

Analysis of Islamic Values in the Animated Series Nussa dan Rara as a Dakwah Medium for Elementary School Children: A Descriptive Qualitative Study

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Abstract

The advancement of digital media has opened new opportunities for conveying Islamic values to children. One prominent medium is the animated series Nussa dan Rara, which consistently delivers Islamic messages in a way that appeals to young audiences. This study analyzes the Islamic values embedded in Nussa dan Rara and evaluates its effectiveness as a medium for dakwah. Data were collected from 11 selected episodes and 15 scholarly articles published between 2020 and 2025. The study focuses on three key aspects: aqidah (faith), ibadah (worship), and akhlak (morality). Nussa dan Rara effectively teaches honesty, gratitude, tolerance, and love for Allah through simple, relatable stories. This series serves as an effective dakwah tool for shaping Islamic character in elementary students. These findings highlight the potential of digital animation in Islamic education amid the rise of global media content.

1. Introduction

The advancement of information technology has significantly changed how children access and consume entertainment. No longer passive viewers, children today actively engage with digital platforms such as YouTube, TikTok, and streaming services shaping their character and moral development, especially during elementary school years, a critical period for internalizing values (Afrilia, 2020). Unfortunately, many digital contents fail to reflect positive Islamic values and often contradict moral and Eastern cultural norms (Kamriana, 2022).

In response, some local creators have developed Islamic-based children's programs to counterbalance these negative influences. One notable example is Nussa dan Rara, an animated series produced by The Little Giantz, which consistently integrates Islamic teachings into simple, relatable stories (Jinnan Sabila & Yuwita, 2022). The series delivers messages of honesty, gratitude, devotion, respect for parents, and compassion through engaging visuals and child-friendly narratives that resonate with Indonesian audiences (Dj. Kasim et al., 2022).

In the context of Islamic education, digital media like Nussa dan Rara represent a modern form of dakwah, which is no longer confined to sermons but must adapt to the platforms children access daily (Ristianto et al., 2020). Although many digital media fail to reflect positive Islamic values, Nussa dan Rara stands out as a local animation with consistent moral messages. However, research on its effectiveness as a child-friendly dakwah medium remains limited.

Based on this background, the research questions are:

What Islamic values are present in the Nussa dan Rara series?

To what extent is the series effective as a dakwah medium for elementary school children?

This study aims to analyze the representation of Islamic values in Nussa dan Rara and assess its effectiveness as an engaging and educational dakwah medium. The findings are expected to contribute to the development of Islamic media that responds to digital trends while remaining relevant to children's needs.

2. Method

This study employed a descriptive qualitative approach with content analysis to examine Islamic values in the Nussa dan Rara series and evaluate its effectiveness as a dakwah medium for elementary school children. The data sources consisted of two types: (1) a literature review of 15 scientific articles published between 2020 and 2025 on dakwah media, Islamic education, and children's animation, and (2) the content of 11 selected episodes of Nussa dan Rara.

The episodes were purposively selected to represent the main Islamic themes of faith (aqidah), worship (ibadah), and morality (akhlak). Titles included Allah is Omniscient, Pillars of Faith, Pillars of Islam, Prayer is Mandatory, Let's Do Dhikr, Smile of Almsgiving, Tolerance, Manners of Advice, Please and Thanks, Learn Honestly, and My Neighbor is Great. These episodes reflect diverse Islamic messages relevant to the study's objectives.

The unit of analysis was the narrative content that conveys Islamic values. Data were analyzed using thematic coding to identify and categorize expressions of faith, worship, and morality. The validity of findings was ensured through triangulation, comparing themes found in the episodes with concepts from the 15 reviewed scholarly articles.

3. Results and Discussion

The Nussa and Rara animated series have been proven to contain strong Islamic values based on the results of analysis result of 11 different episodes. The series is not only entertaining, but it also has excellent educational value for children, especially elementary school age. Research shows that there are three main Islamic values contained in this series, namely the values of faith, worship, and morals. The value of faith can be seen in the episode Allah Almighty and the Pillars of Faith and the Pillars of Islam, which teach about monotheism, faith, and recognition of the apostleship of the Prophet Muhammad. Linguistically, akidah comes from the word al-'aqdu which means a strong bond or belief in Islamic teachings. The value of worship is reflected in the episodes of Prayer is Mandatory, Let's Do Dhikr, and Smile of Alms. Worship in Islam is not only limited to rituals such as prayer and dhikr, but also includes good deeds such as almsgiving, which are taught in a way that is easy for children to understand. Meanwhile, moral values are taught through the episodes Tolerance, Adab Advise, Learning to Be Honest, and My Great Neighbor. Morality in Islam includes good attitudes, behaviors, and morals, both in relation to Allah and fellow humans. This series manages to convey these values in an interesting way and in accordance with children's understanding. Although the duration is short (about 5 minutes per episode), Nussa and Rara are able to convey Islamic messages effectively. The language used is simple but still maintains the depth of meaning, so that it is easy for children to understand without reducing the essence of Islamic teachings. Thus, the series is not only an entertaining spectacle, but also an effective learning medium in shaping Islamic characters and personalities from an early age.

The data in this study was collected through the application of a systematic literature study method. Data collection techniques are carried out by exploring various academic sources such as journals, as well as other relevant information related to the research theme. The focus of the analysis was focused on the 11 episodes of the Nussa and Rara series which were selected based on the content of Islamic values. The analysis process is carried out through in-depth observation of dialogue, character characterization, and story context in each episode to identify three main aspects: faith (belief), worship (ritual), and morality (behavior).

Nussa and Rara Animation Series

The Nussa and Rara animated series have become popular not only in Indonesia but also globally. This series features the daily story of a pair of siblings with their naiveté and cheerfulness with Umma. Nussa, the older brother, is described as a boy who always wears Muslim clothes and white peci. Meanwhile, Rara, her sister, is characterized by a hijab and robe that are part of her appearance.

Although the duration is relatively short, about 5 minutes per episode, the series is still loaded with moral messages. The simple and easy-to-understand language is a plus, making it perfect for a children's audience. In addition to being entertaining, this animation also helps to form positive characters in children. Each episode features a different theme, but still prioritizes the values of a characterful life.

The Storyline of Nussa and Rara Animated Series in Islamic Values

This research focuses on the discussion of the Nussa and Rara animated series in 11 episodes, namely, the episode Allah is all-seeing, The Pillars of Faith, the Pillars of Islam, Prayer is mandatory, Let's do dhikr, Smile of almsgiving, Tolerance, Adab advising, Please and Thank You, Learn honestly, and My Neighbor is great. The storyline and dialogue in the 11 episodes are as follows:



Figure 1. "God is the See"

Source : Nussa Oficial Youtube Channel

In the episode Allah is all-seeing, Nussa and Rara give a message through singing so that we can take care of our deeds and words because Allah is always watching over us. Allah is omniscient in seeing human deeds, good or bad, Allah will judge us. Nussa and Rara also advised to do good at all times.



Figure 2. Pillars of Faith

Source : Nussa Oficial Youtube Channel

In the episode Pillars of Faith, Nussa and Rara mentioned the Pillars of Faith in the form of songs, where Nussa mentioned the 6 most important pillars of Faith that we must believe, namely, (1) Faith in Allah (2) Faith in angels (3) Faith in the book of Allah (4) Faith in the Prophet (5) Faith in the last days (6) Faith in Qodo and Qodar.



Figure 3. Pillars of Islam

Source : Nussa Oficial Youtube Channel

In the episode of Rukun Islam, Nussa and Rara reminded the main thing that must be practiced, namely 5, they mentioned 5 Pillars of Islam in the form of chants including, (1) Syahadat, (2) Prayer, (3) Fasting, (4) Paying Zakat, (5) Going to Hajj if able. Nussa and Rara also invited everyone to memorize the pillars of Islam. Nussa also reminded to instill the pillars of Islam in our hearts so that Allah loves us.



Figure 4. Prayer is obligatory

Source : Nussa Oficial Youtube Channel

In the episode Prayer is mandatory, this story begins with Nussa inviting Rara to pray at dawn while Rara is sleeping. However, Rara was still sleepy in her bed, Nussa who couldn't let it then she sprayed water on Rara, when Nussa laughed suddenly mother came to ask Rara if she had prayed dawn or not. Then Rara was upset because she was sprayed with water by Nussa, and her mother reminded Rara to pray before it was too late. Then Rara mentioned that she was still 7 years old and asked for permission not to pray. However, Nussa advised her that prayer is mandatory, and her mother advised Rara that if Rara had been a child since she was a child, she would have been used to praying later, God willing, she would not abandon prayer. Then Rara rushed to pray dawn. After that, Nussa and Rara went to school.



Figure 5. Let's Go On Dhikr

Source : Nussa Oficial Youtube Channel

In the episode Ayo Berdzikir, this story begins with Nussa, Rara and Umma having inished praying together and are praying. However, Rara was astonished because her mother had not inished praying, then Nussa reminded her to dhikr like Umma did, namely with her ingers. After the Umma inished praying, Rara asked what prayers the Umma read, then Umma said that the dhikr recitation must be complete with rosaries, takbir, and tahmid. Then the Umma reminded Nussa of the recitation and its meaning, and Nussa also mentioned namely, Tasbih (Subhanallah, the holiest of Allah), Takbir (Allahuakbar, Allah is great), Tahmid (Alhamdulillah, all praise be to Allah) The Umma also said that the dhikr was recited 33 times by counting with the heart, do not be in a hurry, ask Allah to be solemn in praying.



Figure 6. Smile of Alms

Source : Nussa Official Youtube Channel

In the episode Senyum Sedekah, in the afternoon, Nussa and Rara are packing aid that will be delivered to orphans. They arrived at the orphanage to deliver help. On the other hand, Rara was playing with the children there, then Nussa came and asked about the activities that Rara was doing, Rara replied that she was giving alms, namely with a smile, because a smile is also a charity because it can make people happy and happy.



Figure 7. Tolerance

Source : Nussa Official Youtube Channel

This Tolerance-themed episode opens with a scene of a courier having trouble transporting many packages around the playground. Seeing this, Nussa and Rara who were at the location immediately offered sincere assistance, even though they knew that the courier had different beliefs. They refuse the reward, showing the value of tolerance in religion and culture. Moving to the scene at home, Umma received news that her best friend, who was also of different religions, had a fire disaster. Without hesitation, Umma together with Nussa and Rara collected assistance such as clothes, bags, and school supplies to be donated. This scene highlights the attitude of tolerance towards differences in social status, where Nussa's family sincerely helps regardless of the background of the disaster victims.



Figure 8. Adab Advises

Source : Nussa Official Youtube Channel

In the episode Adab Menasehati, the story begins with the setting at school, Rara who is saying goodbye to her friend Nur, suddenly Iboy accidentally bumps into Nur, Rara who is upset to see him he immediately scolds Iboy, then Rara turns out to have stepped on Nur's glasses until they break but Iboy actually laughs at them. Arriving at Rara's house, Umma immediately told Umma about the incident she experienced at school, Nussa, who heard about it at that time, wanted to defend her sister because she was innocent, but Umma advised them by saying that Rara's intentions were good and advised Iboy to be careful and Nussa was also great and wanted to defend Rara. Nussa who gave permission to Umma to reprimand Iboy at school so that Iboy when advised would be better to listen instead of hurt. However, the Umma teaches them to advise others with good manners exemplified by the Prophet, namely with gentle words, polite words, and not to yell at the person until the person is ashamed. The umma also reminded that the advice should not be forced, if it is accepted, Alhamdulillah, if it is not accepted, then our duty is only to convey. Hearing Umma's advice, Rara realized Rara's mistake for angrily advising Iboy in front of his friends, then Nussa, Rara, and Umma made new glasses for Nur.



Figure 9. Please and Thank You

Source : Nussa Official Youtube Channel

In the episode Please and Thank You, it starts with Nussa asking Rara to take the hvs paper in the closet, Nussa who is angry because Rara took the wrong item asked for by Nussa, then Rara apologizes for her ignorance, Nussa who continues to be angry with Rara makes Rara upset and tells Umma, that Nussa often asks Rara for help but never says anything, This made Umma approach Nussa in the room, and remind Nussa and Rara that every time they ask for help, don't forget to say the phrases "please" and "thank you". Finally, Nussa realized this and apologized while thanking Rara.



Figure 10. Learn to Be Honest

Source : Nussa Official Youtube Channel

In the episode Learning to Be Honest, it started with Nussa and her classmates doing a quiz given by their teacher via zoom, after they finished completing the quiz, the teacher mentioned the score they got and it turned out that the highest score was obtained by Abdul. The teacher added that the group's task was to calculate the weight of the items at home. The second part is set on the terrace of the house, Nussa and her friends are completing a group assignment given by the teacher, but Nussa who sees Abdul's confused behavior in calculating the weight of the goods, Nussa who asks why Abdul is confused even though Abdul has the highest score during the quiz, it turns out that Abdul copied the answer from the internet, his friend was angry because Abdul's actions were cheating, but Nussa tried to understand Abdul's condition that he did not understand the subject matter, and Nussa also advised Abdul that if we are honest, it will make our hearts calm, while if we cheat it can make our hearts restless.



Figure 11. My Neighbor Is Great

Source : Nussa Oficial Youtube Channel

The episode of My Neighbor is great begins with Nussa and Abdul engrossed in playing football. Unintentionally, their kick hit the trash can until the garbage was scattered. As the two prepare to clean up the mess, an unknown woman suddenly appears who immediately takes over the cleaning. Changing scenes, Rara looked nervous about crossing the road alone. Before his fear peaked, a mysterious woman reappeared and kindly offered to help accompany him across, to which Rara was greeted with relief. Then, the story moves to the house where Nussa, Abdul, and Rara gather. Shortly after, Umma arrived accompanied by the same woman who turned out to be Syifa, their new neighbor who had previously helped on various occasions. All of them got to know each other and started a new friendship.

Islamic Values Contained in Nussa and Rara Animated Series

Based on the presentation of research data, there are several Islamic values contained in the Nussa and Rara series where Islamic values include:

1. Faith (Belief)

The value of aqidah in the Nussa and Rara series was found three times, namely in the episodes of Allah the Seeing, the Pillar of Iman, and the Pillar of Islam. According to the term, aqidah is taken from the Arabic language, namely 'aqada-ya'qidu-uqdatan-wa'qidatan. It means a bond or covenant, which indicates the things that are the grip of the heart and conscience that are bound to it. The word aqidah also refers to firm beliefs and firm decisions that cannot be shaken by doubt, i.e. what individuals believe, firmly woven in their hearts, and made into the school or religion they adhere, regardless of the truth or falsehood. Early childhood is a very crucial period in the cultivation of the basics of aqidah, because at this age the nature of children is still pure and clean, not contaminated by any sin or stain. Therefore, now is the right time to instill aqidah in their souls. Here, the role of parents and teachers is very important to ensure that children grow up with the right beliefs in accordance with their righteous nature. The cultivation of this faith must begin early by teaching children that Allah is the One God, there is no equal to Him, and God does not come from many or from the reduction of numbers. God is the One, from ancient times to all eternity. There is no ally for Him, and God is the one who has no beginning and is eternal, never to disappear. He is the only God who must be worshipped (Maritsa, 2023). From the results of the research, the values of aqidah contained in the Nussa and Rara series are:

A. Episode "Allah is Seeing"

This episode in a fun way teaches the basic points of the Islamic faith, especially about the nature of Allah Al-Bashir (the All-Seeing). Through songs and animations, Nussa and Rara succeeded in expressing the lesson that all human actions are always under the supervision of Allah, both visible and hidden. This is in line with the concept of Islamic education which emphasizes the importance of awareness of muraqabatullah (feeling watched over by Allah) in daily life.

The values instilled in this episode include three main elements. First, the cultivation of awareness of Allah's supervision which is the basis for the formation of good morals. Second, strengthening personal responsibility for every action before Allah. Third, the encouragement to always do good, in accordance with the teachings of the Prophet PBUH about the importance of charity no matter how small (HR. Thabrani). The conveyance of these values through cheerful songs and animations makes it easier for children to understand abstract concepts of divinity (Masrur & Amri, 2021)

B. Episode "Rukun Iman"

The episode "Rukun Iman" teaches the six pillars of faith through interactive singing, namely faith in Allah, angels, the holy book, the apostles, the last days, and Qada-Qadar. The use of music media in learning is in line with a multisensory approach that emphasizes the importance of learning experiences through the various senses. The use of music and songs for learning can improve students' memory and also create a fun learning atmosphere. In addition, singing activities have also been proven to increase children's motivation to learn and creativity (Dyramoti & Wahyuningsih, 2022). Nussa's explanation of faith in qadar (destiny) in this episode is in line with Q.S. Al-Hadid: 22: "No calamity befalls the earth and you unless it is written in the book (Lauh Mahfuzh) before We created it". This episode succeeded in turning religious material that focused on theology into something that children at elementary school age could easily understand and remember. The structured presentation starts from faith in Allah as the

main basis, to faith in qada and qadar as the closing reflects a logical order of learning according to the level of difficulty of the material. The singing techniques applied are in line with modern educational approaches that emphasize the importance of multisensory experiences in learning. The combination of audio (song) and visuals (animation) can significantly improve a child's memory. The use of songs in learning can improve students' memory, reduce confusion, and improve the process of information received (Bella et al., 2021).

C. Episode "Rukun Islam"

This episode innovatively introduces the essence of Islamic teachings with an explanation of the five pillars of Islam through a catchy melody. Nussa and Rara do not only order the pillars starting from the creed which is the foundation of Islam, prayer as a pillar of religion, fasting in the month of Ramadan, zakat which functions as a cleanser of wealth, to Hajj for those who can afford it; But they also emphasize the importance of not only memorizing, but also practicing it with deep awareness. The conveyance of these values through songs is in line with the method of children's education in Islam, which encourages fun education. The values of faith presented in this episode contain three important aspects. The first is the cognitive dimension, which is the introduction of the basic concept of the pillars of Islam that should be understood by every Muslim. The second is the affective dimension, which emphasizes the need to instill the values of the pillars of Islam in the heart, not just to be memorized, as Nussa conveyed that sincere practice will bring the love of Allah. The third is the practical dimension, inviting children to not only remember, but also apply it in daily life. This approach is in line with QS. An-Nahl: 125 which encourages da'wah to be done in a wise way.

2. Worship (Ritual)

The Nussa and Rara series presents the concept of worship in three different episodes, namely Prayer is Mandatory, Let's Dhikr, and Smile of Alms. In the Islamic perspective, worship is the highest form of submission of a servant which comes from the awareness of the heart of the greatness of Allah. This realization arises because of man's limitations in understanding the nature and limits of Allah's Infinite power. Essentially, worship can be interpreted as any form of human deeds that show obedience to God's commands as well as an acknowledgment of self-humiliation before the Creator. As stated in QS. Al-Baqarah verse 21, Allah said: "O people, worship your Lord who created you and those before you, so that you may be pious." This verse emphasizes that the object of worship is Allah alone. Through research on the series, it was found that the worship values displayed include:

A. Episode "Prayer is obligatory"

This episode clearly instills the value of worship, especially the obligation of dawn prayer, through the interaction between Nussa, Rara, and their mother. The value of worship can be seen from the emphasis that prayer is an obligation that cannot be ignored, even for children. Mother reminded Rara of the importance of getting used to prayer from childhood so that it is not abandoned in adulthood a teaching that is in accordance with the hadith of the Prophet Muhammad PBUH: "Command your children to pray when they are seven years old, and if they neglect it, beat them when they are ten years old" (HR. Abu Dawud).

The message conveyed is not only instructive, but also educational, as it is delivered in a loving way, such as when Nussa uses water spray to wake Rara, adding an element of humor and warmth in the family. Viewed from the point of view as an educational tool for elementary school children, this episode is classified as very efficient. The stories presented are very simple, the dialogue is easy to understand, and the conflicts raised are in accordance with the children's daily lives, for example, the problem of being lazy to wake up early or the assumption that prayer has not become an obligation for children. Primary school-aged children (7-12 years old) are in a concrete operational phase, where they are better able to understand values through real examples and stories relevant to their experiences (Piaget, 1952). The Nussa and Rara series meet this need by combining engaging animation, easy use of language, and a clear moral message. Animation media based on religious values, such as Nussa and Rara, are able to increase children's understanding and motivation in carrying out worship. The support provided by parents is very important in helping children to learn to fulfill prayer obligations correctly and form a positive character. Parents can provide emotional support, guide children, answer questions about prayer, and continue to motivate children to be enthusiastic in worship. With the implementation of the right

strategy and consistent support, it will be easier for children to understand and perform prayers correctly. (Khairun Nisa & Abdurrahman, 2023)

A. Episode 'Let's Dhikr'

This episode effectively conveys the importance of worship, especially the meaning of dhikr after prayer. The story begins with a daily situation that children often face, namely Rara's curiosity about why her mother (Umma) prays longer. Through conversations between Nussa, Rara, and Umma, the audience is invited to understand that dhikr such as tasbih (Subhanallah), takbir (Allahuakbar), and tahmid (Alhamdulillah) are an integral part of worship after prayer. This message is in line with the hadith of the Prophet Muhammad PBUH which encourages dhikr 33 times after performing prayer:

"Whoever recites tasbih (Subhanallah) 33 times, tahmid (Alhamdulillah) 33 times, and takbir (Allahuakbar) 33 times after prayer, then his practice will be perfect" (HR. Muslim). Interestingly, this episode not only explains the recitation of dhikr, but also emphasizes the proper way to dhikr, namely with solemnity, not rushing, and counting using the fingers. This teaches children to worship with earnestness, not just memorize texts. Emphasis on the meaning of dhikr (such as "Allah is Great" or "All praise be to Allah") also helps children understand the essence of worship, rather than just seeing it as a series of rituals. In terms of relevance as an educational tool for elementary school children, this episode is very appropriate.

The story is simple but rich in meaning, uses easy-to-understand language, and is delivered through a warm family interaction atmosphere. Children acquire social and religious values through interaction with adults or more experienced peers (*scaffolding*) (Vygotsky, 1978). In this episode, Umma serves as a guide who guides Nussa and Rara, while Nussa acts as an intermediary who helps Rara understand dhikr. This approach is in line with Bandura's (1986) theory of social learning, in which children imitate the religious behavior of the figures they admire (such as parents or older brothers). Animated media with religious content, such as Nussa and Rara, are very effective in increasing children's interest in learning about daily worship because they incorporate interesting visual elements, relational stories, and positive reinforcement (such as the praise from the Umma when Nussa answers correctly).

B. Episode "Smile of Worship"

This episode cleverly raises the idea of alms that is often overlooked, namely smiles. The story begins with a familiar and easy-to-understand activity for the children of Nussa and Rara who bring help to the orphanage and then develops into a lesson about the concept of almsgiving in a deeper way. When Rara plays and smiles with the orphanage children, she tells Nussa that smiling is also charity because it can bring happiness to others. This message is in line with the hadith of the Prophet Muhammad PBUH: "Your smile in front of your brother is alms" (HR. Tirmidhi). In this way, the episode not only educates about material alms (such as the help they bring), but also confirms that even small acts like smiling are worth worship. The essence of worship in this episode lies in the awareness that doing good does not always require money. Islamic teachings view a smile as part of good behavior and a form of unassuming da'wah. This is in line with the idea of rahmatan lil 'alamin (being a blessing to all of nature), which places the happiness of others as a social responsibility for every Muslim. By featuring Rara interacting with orphanage children, this series educates about empathy and happiness in sharing two values that are crucial for children's character development.

From an educational point of view for elementary school children, this episode is very effective because it applies the learning method through experience. Children are invited to see a direct example (Rara smiling and playing) instead of just listening to a lecture. Children in elementary school age are at the stage of conventional morality, where they begin to understand social values such as caring and hospitality (Kohlberg, 1981). Through Rara's cheerful character, children who watch can imitate this positive behavior. Animation media that contain socio-religious elements such as Nussa and Rara can form prosocial attitudes in children, including the habit of sharing and being friendly. Colorful pictures and simple conversations (such as Rara's explanation that "A smile is alms") make it easier for children to understand the message without feeling admonished.

3. Morals (Behavior)

The moral values in the Nussa and Rara series were found five times, namely in the episodes Tolerance, Adab advised, Please and thank you, Learn to be honest, and My Neighbor is great. Morality is a

condition inherent in the individual's soul, from which actions will emerge directly, without the need for a process of thinking, evaluation, or research. If these conditions result in actions that are commendable in the view of reason and the teachings of Islam, then it is called good morals. However, if that condition gives birth to bad and uncommendable actions, then it is called bad morals. From these various definitions, it is clear that morality really comes from a mental state that has been embedded in a person. It has become a habit, so when one performs such an action, one no longer thinks about it. In fact, it is as if the action is a reflex movement. The term morality is basically a term that has neither positive nor negative connotations, encompassing the good and bad behavior of a person. If the actions taken by a person

Good, then it is known as *al-akhlaq al-karimah* (noble morals). On the other hand, if the actions that come out of a person are bad, then it is called *al-akhlaq al-mademonah* (reprehensible morals). From the results of the research, the values contained in worship in the Nussa and Rara series are:

A. Episode "Tolerance"

This episode has great power in instilling the values of tolerance as part of good morals. The story begins with a simple moment where Nussa and Rara sincerely help a courier of different religions, this is a real example of how children can apply a tolerant attitude in daily life. This moment indirectly teaches that goodness is not bound by religious differences, in line with QS. *AlMumtahanah* verse 8 which forbids Muslims to do evil to non-Muslims who are not hostile to them. The moral principles taught are not just theories, but are real examples that are easy for children to imitate. The lesson about tolerance deepened when Nussa's family helped the Umma friends of different religions. In this context, the series manages to show tolerance on two dimensions: between religions and between social statuses. Sincere actions of helping without regard to the background reflect the morals of the Prophet who was always ready to help anyone in need, as stated in the head of the prophet when the Prophet helped his Jewish neighbor who was sick.

From a character education perspective for kids in elementary school, this episode is very efficient because. First, using the show don't tell approach, children are invited to see real examples instead of just listening to advice. In social-cognitive theory, children absorb values through observation of the behavior of the models (in this case, Nussa and Rara). And second, the conflicts presented are very realistic and relevant to the children's world. Character education media shows that simple examples such as helping a neighbor or a courier are easier for children to understand than abstract concepts of tolerance.(Fitri, 2022)

B. Episode "Adab Advise"

This episode provides valuable insights on how to give good advice in accordance with the teachings of Islam. The story begins with a general situation at school, where Rara feels angry at Iboy for bumping into her friend. Rara's deep emotional reaction and Nussa's efforts to protect her sister reflect how children often handle conflict. This is where the role of parents, the Umma, becomes most meaningful, patiently teaching that giving advice should be done with gentleness, not anger or contempt. This message is in line with the hadith of the Prophet which states, "Whoever believes in Allah and the Last Day, it is better to say what is good or to be silent."

One interesting aspect of this episode is the way moral values are conveyed that are very practical and easy for children to understand. When the Umma explains etiquette in giving advice, not only theories are presented, but also real examples of how one should behave. The children are encouraged to reflect on themselves as Rara did, and are taught to take responsibility for mistakes by making new glasses for Nur. Learning like this is very effective because it is in accordance with the stage of cognitive development of elementary school children who are easier to digest concepts through practical examples.

In terms of educational media, this episode is very appropriate for elementary school children for several reasons. First, the storyline is easy to understand, yet still contains deep meaning, reflecting the everyday situations that children are used to. Second, the development of moral messages is conveyed through natural dialogue, not boring lectures. Third, there is a positive resolution at the end of the story (making replacement glasses) that gives concrete examples of how to solve problems well. Research by

Damayanti shows that animation with a storyline like this is effective in shaping children's characters because it combines aspects of entertainment and education.

C. "Please and Thank You" Episode

This episode presents an important lesson about the ethics of asking for help, shown through the simple but meaningful conflict between Nussa and Rara. The story begins with Nussa being angry because Rara took the wrong hvs paper, while Rara is upset that Nussa often asks for help without including the word "please" or "thank you", showing the importance of building a politeness ethic in daily life. The moral values raised are very much in line with the teachings of Islam (Meylinda et al., 2022). First, the ethics of asking for help by saying "help" as a form of respect for the person we are asking for help. Second, the obligation to be grateful which is one of the manifestations of gratitude, as stated by the Prophet PBUH in the Hadith of Tirmidhi, that a person who is not grateful to others means that he is not grateful to Allah. Third, the importance of apologizing when making mistakes, which reflects a humble attitude.

The role of the Umma as an educator is very appropriate in resolving this conflict. It not only mediates between the two parties, but also provides an easy-to-understand explanation of the importance of the words "please" and "thank you" when interacting. Solving the problem with Nussa, who inally apologizes and thanks Rara, presents a comprehensive and relevant moral learning process. As a means of character education for elementary school children, this episode is very effective for several reasons. First, the situation depicted is very realistic and often occurs in children's daily lives. Second, the delivery of moral messages through lowing dialogue, not through rigid lectures. Third, there is a positive resolution that shows a change in the behavior of the main character. The introduction of good terms such as "please", "sorry", and "thank you" through this kind of animation media is more effective in shaping children's character compared to ordinary verbal advice.

D. Episode "Learning to Be Honest"

This episode intelligently introduces the concept of honesty through the academic challenges that children often face. The story opens with a relevant online learning situation, where Abdul is detected cheating by copying answers from the internet. This conflict serves as a bridge to convey a moral message about the importance of honesty, which applies not only in education, but also as the basis of character. Nussa, as the protagonist, shows the wisdom not to immediately judge Abdul, but tries to understand the difficulties he faces while emphasizing that honesty provides inner peace, while cheating only brings anxiety.

The moral values raised in this episode are striking. First, honesty as the main element of integrity, which is in line with the hadith of the Prophet Muhammad PBUH which states, "Always be honest, because honesty leads to goodness" (HR. Bukhari-Muslim). Second, empathy when giving advice, where Nussa does not embarrass Abdul, but gently guides him to realize his mistakes. Third, responsibility in academia, where cheating cannot be justified, even if it is done due to a lack of knowledge. This message is conveyed in a subtle yet unequivocal way, showing that mistakes can be overcome with recognition and learning from experience.

E. Episode "My Neighbor Is Great"

This episode conveys important lessons about the value of collaboration and establishing good relationships with the surrounding environment through a narrative that flows smoothly. The story begins with a football incident involving Nussa and Abdul accidentally spilling garbage. Next, they get help from a mysterious figure, who turns out to be a new neighbor. Then, the moment Rara gets help while crossing the road also illustrates how small actions can be the first step in a beautiful friendship. In this episode, there are three important moral values. First, the social concern shown by Syifa when she helped transport garbage and accompanied Rara crossing, reflects the teachings of the Prophet PBUH: "Whoever believes in Allah and the Last Day, then he should do good to his neighbor" (HR. Bukhari-Muslim). Second, Nussa and Abdul showed a sense of responsibility by immediately trying to clean up the mess they caused. Third, all characters show openness to get to know each other when they find out who their helper really is.

The advantage of this episode as an educational tool lies in the way it conveys its message that is not patronizing. Children are invited to understand that:

- a) Kindness can come from anyone, including people we don't know yet.
- b) Helping neighbors is an honorable act.
- c) Establishing good relationships with the people around us creates a more harmonious social life.

Concrete examples such as the scene of helping neighbors in an animation are more effective in instilling social values in elementary school children than verbal advice. This episode is also in line with Kohlberg's theory of moral development, namely that children aged 7-12 years begin to realize the importance of social norms and good relationships with the environment. As an educational medium for elementary school children, this episode is very effective for several reasons. First, the relevant story setting of online learning and group assignments is a real experience experienced by children in this digital era. Second, a constructive resolution, where Abdul is not punished but guided to understand the importance of honesty. Third, the use of simple language, so that the moral message can be understood easily without seeming patronizing. Stories involving moral conflict like this are effective in instilling the value of honesty, because children learn by example, not abstract theory.

The Nussa and Rara series succeeds in presenting Islamic values through three main pillars: faith, worship, and morals, in a way that is happy and relevant for children. Episodes like "Allah Is Omniscient" teach the concept of divinity through interactive songs, while "Prayer Is Obligatory" emphasizes the importance of habituating worship from an early age. Daily conflicts, such as the quarrels between friends in the episode "Please and Thank You", are used as a means of instilling noble morals such as manners. This analysis not only shows the suitability of the content with Islamic teachings, but also proves that animation media can be an effective educational tool when packed with creativity and emotional closeness.

These findings are in line with previous research on the use of visual media in religious education (Masrur & Amri, 2021), while enriching insights by offering local perspectives. For example, the episode "Senyum Sedekah" expands on the meaning of non-material worship that is rarely raised in other studies. However, the main advantage of Nussa and Rara lies in their ability to turn abstract concepts such as Qada-Qadar into simple analogies through songs, so that they are easy for children to understand.

For the impact to be wider, collaboration between parents, teachers, and content creators is needed. Parents can use the "Tolerance" episode as a discussion about the importance of respecting differences, while teachers can use the "Honest Learning" episode to teach academic integrity. On the other hand, creative teams must increase content related to current issues, such as bullying or the environment, and package it in a short format on platforms like TikTok to make it easily accessible. The government also needs to encourage the integration of this series into the primary school curriculum as interactive PAI supporting materials.

Not to forget, further research is needed to measure how effective spectacles like Nussa and Rara are in shaping children's characters. For example, comparing the behavior of students who were exposed to this series with those who were not. With these concrete steps, animation is not only entertainment, but can also be a learning companion that forms a generation of Quranic morals without taking away the joy of their childhood.

Based on the findings, the authors recommend three main things. First, educate parents through workshops to maximize animation as a medium for religious learning at home. Second, the development of creative content such as short episodes on the TikTok/YouTube Shorts platform to make it more accessible to the digital generation. Third, follow-up research to measure the long-term impact of religious viewing on children's behavior as well as comparative analysis with similar animations (e.g., Omar & Hana). These recommendations are designed to expand the benefits of Nussa and Rara not only as a spectacle, but also as a sustainable educational movement.

3.1. Conclusion

Nussa dan Rara is a promising medium for Islamic character education among children. It effectively conveys values of faith, worship, and morality through relatable stories and engaging visuals. For greater impact, collaboration among parents, teachers, and content creators is essential in integrating such content into both formal and informal learning. This study is limited to qualitative analysis of selected episodes; therefore, further research is needed to evaluate the long-term behavioral effects of Islamic-themed content and to compare its effectiveness with other religious animations like Omar & Hana.

Author Contributions

Qisty Nuraulia: Conceptualization, Methodology, Data curation, Investigation, Formal analysis, Writing – original draft. Dosen Pembimbing: Supervision, Validation, Writing – review & editing. All authors have equal contributions to the paper. All the authors have read and approved the final manuscript.

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