



## Teaching Anti-Corruption from an Early Age: An Analysis of Values in the Film Si Kumbi for Early Childhood Education

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**Abstract:** The Research aims to analyze the anti-corruption values depicted in the Si Kumbi film series, published by the Corruption Eradication Commission (KPK). In this study, the researcher uses a descriptive qualitative method with content analysis. The research is relevant to early childhood education, as the film has proven effective in conveying various anti-corruption values, including honesty, responsibility, care, justice, simplicity, hard work, discipline, and courage. These values are demonstrated through the actions of the characters, who serve as positive role models for young viewers. However, the value of independence is not explicitly highlighted in the film, indicating an opportunity for further development in future narratives. This study emphasizes the significance of these values in shaping children's moral and character development, particularly in promoting positive social behaviours such as honesty and responsibility. Based on the analysis, the film series proves to be an effective tool in introducing these values to young audiences; however, it would be more comprehensive if it incorporated the dimension of independence to provide a more comprehensive approach to anti-corruption education. The findings emphasize the potential of films as a resource for character education in early childhood, helping to instil important values for a better and more ethical future.

**Abstrak:** Penelitian ini bertujuan untuk menganalisis nilai-nilai antikorupsi yang digambarkan dalam serial film Si Kumbi yang diterbitkan oleh Komisi Pemberantasan Korupsi (KPK). Pada penelitian ini peneliti menggunakan metode kualitatif deskriptif dengan menggunakan analisis konten. Pada penelitian ini terdapat relevansinya dengan pendidikan anak usia dini, yaitu film ini terbukti efektif menyampaikan berbagai nilai antikorupsi, termasuk kejujuran, tanggung jawab, kepedulian, keadilan, kesederhanaan, kerja keras, disiplin, dan keberanian. Nilai-nilai ini ditunjukkan melalui tindakan para tokohnya, yang menjadi panutan positif bagi penonton muda. Namun, nilai kemandirian tidak secara eksplisit disorot dalam film, yang menunjukkan adanya peluang untuk pengembangan lebih lanjut dalam narasi masa depan. Penelitian ini menyoroti pentingnya nilai-nilai ini dalam membentuk perkembangan moral dan karakter anak-anak, khususnya dalam menumbuhkan perilaku sosial yang positif seperti kejujuran dan tanggung jawab. Berdasarkan analisis tersebut, film Si Kumbi terbukti menjadi alat yang efektif dalam memperkenalkan nilai-nilai ini kepada penonton muda, meskipun akan lebih baik jika menggabungkan dimensi kemandirian untuk memberikan pendekatan yang lebih komprehensif terhadap pendidikan antikorupsi. Temuan tersebut menekankan potensi film sebagai sumber daya untuk pendidikan karakter pada anak usia dini, membantu menanamkan nilai-nilai penting untuk masa depan yang lebih baik dan lebih etis.

## A. Introduction

Corruption is a systemic problem that undermines political, economic, and social structures, resulting in material loss, eroding public trust, and compromising democracy and social stability (Behuku et al., 2025). In Indonesia, corruption hinders social equality and sustainable development. Concerns are compounded by the prevalence of corrupt practices, such as cheating, plagiarism, and sharing exam answers among students at an early age (Assarroudi et al., 2018; Syawang et al., 2024)

Indonesia's Anti-Corruption Behaviour Index (IPAK) for 2024 was recorded at 3.85 on a scale of 0–5, down from 3.92 in 2023. BPS proposed various anti-corruption initiatives and anti-corruption training. Corrupt behaviour is often fueled by a consumptive lifestyle that exceeds one's income, encouraging unethical behaviour (Sheydayi & Dadashpoor, 2023). Therefore, eradicating corruption is not only the responsibility of law enforcement, but also the education sector, which is crucial in instilling morals and integrity from an early age.

In the context of education, particularly early childhood education, advances in information technology have brought significant changes (Wahyuddin et al., 2022). Digital technology is increasingly being used to facilitate the learning process (Arikarani & Amiruddin, 2021; Sartika, 2021). The use of this technology also plays a crucial role in anti-corruption education, as digital media is an effective way to limit and control corrupt practices in today's era of globalization.

Education, as the foundation for character development, provides an ideal environment for learning about anti-corruption. Instilling ethical values such as honesty, responsibility, and fairness in students is a preventative approach that targets the roots of corrupt behaviour (Fauzie et al., 2023). The role of educators is crucial in building a culture of integrity as they are the primary agents of socialization in schools. Recognizing the importance of preventive measures, the Indonesian Corruption Eradication Commission (KPK) introduced nine core anti-corruption values—honesty, caring, independence, responsibility, cooperation, simplicity, hard work, courage, and justice—that should be instilled in children from an early age (Mukri & Baisa, 2020).

However, efforts to incorporate anti-corruption values into early childhood education still face various challenges. One major obstacle is the lack of developmentally appropriate learning media, which results in moral messages often being ineffective or burdensome for children to comprehend (Mulyasa, 2022). Therefore, it is crucial to develop character education media that is relevant and engaging for early childhood. Furthermore, although digital media, such as animated films, are considered to have great potential, research specifically analyzing anti-corruption values in these media, particularly for early childhood, remains very limited (Purnomo et al., 2021).

Anti-corruption education in early childhood education (PAUD) remains symbolic and has not been systematically integrated into the curriculum, partly due to a lack of teacher skills (Wulandari & Tejakusuma, 2020; Indasah et al., 2023). Therefore, an in-depth analysis of media, such as the film *Si Kumbi*, is crucial for assessing the internalization of

anti-corruption values in children. The inconsistency of the PAUD curriculum and the limited research on the impact of animated media, such as Si Kumbi, underscore the urgency of a comprehensive study. Content analysis of Si Kumbi is crucial for evaluating the delivery of anti-corruption values and its effectiveness as a teaching tool for early childhood.

Research indicates that anti-corruption education should be tailored to the developmental needs of children, who learn through imaginative and emotional experiences (Muti, 2021). Animated films and stories are compelling and enjoyable methods for conveying moral messages. In line with this, the Corruption Eradication Commission (KPK) launched the animated film Si Kumbi, which features Indonesian folklore with animal characters. Through the adventures of Kumbi, a brave young bee, children are introduced to social values and anti-corruption principles engagingly.

The integration of digital media into education increases opportunities for anti-corruption learning in the era of globalization (Wahyuddin et al., 2022). Film is an effective tool for conveying critical messages and inspiring attitudinal change. As Dian points out, anti-corruption campaign films can illustrate the dangers of corruption and encourage ethical behaviour in young people. The Corruption Eradication Commission (KPK) supports this strategy through the Anti-Corruption Film Festival (ACFFest) to promote anti-corruption-themed films. Among these efforts, Si Kumbi stands out as an educational medium for children with the potential to instil anti-corruption values from an early age.

This article aims to examine the role of the animated film Si Kumbi in instilling anti-corruption values in children and its potential as a learning medium in early childhood education. An analysis of the film's content and pedagogical aspects contributes to moral education, providing insights into the use of media to foster integrity from an early age.

## B. Method

This study used a descriptive qualitative approach with content analysis techniques. Data were taken from the film Si Kumbi, published by the Corruption Eradication Commission (KPK) on its YouTube channel. The researchers recorded the dialogue and behaviour of the characters in the film in descriptive form as research data (Göhner & Krell, 2020).

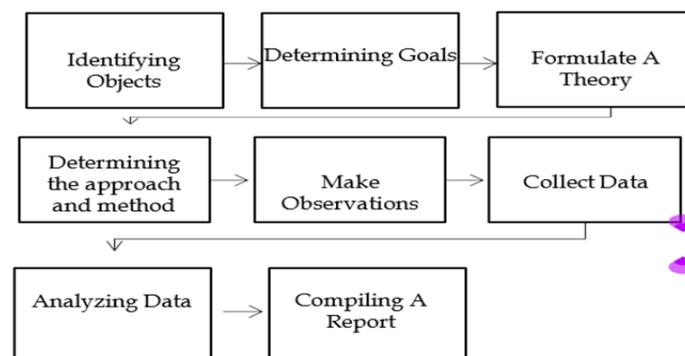


Figure 1. Research Flow

In Figure 1. This illustration shows the research process flow, which begins with identifying the research. The second stage is to determine the specific objectives of the research; the third stage is to formulate the theory, and continued with the fourth stage, namely determining the method approach, the fifth stage is to observe the research object, and the sixth is to collect data and observation results continued in the seventh stage, namely analyzing the data that has been collected and the last is to compile a report. In this research process, each step is interrelated with the others and is continuous, aiming to achieve maximum results according to expectations.

### C. Result

This section contains the results of the research. The researcher explains the study's findings and outlines the implications and significance of the results. The presentation of the results and subsequent discussion are described as follows.

#### 1. Result Synopsis Of The Si Kumbi Film Series

The *Si Kumbi* films are animated movies for children developed by the KPK (Corruption Eradication Commission) in collaboration with the Ministry of Education and Culture. These films aim to educate children about anti-corruption values, including honesty, responsibility, independence, hard work, bravery, simplicity, care, cooperation, and justice. These films are designed to teach children the importance of being honest, taking responsibility, and avoiding corrupt behaviours. The target audience for these films is children aged three to six years. The main character in these films is a beetle named Si Kumbi. Through the adventures of Si Kumbi and his friends, the films are designed to teach anti-corruption values to children through fun and easy-to-understand stories. With engaging characters and relatable situations, these films aim to help children understand and apply these values in everyday life. Table 1 describes the synopsis of the Si Kumbi Film Series:

**Table 1.** The Synopsis of the Si Kumbi Film Series

| No | Title                                                                                                      | Synopsis                                                                                                                                                                                                                                                             |
|----|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | <i>Bermain Bola</i><br> | Kumbi and his friends play soccer. Kumbi realises that in games and life, honesty, sportsmanship, and respect are more important than winning. Ultimately, they celebrate the fun of the game and the lessons of cooperation and fairness.                           |
| 2  | <i>Pasar Kaget</i><br>  | Si Kumbi and his friends find a lost wallet at the market and must decide whether to keep it or return it to its owner. Through their discussion, Si Kumbi learns the importance of honesty, responsibility, and doing the right thing, even when no one is watching |

| No | Title                                                                                                             | Synopsis                                                                                                                                                                                                                                                       |
|----|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3  | <i>Permen Adik</i><br>           | Kumbi decides to buy candy for her sister instead of keeping it for herself, thus learning about selflessness, generosity, and the joy of giving.                                                                                                              |
| 4  | <i>Keranjang untuk Osyi</i><br>  | Osyi loses her basket, and Si Kumbi helps her look for it. They successfully find the basket, teaching the values of mutual assistance and cooperation.                                                                                                        |
| 5  | <i>Piknik di Kumbinesia</i><br>  | Kumbi and his friends explore Kumbinesia, learn the importance of not littering, cleaning the environment, and taking pride in keeping the park clean.                                                                                                         |
| 6  | <i>Modo Tak Mau Menari</i><br>   | Modo was shy about dancing at the party, but with Si Kumbi's encouragement, he overcame his fear, tried dancing, and felt more confident and proud of himself.                                                                                                 |
| 7  | <i>Antri Dong</i><br>          | Kumbi gets frustrated when waiting in long lines, but learns patience by observing others, understanding that waiting patiently shows respect and discipline.                                                                                                  |
| 8  | <i>Aduh Belum Bikin PR</i><br> | Si Kumbi panics when he realises his work is finished. However, he learns the importance of time management, responsibility, and staying organised, as well as staying calm and asking for help. He finishes his homework and learns to avoid procrastination. |
| 9  | <i>Sayap Kecil Remi</i><br>    | Remi, a small bird, feels insecure about his tiny wings, but Si Kumbi encourages him to embrace his unique strengths. They discover that with determination and a positive attitude, Remi can achieve great things despite his size.                           |
| 10 | <i>Tamu Masa Depan</i><br>     | Kumbi and his friends meet the "Future Guest", who teaches them that their choices today will shape their future and that being responsible, kind, and diligent can create a better world.                                                                     |
| 11 | <i>Kue Santan Kenari</i><br>   | Kumbi and her friends work together to make a Coconut Walnut Cake for a community celebration, overcoming challenges through cooperation and patience, and learning the importance of helping one another.                                                     |
| 12 | <i>Mobil-mobilan</i><br>       | Kumbi and his friends race toy cars, but some get stuck and break down. Kumbi teaches them that the important thing is not winning, but having fun, helping each other, and learning from mistakes.                                                            |

## 2. Anti-Corruption Values of the Si Kumbi Film Series

Based on the analysis, eight anti-corruption values were found in the *Si Kumbi* series film. These values are reflected in the stories of the characters in the film, who demonstrate various attitudes that embody anti-corruption principles.

### a. Honesty

Honesty, as a fundamental moral value, refers to the consistent alignment between one's words, actions, and intentions. It reflects integrity, trustworthiness, and responsibility – qualities essential for children's character development. The *Si Kumbi* film series, targeted at early childhood audiences, illustrates this value through a variety of storylines and character interactions, offering valuable lessons on how honesty operates in everyday situations.

In the episode "*Picnic in Kumbinesia*" (minutes 05:35 to 07:22), honesty is portrayed through the dynamics of a game. When Bimo and Osi are accused of cheating, Kumbi and Tupi respond not with anger but with a reminder of the importance of playing fairly. Tupi's statement, "*We are honest kids*," and Kumbi's gentle advice that fairness makes games more enjoyable highlight that honesty is not just about rules, but about fostering a healthy and respectful environment (5:27). This reflects how early childhood media can model conflict resolution and integrity simultaneously.



Serial Si Kumbi Anak Jujur Session 3: Piknik di Kumbinesia

**Figure 2.** Episode *Piknik di Kumbinesia*

In "*Modo Tak Mau Menari*" (minutes 05:04 to 05:40), the theme of honesty shifts toward emotional openness. Modo, initially hiding behind a lie about a toothache, eventually confesses his fear of dancing in front of others. His admission, prompted by a friend's confrontation, illustrates that honesty includes being truthful about one's emotions and insecurities. This nuance deepens the moral message: honesty builds trust not only through facts, but also through emotional sincerity.



Serial Si Kumbi Anak Jujur Session 3: Modo Tak Mau Menari

**Figure 3.** Episode *Modo Tak Mau Menari*

The episodes "*Antri Dong*" (minute 11:09 to 11:37) and "*Permen Adik*" (minute 07:00 to 08:22) both explore honesty in moments of personal challenge. Kumbi defends his friends by appealing to their reputation as honest individuals, resulting in a positive outcome. Meanwhile, Bimo's confession about taking candy, though difficult, is met with understanding and reassurance. These examples reinforce the idea that honesty involves accountability and is often met with respect and forgiveness.



Serial Si Kumbi Anak Jujur Session 2: Antri Dong

**Figure 4.** Episode *Antri Dong*

Serial Si Kumbi Anak Jujur Session 2: Permen Adik

**Figure 5.** Episode *Permen Adik*

In *Bermain Bola*, Bimo accidentally breaks a neighbour's window and initially runs away in fear. However, Kumbi encourages him to take responsibility, leading Bimo to apologise directly.



Si Kumbi Anak Jujur 1: Bermain Bola

**Figure 6.** Episode *Bermain Bola*

*Mobil-mobilan* (minute 04:11 to 11:47) presents a test of integrity when Bimo receives extra change by mistake. Despite the opportunity to benefit from it, he returns the money, demonstrating a strong internal moral compass. The act is rewarded not only with a material gift, but also with appreciation, suggesting that society values and acknowledges honest behaviour.



Serial Si Kumbi Anak Jujur Session 3: Mobil - Mobilan

**Figure 7.** Episode Mobil-Mobilan

In *Kue Santan Kenari* (06:40 to 07:15), Tupi admits to causing a cooking mishap, and Kumbi encourages him to be honest with his mother. This situation teaches children that honesty is the first step toward problem-solving and that acknowledging mistakes helps build trust.



Si Kumbi Anak Jujur 1 Kue Santan Kenari

**Figure 8.** Episode Kue Santan Kenari

Finally, *Keranjang untuk Osyi* (07:18 to 07:29) emphasises respect for others' belongings. Kumbi explains that borrowed items are not his to keep, linking honesty with responsibility and the fulfilment of promises. His simple response, "*Of course, I am an honest kid,*" encapsulates a consistent personal identity grounded in moral behaviour.



Si Kumbi Anak Jujur 1 Keranjang untuk Osyi

**Figure 9.** Episode Keranjang Untuk Osyi

## b. Caring

The film *Si Kumbi* meticulously displays the value of caring through its characters' interactions. Kumbi and his friends demonstrate empathy and a genuine desire to help one another, often through small yet meaningful acts that reflect a genuine concern for the well-being of others.

For instance, *Picnic in Kumbinesia* (minute 3:38:62), Kumbi notices Bimo sneezing and gently warns him about catching a cold. His simple statement—*"Wow, it seems like you are going to catch a cold, Bimo"*—illustrates attentiveness and a proactive concern for his friend's health.



Serial Si Kumbi Anak Jujur Session 3: Piknik di Kumbinesia

**Figure 10.** *Episode Piknik di Kumbinesia*

Likewise, in *Modo Tak Mau Menari* (00:04:08 to 00:04:58), when Modo appears upset, his friends respond with gentle questions, such as *"Why is your face so sad, Modo?"* Their responses show emotional awareness and a willingness to reach out.



Serial Si Kumbi Anak Jujur Session 3: Modo Tak Mau Menari

**Figure 11.** *Episode Modo Tak Mau Menari*

In *Antri Dong* (10:04–11:08), the value of caring is shown more dramatically through Osyi's brave act. Seeing that Bimo is in danger of being eaten by a crocodile, Osyi pleads, *"Eat me instead!"*—a powerful example of putting others' safety above one's own. It reinforces that caring is not just about feelings, but also courageous actions.



Serial Si Kumbi Anak Jujur Session 2: Antri Dong

**Figure 12.** *Episode Antri Dong*

The theme of caring continues in *Permen Adik* (04:21–04:32), where Baim receives candy and immediately wants to share it with his older brother, saying, *"I want to give this candy to my brother Bimo, he loves candy."* This moment reflects love, generosity, and thoughtfulness in everyday interactions.



Serial Si Kumbi Anak Jujur Session 2: Permen Adik

*Figure 13. Episode Permen Adik*

In *Keranjang Untuk Osyi* (06:48–07:29), Kumbi notices Osyi’s sadness and gently asks, “Osyi, why are you sad? Where is your basket?” Again, caring is shown through emotional presence – by noticing when something is wrong and taking time to listen.



Si Kumbi Anak Jujur 1 Keranjang untuk Osyi

*Figure 14. Episode Keranjang Untuk Osyi*

A similar moment is found in *Kue Santan Kenari* (03:15–03:55), where Tupi and Kumbi both show concern for Tupi’s mother, who keeps sneezing. They observe and respond with worry, showing their concern not only for peers but also for family members, demonstrating that caring extends across relationships.



Si Kumbi Anak Jujur 1 Kue Santan Kenari

*Figure 15. Episode Kue Santan Kenari*

### c. Simplicity

In the Si Kumbi film series, the value of simplicity is consistently portrayed through the characters' modest lifestyles and unpretentious choices. Kumbi, the central character, embodies this virtue through his humble approach to life, finding joy in small pleasures and prioritising relationships over material possessions. His actions and worldview reflect a clear message: true happiness stems not from wealth or complexity, but from contentment and meaningful connections.

This theme is further emphasised in *Pasar Kaget* (minutes 04:50 to 05:00), where Baim's desire to purchase unnecessary items—such as another ball or a chick—is gently challenged by his mother. She reminds him, "*Hey Baim, haven't you already got many balls? Do you want to buy more?*" reinforcing the idea that accumulating things does not equate to happiness.



Serial Si Kumbi Anak Jujur Session 2: Pasar Kaget

*Figure 16. Episode Pasar Kaget*

Bimo supports this lesson with humour, noting that Baim's room might not even close if he keeps collecting items. These moments serve to highlight the importance of distinguishing between needs and wants and avoiding wastefulness. Between 8:53 and 9:10, Baim's mother and Bimo explicitly teach the value of modest living, encouraging mindfulness in consumption. Throughout the series, the characters consistently demonstrate how simplicity enables clear thinking, emotional well-being, and genuine happiness. Activities like playing together, sharing, and supporting friends become sources of joy, emphasising that meaningful experiences outweigh material gain. Kumbi's calm, grounded demeanour reinforces this ideal, showing children that leading a simple life is not only fulfilling but also morally upright.

This portrayal aligns with academic discourse on simplicity (Chatterjee, 2020). These findings align with Si Kumbi's message, reinforcing the argument that simplicity promotes both personal and communal well-being. In summary, Si Kumbi conveys a clear and resonant message: simplicity is not a sign of lack of ambition, but a deliberate choice to live meaningfully, responsibly, and joyfully.

#### **d. Hardwork**

In the *Si Kumbi* film series, the value of hard work is consistently emphasised through the actions and determination of the characters. The film emphasises the importance of persistence, effort, and dedication in achieving goals and overcoming challenges. Whether it is through helping others, working together as a team, or putting in extra effort to improve themselves and their situations, the characters demonstrate that success is built on hard work rather than shortcuts or luck. This portrayal encourages viewers, especially children, to value perseverance and commitment in their own lives, teaching them that hard work leads to personal growth, fulfilment, and a sense of accomplishment.

In the scene from *Aduh Belum Bikin PR* (08:27 to 08:36), the value of hard work is illustrated through Bimo's accomplishment of getting a perfect score on his homework.

Bimo proudly tells Ayi that he received a score of 100, explaining that it was the result of collaborating with his friends to complete the assignment.



Serial Si Kumbi Anak Jujur Session 2: Aduh Belum Bikin PR

*Figure 17. Episode Aduh Belum Bikin Pekerjaan Rumah*

His statement, "*This is because we did the homework together yesterday, and now I am smart,*" emphasises the importance of teamwork and collective effort in achieving success. While the achievement highlights Bimo's hard work, it also underscores the value of cooperation and mutual support. This scene illustrates that hard work, particularly when undertaken in collaboration with others, yields positive results and fosters personal growth, reinforcing the notion that dedication and teamwork are essential to overcoming challenges and achieving excellence.

#### **e. Discipline**

In the episode "*Tamu Masa Depan*" (minutes 07:00 to 07:49), Bimo demonstrates a strong sense of discipline by taking the initiative to conserve water. When he notices that the bathroom taps are left running, he immediately rushes to turn them off, ensuring that no water is wasted. His actions reflect a commitment to responsible resource management, showing that discipline is not only about personal habits but also about being mindful of the environment. Bimo's determination to save water, even in small actions, highlights the value of discipline in everyday life. When Kumbi expresses surprise at Bimo's disciplined behaviour, it underscores the idea that discipline is an important value that can sometimes emerge unexpectedly. However, it is essential for maintaining both personal responsibility and environmental sustainability.

Research on discipline in films and education supports these values, highlighting how discipline impacts behaviour and success. In a study by Krskova et al., discipline is seen as a key factor in achieving higher academic performance and personal development, emphasising the role of self-regulation and time management (Krskova et al., 2019). Similarly, research by Wabiser and Irianto discusses how discipline in educational settings helps students internalise values of responsibility and respect for rules, leading to better outcomes in both academic and social contexts (Wabiser & Irianto, 2024). These studies reinforce the message of *Si Kumbi*, demonstrating that discipline is not just about compliance, but also about self-control and cultivating positive habits that lead to success and harmony in life.



Si Kumbi Anak Jujur 1 Tamu Masa Depan

*Figure 18. Episode Tamu Masa Depan***f. Bravery**

In *Modo Tak Mau Menari* (minute 09:24 to 10:00), Modo overcomes fear of dancing with encouragement from friends, learning that he does not need to be perfect to be brave.



Serial Si Kumbi Anak Jujur Session 3: Modo Tak Mau Menari

*Figure 19. Episode Modo Tak Mau Menari*

In *Aduh Belum Bikin PR* (minute 08:03 to 08:57), Ayi shows honesty by admitting his mistake and promising to do better.



Serial Si Kumbi Anak Jujur Session 2: Aduh Belum Bikin PR

*Figure 20. Episode Aduh Belum Bikin PR*

In *Bermain Bola* (06:37 to 07:41), Bimo bravely takes responsibility for breaking a window.



Si Kumbi Anak Jujur 1: Bermain Bola

*Figure 21. Episode Bermain Bola*

Furthermore, in *Sayap Kecil Remi* (minute 06:09 to 06:18), Remi dares to try despite feeling insecure about his wings. Throughout *Si Kumbi*, bravery is depicted not as fearlessness, but as the courage to act despite fear. Whether it is Modo dancing in front of others, Bimo admitting a mistake, or Remi embracing his perceived inadequacies, the stories highlight bravery as emotional and moral strength. These lessons are particularly valuable for young audiences as they navigate their fears and uncertainties. This portrayal of bravery in *Si Kumbi* aligns with broader research in film and literature.



Si Kumbi Anak Jujur 1: Sayap Kecil Remi

**Figure 22.** Episode Sayap Kecil Remi

### g. Responsibility

The *Si Kumbi* film series consistently portrays responsibility as a foundational value for character development and moral growth. Through the daily experiences of Kumbi and his friends, the film emphasises that responsibility extends beyond completing tasks—it involves understanding the impact of one's actions on others and the environment.

In the episode "*Aduh Belum Bikin PR*," responsibility is emphasised as the characters work together to complete their homework (minutes 3:17–6:24). Despite distractions and time pressure, Kumbi motivates his friends with a disciplined attitude, staying focused and encouraging a team effort. Their collective perseverance illustrates how responsibility includes prioritising duties and maintaining commitment, even when tasks are complex. This scene reinforces the message that responsible behaviour leads to both academic success and mutual support among peers.



Serial Si Kumbi Anak Jujur Session 2: Aduh Belum Bikin PR

**Figure 23.** Episode *Aduh Belum Bikin PR*

Similarly, in "*Bermain Bola*" (07:42 to 10:00), Pak Kumis exemplifies responsibility in a compassionate yet firm manner. After the children accidentally break his window, he

welcomes them with kindness, offering cold drinks, yet clearly states, “*But after that, you all need to help me fix the window.*” This moment serves as a moral lesson: kindness should be met with accountability. Pak Kumis models how mature individuals respond to harm, not with anger, but with expectations of corrective action.



Si Kumbi Anak Jujur 1: Bermain Bola

**Figure 24.** Episode Bermain Bola

In *Mobil-Mobilan* (minute 10.:05 to 10:25), Bimo’s response to damaging Osyi’s toy car offers another example of personal responsibility. Despite worsening the toy’s condition, Bimo reassures Osyi, saying, “*Osyi, do not stay mad, I will fix your toy car,*” and actively tries to make amends. His determination to repair the toy, bringing tools and showing care, reflects a more profound sense of responsibility that includes emotional support and making things right. Moreover, making reparations leads to growth and stronger interpersonal bonds.



Serial Si Kumbi Anak Jujur Session 3: Mobil - Mobilan

**Figure 25.** Episode Mobil-Mobilan

## h. Justice

In the *Si Kumbi* film series, the value of justice is prominently explored through the characters' interactions and their efforts to ensure fairness and equality. The series highlights how Kumbi and his friends consistently strive to make decisions that are not only right but also fair to everyone involved. Justice in *Si Kumbi* is depicted as the pursuit of what is morally right, regardless of personal interests or biases. The characters frequently confront situations where they must advocate for fairness, whether it involves resolving conflicts, standing up for those who are mistreated, or making choices that benefit the collective good. Through these actions, the film teaches young viewers the importance of treating others with fairness and respect, as well as the value of standing up for justice in their daily lives.

In the *Permen Adik* (minute 07:41 to 07:45), the value of justice is demonstrated through Baim's decision to share his candy equally with Bimo. After realising that Bimo

might not have enough, Baim says, "Oh, I see, well then it is okay, Bimo, if that is the case, just take one more, now you will have two and I will have two." This moment shows Baim's understanding of fairness, as he actively chooses to balance the distribution of the candies so that both parties are treated equally. By doing this, Baim not only demonstrates fairness but also reinforces the idea that justice involves making decisions that ensure everyone is treated with equality and respect, regardless of the initial circumstances.



Serial Si Kumbi Anak Jujur Session 2: Permen Adik

Figure 26. Episode Permen Adik

## D. Discussion

The film *Si Kumbi* effectively instills anti-corruption values in children, particularly the value of honesty. For example, when Kumbi returns a borrowed item, he demonstrates honesty not only by telling the truth, but also by respecting others' property and maintaining trust.

Honesty is considered a fundamental moral principle in early childhood education, playing a crucial role in shaping a child's character and social interactions (Ma et al., 2018). Consistent education that encourages honest behaviour is essential for a child's integrity. This value aligns with the film *Si Kumbi*, which portrays honesty as a moral obligation while also supporting social relationships and personal development (Ningsih & Rahmawati, 2019). This value aligns with the film *Si Kumbi*, which portrays honesty as a moral obligation while also supporting social relationships and personal development.

*Si Kumbi* not only supports character education but also illustrates how children's media can be an effective tool in instilling ethical values from a young age. Research on the significance of caring in media, including film, highlights how such representations influence audiences' understanding of moral values. For instance, a study highlighted the importance of caring as one of the moral values portrayed in films like *Wonder*, demonstrating that caring for others is a crucial aspect of human relationships and character development (Arfani & Puspita, 2025). Another study found that caring values in educational materials emphasise empathy, affection, and sympathy, which are fundamental to fostering positive social skills and moral development in students (Ilham et al., 2023). These studies demonstrate that the portrayal of caring in films like *Si Kumbi* not only entertains but also imparts valuable lessons about empathy, kindness, and compassion to audiences, particularly children.

In *Si Kumbi*, the value of simplicity is portrayed through the protagonist's approach to life, emphasising the beauty of living with modesty and contentment. Kumbi's way of life is characterised by a sense of humility and a rejection of material excess, indicating that true happiness does not stem from wealth or elaborate possessions. Throughout the film, Kumbi finds joy in simple pleasures and values relationships over material gain. His ability to embrace simplicity enables him to navigate challenges with a clear mind and a focused heart, teaching the audience that happiness can be found in life's most basic and unpretentious moments. Recent academic studies support the theme of simplicity in films, particularly in terms of how a simple lifestyle can promote well-being and moral development. For instance, research by Chatterjee discusses how values such as voluntary simplicity encourage sustainable behaviours and emphasise reducing consumption, which aligns with the themes of simplicity and mindful living in films like *Si Kumbi* (Chatterjee, 2020). Similarly, the *Orang Kaya Baru* film analysis demonstrates how a simple family life, free from excessive materialism, can foster happiness and togetherness – a concept that is also central to the *Si Kumbi* narrative. These studies further emphasise the positive impact of simplicity on both personal well-being and social relationships, reinforcing the moral messages conveyed in *Si Kumbi* about leading a simple, fulfilling life.

The *Si Kumbi* film series consistently emphasises the importance of hard work, portraying it as a fundamental value essential for achieving success and overcoming challenges. Throughout the series, characters like Kumbi and his friends demonstrate persistence and dedication in their efforts to help each other, whether it is in completing school assignments or overcoming personal challenges. For instance, in the *Aduh Belum Bikin PR* episode, Bimo achieves a perfect score on his homework by working together with his friends, which reflects the value of collaboration and effort. Additionally, in various other episodes, characters often show that hard work, even in the face of difficulties, leads to positive outcomes, teaching young viewers that success is not a matter of luck but a result of sustained effort and determination. This portrayal aligns with broader values commonly found in films, where hard work is often associated with achieving one's goals and fostering personal growth. Research on hard work in films supports this, as seen in the study by Marlina et al., where the theme of hard work in *The Shawshank Redemption* is depicted as a key moral value, illustrating how perseverance and effort can lead to eventual success and freedom (Marlina et al., 2021). The *Si Kumbi* series effectively imparts these universal lessons on hard work, showing its impact on both individual development and collective success.

In the *Si Kumbi* film series, the value of discipline is portrayed as an essential trait for personal growth and success. The characters consistently demonstrate how maintaining focus, following rules, and working systematically toward their goals leads to positive outcomes. Whether it is completing school assignments on time, respecting authority, or sticking to plans, the characters' actions highlight the importance of discipline in their daily lives. Through their examples, the film teaches young viewers that discipline is not just about adhering to rules but also about developing self-control, responsibility, and a strong work ethic. This value is presented as a foundation for achieving both individual and

collective goals, underscoring the idea that discipline is key to success and well-being. Research on discipline in films and education supports these values, highlighting how discipline impacts behaviour and success. In a study by Krskova et al., discipline is seen as a key factor in achieving higher academic performance and personal development, emphasising the role of self-regulation and time management (Krskova et al., 2019). Similarly, research by Wabiser and Irianto discusses how discipline in educational settings helps students internalise values of responsibility and respect for rules, leading to better outcomes in both academic and social contexts (Wabiser & Irianto, 2024). These studies reinforce the message of *Si Kumbi*, demonstrating that discipline is not just about compliance, but also about self-control and cultivating positive habits that lead to success and harmony in life.

In the *Si Kumbi* film series, the value of bravery is portrayed as an essential quality that empowers the characters to face challenges, confront fears, and stand up for what is right. The characters, especially Kumbi and his friends, often demonstrate courage in situations that require them to step out of their comfort zones, whether it is helping others, protecting their friends, or making difficult decisions. Through their brave actions, the film teaches young viewers that being brave is not about being fearless, but about having the strength to act in the face of fear or adversity. This value is considered vital for personal growth, fostering friendships, and upholding one's principles. The film highlights how bravery can lead to positive outcomes and inspire others to act courageously as well. Bravery in *Si Kumbi* aligns with broader research on bravery in films and literature. For example, a study by Putu et al. highlights how characters in the film *IT* demonstrate bravery by facing their fears, much like the characters in *Si Kumbi* who confront their challenges with courage and determination (Pradnyadita & Juniarta, 2023). Furthermore, Jesudas and Alteib discuss how bravery in children's literature and media is often portrayed as helping others and forming friendships, which parallels the themes of bravery in *Si Kumbi* where characters support and protect one another (Jesudas & Alteib, 2024). This research confirms that bravery is an essential value in shaping both individual growth and social bonds in stories for young audiences.

In the *Si Kumbi* film series, the value of responsibility is portrayed as an essential aspect of character development and moral growth. The characters consistently demonstrate the importance of taking ownership of their actions, whether it is fulfilling promises, helping others, or facing the consequences of their mistakes. Throughout the series, Kumbi and his friends show that being responsible means not only completing tasks but also understanding the impact of their actions on others and the environment. The film teaches young viewers that responsibility is a key trait for building trust, fostering positive relationships, and achieving personal and collective goals. By highlighting the significance of being accountable, *Si Kumbi* encourages audiences to embrace responsibility in their daily lives. Research supports the importance of responsibility in character education and the media. For instance, Ridayani et al. explore the value of responsibility in early childhood education, emphasising that children who learn to admit mistakes, apologise, and take care

of their own and others' property develop more positive moral attitudes (Ridayani et al., 2023). Additionally, Yaman and Anılan discuss how responsibility is a core value that can be effectively instilled through activity-based learning programs, supporting the idea that responsibility is a learned behaviour that plays a vital role in both academic and social success (Yaman & Anılan, 2021). These findings highlight the universal importance of teaching responsibility, a value consistently portrayed in the *Si Kumbi* film series as foundational for personal development and social harmony.

In the *Si Kumbi* film series, the value of justice is prominently explored through the characters' interactions and their efforts to ensure fairness and equality. The series highlights how Kumbi and his friends consistently strive to make decisions that are not only right but also fair to everyone involved. Justice in *Si Kumbi* is depicted as the pursuit of what is morally right, regardless of personal interests or biases. The characters frequently confront situations where they must advocate for fairness, whether it involves resolving conflicts, standing up for those who are mistreated, or making choices that benefit the collective good. Through these actions, the film teaches young viewers the importance of treating others with fairness and respect, as well as the value of standing up for justice in their daily lives. In a study on moral values in the Justice League movie, it was found that values related to justice, such as compassion and kindness, are dominant. The research highlights how the characters in the film demonstrate their struggle for justice through actions that involve empathy and courage, similar to how Kumbi and his friends fight for the principles of justice in their story (Rahayu et al., 2020).

## E. Implication

This article concludes that the animated film *Si Kumbi* is an effective medium for anti-corruption character education in early childhood, encouraging policymakers and educators to systematically integrate similar media into the early childhood education curriculum. Furthermore, it is necessary to develop engaging learning media that are appropriate for children's development and to improve teacher competency through training, enabling them to utilise digital media optimally.

## F. Limitations and Suggestions for Further Research

This study describes the role of the animated film *Si Kumbi* in internalising anti-corruption values in children. However, it only analyses the film's content without evaluating its long-term impact on children's behaviour. The involvement of teachers and parents has also not been thoroughly studied. Therefore, further research using experimental or longitudinal methods involving teachers, parents, and the school environment is needed to gain a more comprehensive understanding of the effectiveness of digital media in anti-corruption education in early childhood education (PAUD).

## G. Conclusion

Based on the analysis, this film can serve as a practical learning resource to introduce these values to children, although some values, such as independence, have not been fully

explored. The film holds great potential in supporting character education for children, particularly in fostering honesty, care, justice, and responsibility. For future development, it is essential to incorporate the dimension of independence into the film's narrative to provide a more comprehensive approach to delivering anti-corruption values holistically.

Suggestions that can be given to readers and researchers are: For future development, it is essential to incorporate additional dimensions into the film narrative to convey anti-corruption values holistically, enabling children to apply all anti-corruption values.

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