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# **The Implication of Local Animation TV Series on Malaysian Preschooler's Personality**

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## **INTRODUCTION**

For many years, pre-schoolers are said to be interested in cartoons and therefore sometimes, their personality and thoughts are also based on their favourite cartoon character. Generally, children begin to watch cartoons as early as six months old, and by the age of two or three years old, they become the most enthusiastic audience. According to Aslin and Smith (1988), a baby's vision capability gets better when it grows. Children who spend their time watching cartoons tend to imitate the characters in the cartoons that they are watching. This may cause them to experience some negative and positive effects on the behaviour or personality development. According to Albert Bandura (1989), impersonation can be a tool for learning and it is a behavioural process through one's observation of individuals. Pre-schoolers see the characters as a model that will have an impact on their personality.

Pre-schoolers are easily influenced by what they see especially when viewing animated stories (cartoon). They are developing the basic life skills, independence, and knowledge that they will need as they enter their school years. Animation can attract the pre-schoolers most and shape their personality. Malaysia's first animated television series, Usop Sontorian was screened in 1995. Through the years, numerous amount of animated series started their appearances. For example, Omar and Hana, an Islamic education animation which teaches how one should behave as well as and Islamic learning through songs. Another example is Upin and Ipin. This story revolves around a pair of five-year-old twins who study in a kindergarten in a village and befriend kids of different races like Chinese, Indians and et cetera. This cartoon talks about their everyday mischievous life in the village and it is always funny. Didi & Friends on the other hand is a franchise of learning media while entertaining for pre-schoolers. Rounding up of three young chickens named Didi, Jojo, and Nana who sing children's

songs. They do not only sing the songs of Malaysians. They even translate foreign nursery rhymes into the Malay language. Another famous Malaysian animated series is Agent Ali. It is about a boy who has dual identities- a schoolboy and a secret agent. The animation focuses more on scientific discoveries. Lastly, Boboi boy is another animated series that is quite popular among the pre-schoolers. The main character, Boboi boy, receives elemental based superpowers to protect Earth. These Malaysian animation TV series are favourable animated series among pre-schoolers which can influence them and affect their personality in the future.

## **PURPOSE/AIM & BACKGROUND**

The rapid development of technology leads to innovations such as animations to aid the learning and teaching process in early childhood. Hence, there is a need to conduct a study so that parents could express satisfaction with the benefits of local animation that can lead to positive behaviour. Thus, this study aims to determine the impacts of local animated television series on Malaysian pre-schooler's personality where in this case, we are looking at the development of language and behaviour. This study was conducted to pre-schoolers who are 4-6 years old it involved 5 series of Malaysian animation television series which are Omar & Hana, Upin & Ipin, Didi & Friends, Ajen Ali and Boboi Boy.

## **METHODOLOGY**

A survey based descriptive study was carried out among the parents of pre-schoolers in the age group of 4-6 years old. For this study one hundred parents were randomly selected from kindergartens around Lembah Bujang, Merbok, Kedah, Malaysia. Questionnaires include questions regarding the thought of parents about positive and negative effects of local animation on pre-schooler's personality were given. The responses were compiled in excel spreadsheet and percentage method was applied to test the parents' thoughts regarding the implication of local animation television series on Malaysian pre-schooler's personality.

## **FINDINGS/RESULTS**

The result showed that parents had positive thoughts related to local animation television series. It was evident that the local animation television series such as Omar

& Hana, Didi & Friends, Upin & Ipin, Ajen Ali and Boboi Boy do help in the language development of the pre-schoolers in terms of speech, dialect and understanding. Parents also agreed that there are positive effects of local animation television series on the pre-schoolers' behaviour and manners such as they showed positive attitudes and were able to control their emotion when dealing with the things around them. Parents also felt that local animation increased religious understanding among pre-schoolers for example Omar & Hanna which teaches Islamic education through songs. Parents agreed that pre-schoolers could learn new words and this definitely helped them to develop good speech. In the contrary, there were also data which showed that there were parents who felt that the local animations gave negative impacts on their children. They felt that the children seemed to lose interest in other activities and are more interested to watch cartoons. There are also data which showed that the children become more aggressive after watching the cartoons as they want to imitate the characters in the cartoon. For example, Ajen Ali & Boboi Boy which contain the element of fighting.

## **CONCLUSIONS/IMPLICATIONS**

Malaysian animation television series has a great influence over pre-schoolers. Each of the animation series has their own characteristic. Most parents also express satisfaction with the educational benefits of Malaysian animated TV series as they touch on positive behaviours. Furthermore, Malaysian animated television series could be used as a teaching method for pre-schoolers in developing good personality for example obeying their parents, speaking in a polite way, helping the poor, aiding the old, lending a hand to the young, working in groups and being a leader where these are parts of the learning process. Animations should be designed with a sense of edutainment and moral value added behind it as it will better construct the mind of our future generation. For further research, Malaysia should have classification code of television program especially animation series to the children and help the parents to control what their children are watching.

**Keywords:** Local animated television series, pre-schoolers, personality, language and behaviour development