don't need to think again about buying an item. This often crosses the imagination of most Indonesians, namely suddenly getting rich. Because the issue of money is still a problem that cannot be underestimated for the people of Indonesia. The imaginations of most Indonesians were all poured by Joko Anwar into the film "Orang Kaya Baru". The film "Orang Kaya Baru" provides the value of life that can be learned by the audience, namely having a lot of money or property

and not being able to use it properly will not make a person happy, because happiness cannot necessarily be obtained by having a lot of money or possessions. To add to our sense of happiness every day, we just need to feel grateful for what we have now and always keep the warmth of a whole family not busy with each other's personal affairs.

Therefore, the reason the researcher took the film “Orang Kaya Baru” as research material is because apart from being interesting, this film contains many implied messages and educational values related to people's daily lives. This film does not only contain social messages, but there are more messages contained in the film. So the researcher wants to examine more deeply about what educational values are contained in the film "Orang Kaya Baru", therefore the researcher gives the title "**Educative Value Analysis in The Film "Orang Kaya Baru"**" which uses a sociological study of literature. We, the researchers, hope that by conducting research on this educational value, it can provide an example and educate people to be able to apply it in everyday life.

According to the delivery of Franz Magnis, good or bad all human actions will always be a reference as a measure of a moral indication. So it's not just a person's good or bad, morals can be interpreted as the other side of human life that we can see from various points of view with conclusions that are definitely different for each individual. This moral message can be conveyed in various types of packaging, as an example that researchers take is through the media, one of which is films. The moral message in the film also depends on what genre is chosen in the film. In 2019 Screenplay Flm Legacy Pictures produced a film entitled "Orang Kaya Baru". The film "Orang Kaya Baru" was released on January 24, 2019, this family-themed film is a comedy genre directed by Ody C. Harahap and produced by Sukhdev Singh Wicky V. Olindo which has a duration of 99 minutes. In the film "Orang Kaya Baru" there are many moral messages that we can take, such as simplicity and togetherness in the family. This film has also succeeded in attracting the attention of the public so that the number of viewers has touched more than 1 million viewers. “Orang Kaya Baru” is the first family comedy genre film produced by Screenplay Films, starring Lukman Sardi, Raline Shah, Refal Hady, Cut Mini, Derby Romero, Fatih Unru. This film tells the story of simplicity in a harmonious family, they are always taught to have gratitude and always be happy in their simple circumstances.

When the father was summoned by the almighty, their life changed 180 degrees because after the father died, they had a lawyer who told them a video will where the father told him that in fact he was the son of a rich man who had a lot of inheritance.

Since the death of the father in the family began to change the situation where what was originally a simple family turned into a rich family who really enjoyed the life of the world with the treasures they have now, from there their family began to lose the sense of simplicity and togetherness that previously existed in the family. they. Since they were given more sustenance which made their family no longer live in simplicity, they began to spend extravagantly and became very arrogant. Until finally the inheritance money they had ran out because it was not managed properly, they just realized that money is not everything in this life, but togetherness and love in the family is the most important thing. The factor that is taken into consideration by researchers is taking the film "Orang Kaya Baru" as the object of research at this time because the film "Orang Kaya Baru" is one of the nominations at the Indonesian film festival in 2019 and is included in the category of best original screenwriter. In addition, this film also inserts a lot of very good moral messages in it. From the background explanation above, it is this that makes us interested in making the film "Orang Kaya Baru" as the object of our research by giving it the title **"Educative Value Analysis in The Film "Orang Kaya Baru"**.

METHOD

In this film, the type of qualitative research is used because the film "Orang Kaya Baru" by Joko Anwar discusses educational values that are packaged in a family atmosphere in the form of paragraphs and sentences. The focus of this film itself is to include religious, cultural, and social values. In this film research, the approach used is a sociological approach. This approach is a science that studies a relationship within society itself.

FINDINGS

The film with the title "The New Rich" by Joko Anwar has a simple meaning but can touch the audience. It is clear that the meaning of life is shown in the film when the head of the family dies and they suddenly become rich (Oppen, 2020). The attitude of pretending to live a miserable life shown by their own father so that he could teach a simple life and always be grateful to his wife and children. Then when he died, through his own lawyer, he immediately gave a number of assets that he had to all his family members so that they would not live in misery again. This film was created through a cultural value that is contained in real life to be witnessed by the public. The film itself can also be a role model for the audience because it contains educational values in it, not just being an entertainment venue. Some of the educational values contained in the film are:

1. High social educational value

A social value that can be embedded in a people's soul who behaves well or badly in an environment where they live. This value itself is related to a local community culture and assumptions so that there are no written rules in it, the impact felt is also very different for each individual and also the community itself.

- a. **Parental Advice to Children**

Based on the film's story, her daughter, Tika, dreams of becoming a rich person and with her wealth, she can get pleasure. But this was denied by his father because he thought that not all rich people were happy with their lives. By having a lot of money, a person will never be grateful and always feel lacking with what he already has. While living in simplicity can make someone always feel grateful for what has been given by the creator. The message conveyed by the father to Tika himself is that the most important thing in life is family. Money can be earned but the figure of a family cannot be replaced with anything (Hertz, 2020). An example of a dialogue that describes the story is as follows.

Father: "Why? Very quiet"

Tika: "Just think if we are rich in life problems, will we be happy or not?"

Father: "Money if a little is enough, if a lot is not enough"

Dodi: "Haa? How are you?"

Father: "If you get something easy, it's not good, you can't enjoy it."

Duta: "How about an example, sir?"

Father: "When you were in elementary school, you used to collect CDs of songs, right? How did you buy it, how did you get the CD?"

Duta : "buying a CD, you have to save with pocket money for a month first, sir, then you can buy it."

Father: "Did you hear the song?"

Ambassador : "Listen every day"

Father: "Hmm.. now if you listen to a song how about?"

Duta : "Just download it, sir."

Father: "Huu .. that's him. I have rarely seen you listen to the same songs as before. Why is that? Because it's easy to find."

Tika : "Maybe because there are no good songs now, sir."

Father: "That's right, yes (haha). Life is important family and friends. You have to love them, that's enough."

b. The attitude of helping each other

Based on the film's story, it shows the mother helping a small child who was trampled by several residents while she was distributing basic necessities. However, at the time of distribution, the residents did not queue but immediately stormed the food stalls that had been prepared so that a mother and her child fell and were injured. The mother then took the little child to the hospital with the help of several residents. This shows the attitude of help that must be done in society so that if there is a problem it can be resolved properly. An example of a dialogue that describes the story is as follows.

Mother: "Please.. please.. please sir, where is the car"

Resident: "Here, ma'am"

Mother : "Please speed up, sir"

c. Advise As a Friend

Based on the story, the film shows a friend of Tika's named Linda telling Tika not to hang out with Risha and Sasha because they have a hedonistic nature and like to spend a lot of time. Even though Tika already has a lot of money and can do things according to her wishes and friends, they are still friends who will not leave their friends and will advise their friends if they are on the wrong path. An example of the dialogue is as follows.

Tika: "Hi.."

Linda : "Do you often spend time with Risha and her friends?"

Tika: "Yes, why?"

Linda: "I don't want to limit you, you want to hang out with anyone but they are bad news."

Tika : "I can take care of myself. Darling, it's cool, come on"

d. Giving charity to others

Giving charity is an attitude of giving on the basis of generosity in the form of financial assistance or so on to the poor. Giving charity will foster a sense of gratitude for what you have. Like what Mother and Dodi did, who carried out the activities of sharing basic necessities to some underprivileged residents.

Based on the film's story, Dodi and Ibu were assisted by several residents who were busy preparing basic necessities to be distributed to the less fortunate residents. After becoming a wealthy person, the mother still cares about others, namely by distributing some of her wealth to people in need.

Mother: "Thank you, Mom, for being helped. Eh, how are you all ready, Dod?"

Dodi: "It's still being compiled ma'am, then it's calculated"

Mother: "Just counting, then if it's not enough, you'll get dizzy."

2. Application of Cultural Values in a Family

a. Giving an Envelope at a Wedding

In the film, Duta along with his younger siblings visited other people's weddings who he himself did not know who was married. Then he and his sister brought an envelope to put in the box listed at the place of the bride and groom. When the family of the bride and groom saw that the nominal amount of money in the envelope was small, the family of the bride and groom did not accept it and got angry with their Ambassador, thinking that the amount was inappropriate for a wedding like this. This attitude shows that the bride's family only looks at people from the nominal envelope given, they don't see the sincerity of a person's heart or whether he gives to others. Even if they don't know them, they give an envelope with a large nominal value, it will also be accepted at the wedding (Zhu, et al, 2018).

In terms of cultural values, there are still many people who until now when the wedding ceremony takes place still give an envelope containing money and put it in a box that is already available at the place.

The film also shows a picture of an action that is good to imitate and some that must be avoided in a living environment in society.

b. Family meal done together

In the film of the New Rich, there is also a scene of eating together which is done by the family, in a society this has become a tradition that always exists. Because by doing this, it can build a more compact family relationship and better communication between each other. This shows the cultural values displayed by filmmakers so that these values do not fade. In the scene, it is shown that at night they are eating together and cannot be separated from the jokes on the dining table.

3. Moral values shown in the film

Moral values coexist with human behavior towards others, namely doing good or doing bad. These actions will later create a value that can be viewed separately by community groups (Thibaut, & Kelley, 2017). Therefore, practicing good moral values to fellow human beings in everyday life can certainly be an absolute value to be accepted in social life. Here are some examples of dialogue contained in the film with the practice of a moral value and some do not instill it.

a. Giving Offers in the form of Help to the Father

Based on the film's story, it shows that his son, Duta, tries to offer help to his father who is busy repairing damaged electronics, and when the offer is made the father refuses an offer of help from his son. This shows that children who are devoted to their parents are children who want and want to always help their parents when they are in trouble (Romero, et al, 2020). This offer can be an example for us, even though in the end our parents will reject the offer of help from their child, at least we have good intentions to help him. An example of a dialogue that describes the story is as follows.

Duta: "Well, where is the father, ma'am?"

Mother: "Oh... you're still fixing it" (tilting his head out the window)

Duta: "Sir, do you want to help?"

Father: "No.. you don't have to"

Ambassador: "Really?"

Father: "Yes"

b. Showing the attitude of lying

Based on the film's story, it shows a deceitful attitude when Duta comes to the wedding of an unknown person and he claims to be Arifin's younger classmate who he knew while attending extracurricular activities at school, namely the nature

lovers extracurricular. Arifin himself was the groom that Duta attended with his younger siblings at the wedding. On the other hand, the Ambassador himself came to the event without an invitation and did not know the bride and groom from the start (James, 2017). An example of a dialogue that describes the story is as follows.

Event Committee: "Oh yes, this brother is Arifin's friend or Reza?"

Duta: "Oh, I'm Arifin's friend, mas. At that time, I happened to be in his class, but we rarely saw each other, often when we worked together at extracurricular activities."

Event Committee: "Oalah, may I know what extracurriculars?"

Duta: "The Nature Lover's College, sir, is it true that we studied at the same time?"

Another dialogue that shows a lying attitude based on the film's story is Tobi who is Dodi's school friend, who used to do bad things to Dodi suddenly he became good and apologized to him for being mean to him in the past. However, Tobi's intention to apologize was only in his mouth, the proof was that he was planning evil things for Dodi. he saw Dodi wearing shoes that were damaged and unfit for use and immediately took action, namely by lying, he took one of the shoes of a student at school who was worshipping at the mosque, then innocently he went straight to Dodi and pretended to give more decent shoes to Dodi. Even though the shoes were stolen from the mosque. This is not appropriate for example in everyday life because a good friend is a friend who helps sincerely and does not like to lie let alone commit crimes like that. An example of a dialogue that describes the story is as follows.

Tobi: "Dod, I'm sorry that I've been too late for high school. Honestly, I'm really sorry even though you're my classmate. I should not be bad to you, forgive me, Dod"

Dodi: "It's not your fault either. These are old shoes."

Tobi: "So that I don't feel guilty about this, you don't want to wear these cave shoes. I don't wear these shoes anymore."

Dodi: "It's okay, just santuy .."

Tobi: "So that I can be responsible for this, it's my fault that I have had a lot with you. Thank you? here"

Dodi: "Wow, it's crazy gokil .." (Dodi is very happy to be given shoes with Tobi even though they are used)

c. Become an Independent Person

Based on the film's story, it shows that Banyu, who is Tika's new friend, met Tika when she came to a stranger's wedding with her brother and sister. Banyu there is a waiter and also a gravedigger as an additional job for him. Banyu who does several jobs in several different places is to make ends meet and also to pay for college. Because Banyu himself comes from a poor family. Therefore he is looking for a way to earn money in a lawful way, namely by working into anything as long as he gets money to meet his needs. We must emulate this in everyday life because he has a responsible and independent personality, he doesn't want to bother his parents to pay for college, so he looks for work to pay for his own college. An example of a dialogue that describes the story is as follows.

Tika : "Thank you for helping me. I didn't know your house was in the area around here and you also work here."

Banyu : "Oh.. you're welcome, no, it's a coincidence that I'm working part time"

Tika : "So you work as a waiter at people's weddings and at the same time work as a gravedigger?"

Banyu : "Yes, that's right and some other jobs, everything I can do I take. anything can make me pay tuition. the important thing is halal"

Tika : "Sorry, I don't know about that. I didn't mean to ask like that."

Banyu : "Yeah, it's okay, just relax."

4. Religious Values Shown in the Film.

The religious value inherent in this film can be seen from the expression of gratitude when Tika and the rest of her family finally moved back into their old house after all the assets that had been given to them by her father had been confiscated by the bank. In the film, tika reveals that all her father's words are true. Of all that is now the most

important thing is the figure of a family and friends (Dryhurst, et al, 2020). Tika's expression of gratitude for all the events that she and her family experienced after getting a lot of money so that Tika's family suddenly became rich. However, because they used the money that you gave them, it was not used properly, so the money was used up. With all the events that happened Tika realized that everything she needed so far was enough. And having a lot of money is not as important as your message that the most important thing in life is family and friends.

CONCLUSION

Based on the results of the analysis of scenes and dialogues played by the actors of the film "Orang Kaya Baru" the researcher can conclude that the educational values in this film are a description of the values of life that exist in society. The educational values in this film are moral educative values, religious educative values, social educative values to cultural educative values. The moral educative value that can be taken in this film is to be a good or bad moral lesson for each individual which is carried out in the film "Orang Kaya Baru" namely offering help to parents, being indifferent, not appreciating the work of others, apologizing, lying, being malicious. friends, showing off, extravagant, accomplished and creative, saying impolite, independent, the responsibility of a father, and honest. In addition, the religious educational values contained in the film "Orang Kaya Baru" are patient attitude when accepting trials, giving alms, and gratitude. Furthermore, the social educative values contained in the film "Orang Kaya Baru" are parental advice to children, advising friends, loss of a sense of kinship in the family, and helping each other. And lastly, the cultural educative value contained in the film Orang Kaya Baru is eating together as a family and envelopes at weddings.

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