

Analisis Isi Kuantitatif Konten Video Animasi (Riri Cerita Anak Interaktif- Ruang Aman Bagi Anak) Terhadap Edukasi Seksualitas

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Abstrak

Peningkatan kekerasan seksual yang terjadi kepada anak-anak semakin marak belakangan ini, sehingga segera membutuhkan solusi, salah satunya adalah tindakan preventif. Pemerintah melalui Kemdikbud dengan memanfaatkan perkembangan teknologi komunikasi, berupaya memberikan edukasi seksual bagi anak-anak dengan media video animasi. Riri adalah salah satu tokoh animasi yang dipilih oleh Kemdikbud untuk berkolaborasi dalam menyampaikan edukasi seksual kepada anak-anak. “Riri Cerita Anak Interaktif – Ruang Aman Bagi Anak”, diselipkan berbagai edukasi seksual yang penting bagi anak untuk melindungi dirinya dari tindakan kekerasan seksual.

Penelitian ini bertujuan untuk mengetahui penggambaran edukasi seksual pencegahan kekerasan seksual pada anak dalam video animasi “Riri Cerita Anak Interaktif – Ruang Aman Bagi Anak”. Jenis penelitian ini yaitu deskriptif kuantitatif dan teknik analisis isi dengan menggunakan teori *entertainment-education*. Kategorisasi yang digunakan dalam penilaian isi atau konten dalam video ini didasarkan pada *International Technical Guidance on Sexuality Education: An Evidence-informed Approach (ITGSE)* oleh UNESCO usia 9-12 tahun, berfokus pada konsep kunci keempat, *Violence and Staying Safe*.

Hasil penelitian ini menunjukkan bahwa pada kategorisasi *Violence* ditemukan 6 unit analisis dari 9 unit analisis yang ada. Kategorisasi *Consent, Privacy, Bodily Integrity* didapatkan 4 unit analisis dari keseluruhan unit analisis yang ada. Tidak terdapat unit analisis pada kategorisasi *Safe Use of Information and Communication Technologies (ICTs)* yang terdiri dari 7 unit analisis.

Kata kunci: Analisis isi, Analisis Isi Kuantitatif, Edukasi seksualitas, Kekerasan seksual, Video Animasi

Quantitative Content Analysis of Animation Video Content (Interactive Children's Stories - Safe Space for Children) on Sexuality Education

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Abstract

The increase in sexual violence that occurs against children has become increasingly widespread recently, so solutions are immediately needed, one of which is preventive action. The government, through the Ministry of Education and Culture, by utilizing developments in communication technology, is trying to provide sexual education for children using animated video media. Riri is one of the animated characters chosen by the Ministry of Education and Culture to collaborate in delivering sexual education to children. "Riri Interactive Children's Story - Safe Space for Children", includes various sexual education that is important for children to protect themselves from acts of sexual violence. This research aims to determine the depiction of sexual education to prevent sexual violence against children in the animated video "Riri Interactive Children's Story - A Safe Space for Children". This type of research is quantitative descriptive and content analysis techniques using entertainment-education theory. The categorization used in assessing the content in this video is based on the International Technical Guidance on Sexuality Education: An Evidence-informed Approach (ITGSE) by UNESCO for ages 9-12 years, focusing on the fourth key concept, Violence and Staying Safe. The results of this research show that in the Violence categorization, six analysis units were found out of 9 existing analysis units. Based on the categorization of Consent, Privacy, and Bodily Integrity, four analysis units were obtained from all existing analysis units. Meanwhile, no scenes were found that provided education on the Safe Use of Information and Communication Technologies (ICTs) categorization, which consists of 7 analysis units.

Keywords: *Content analysis, Quantitative Content Analysis, Sexuality education, Sexual violence, Animation Video*