

# **PROCEEDING**

**International Seminar on Character Education**

## **Building Nation Character Through Education**

Chairman Editor:

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**Syahrudin**

**Faculty of Teacher Training and Education  
Lambung Mangkurat University  
on May 24, 2014**

**PROCEEDING**  
**International Seminar on Character Education**  
**Building Nation Character Through Education**

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## PENGANTAR

Pertama dan utama sekali, puji dan syukur dipanjatkan kepada Allah SWT atas segala rahmat dan hidayahNya sehingga, Fakultas Keguruan dan Ilmu Pendidikan (FKIP) Universitas Lambung Mangkurat Banjarmasin, berhasil dan sukses menyelenggarakan Seminar Internasional Pendidikan Karakter dengan tema “Membangun Karakter Bangsa Melalui Pendidikan Karakter.” Tanpa rahmat dan hidayah Allah SWT manalah mungkin seminar dimaksud terlaksana.

Seminar Internasional Pendidikan Karakter tersebut dilaksanakan, Sabtu 24 Mei 2014 dengan Pemakalah Utama Eran Williams, Ph.D (RELO USA), Christine Pheeney, MA (AVID Australia), dan Prof. Dr. Jumadi, M.Pd. (Universitas Lambung Mangkurat Banjarmasin) dengan 50 lebih pemakalah pada *pararel session* dengan lima pilahan, yaitu: Pendidikan Karakter dan Pendidikan Bahasa, Pendidikan Karakter dan Pendidikan IPA, Pendidikan Karakter dan Pendidikan IPS, Pendidikan Karakter dan Pendidikan Olahraga, dan Pendidikan Karakter Perspektif Ilmu Pendidikan. Pada acara pembukaan, Jumat, 23 Mei 2014, seminar dibuka oleh Drs. Rudy Resnawan, Wakil Gubernur Kalimantan Selatan dan kemudian dengan paparan Pembicara Kunci, Prof. Furqon, Ph.D., Kepala Badan Penelitian dan Pengembangan Departemen Pendidikan dan Kebudayaan Republik Indonesia.

Panitia seminar meminta Pemerintah Provinsi Kalimantan Selatan (Pemprov Kalsel) dan Pemerintah Republik Indonesia (Kemendikbud) dengan maksud dapat memberikan picuan bagi peserta seminar yang datang, baik dari Kalimantan Selatan dan daerah-daerah lain di Indonesia, maupun mancanegara, dalam kerangka “melihat” permasalahan Pendidikan Karakter dalam persepektif lokal, nasional, dan global. Lebih khusus, dalam menjawab kondisi obyektif saat ini, dimana adanya fenomena berbagai perilaku anak bangsa yang menjauh dari nilai-nilai luhur lokal, nasional, maupun universal dengan “perilaku menyimpang.” Pendidikan Karakter diintroduksi sebagai satu dari sekian jawaban yang menjanjikan. Hal tersebut dimaksudkan, dalam pembangunan karakter (*character building*) sejatinya kita, terutama dalam konteks pendidikan Indonesia, membangun karakter nasional (*national and character building*) dalam persepektif, pembangunan pendidikan yang valid adalah yang berlandaskan nilai-nilai budaya lokal dan nasional sehingga peserta didik tidak tercerabut dari akar budayanya.

Kalaulah ada hal paling disayangkan, pada pengantar prosiding ini, panitia tidak mungkin menggambarkan kegairahan seminar dengan 600 peserta menyimak serius Makalah Sambutan, Makalah Kunci, Makalah Utama, dan 50 Makalah Pilahan yang dibalut diskusi menarik dan mendalam dengan argumentasi akademik, yang kalau disimpulkan dalam satu kalimat: **Pendidikan karakter hendaklah menjadi ruh Pendidikan nasional.**

Tentu saja, seminar hebat ini terselenggara atas atensi dan kontribusi, baik dari pimpinan Kemendikbud, Pemprov Kalsel, Universitas Lambung Mangkurat Banjarmasin, dan terutama FKIP Unlam Banjarmasin sehingga panitia dapat menunaikan tugas dengan baik. Bahwa berbagai kekurangan terikut padanya sudah jelas dengan sendirinya. Untuk itu kami mohon maaf kepada segala pihak atas segala kekurangan panitia.

*Akhirulkalim*, mohon maaf lahir batin.

Banjarmasin, 27 Juli 2014

Ketua Panitia:

**Ersis Warmansyah Abbas**

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# CROSS CULTURAL PERSPECTIVE AND CHARACTER EDUCATION IN THE TELEVISION COMMERCIAL BREAKS

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## ABSTRACT

As individuals who are involved in the English education, the students of English Department should be consciously aware that they acquire the English culture as they learn and acquire the language. This might bring to some extents that there are a lot of similarities and differences regarding the cross cultural understanding. Many exposures might help in introducing and reinforcing these concepts of cross culture view. The inputs are presented through books, classroom lessons, movies, daily interactions and many other media that can facilitate the students' acquisition of the English cultures which are acceptable in Indonesia societies. Besides those possible media, some of the television commercial breaks nowadays contains moral message which can be analyzed in the cultural perspective. The adequate and appropriate values of the cross cultural understandings in the television commercial breaks might be treated as a form of character education since the role of television is already undoubtedly effective in 'influencing' the audience. This paper tries to discuss some character building points which can be reflected in a few television commercial breaks and be understood as containing cross cultural perspectives between English and Indonesian. The result might be considered as a reference for the makers of commercial breaks that their work of art could be contributive for building the character of the people. As for educators, especially English teachers, there should be an endless effort in finding and creating any possible ways to help building the good character of their students.

*Keywords: commercial break, culture, character*

## I. INTRODUCTION

Educators have been trying to find ways in improving the morality and attitude of the students. Character education has been booming in these recent years as one of the possible solution dealing with the degradation of moral values in the communities. Character education, in *What is Character Education*, might be defined as development of virtue of good human qualities that are affirmed by cultures and religion around the world, meet the ethical criteria and developed in schools where the virtues are modeled, expected, studied, reflected upon, upheld, celebrated, and continually practiced in daily life.

*Elvina Arapah*

Foreign language learners should be sensitized to cultural diversity that they might encounter through the language they learn. As individuals who are involved in the English education, the students of English Department should be consciously aware that they acquire the English culture as they learn and acquire the language. Whether they mean it or not, their new or foreign language(s) might influence their first language or mother tongue. According to Tomasouw (1986:1.11), a culture and the language used by it are inseparable. Most of the cultural attitudes when a native speaker has built into him are reflected in his speech patterns. The native speaker also brings with him to his language a background of knowledge that is culturally based.

In addition, the native cultural perspectives might also be altered by absorbing the 'new' culture. According to NiYegorodcew (2011:9), the relationship between English as a Lingua Franca (ELF) and culture can be seen from two perspectives. First, it is the impoverishment of the national culture by the global language. The second one is the enrichment of culture by ELF by encompassing diverse cultures and making them available to one another. However, this might bring to the discussions of some extents that there are a lot of similarities and differences regarding the cross cultural understanding.

Many exposures might help in introducing and reinforcing these concepts of cross culture view. The inputs are presented through books, classroom lessons, movies, daily interactions and many other media that can facilitate the students' acquisition of the English cultures which are acceptable in Indonesia societies. Besides those possible media, some of the television commercial breaks nowadays contains moral message which can be analyzed in the cultural perspective. The adequate and appropriate values of the cross cultural understandings in the television commercial breaks might be treated as a form of character education since the role of television is already undoubtedly effective in 'influencing' the audience.

This paper tries to discuss some character building points which can be reflected in a few television commercial breaks and be understood as containing cross cultural perspectives between American and Indonesian. As English is widely spoken in the United States, the cross cultural discussion on the character is about to compare and contrast between Indonesian and American. The study is conducted by exploring some possible commercial breaks that contain or reflect the moral values that might be seen as characters taught or educated to the students. The characters are the linked with the intercultural perspectives between American and Indonesian in terms of the cultural similarities and differences. There are sixteen commercial breaks which are steamed and downloaded from YouTube for the sake of this descriptive study.

## II. DISCUSSION

Among several commercial breaks investigated, there are some values related to the character education that can be explored. Some of the American characters which are compared to the Indonesian ones are mostly taken from *101 Characteristics of Americans / American Culture* (retrieved from <https://www.press.umich.edu/pdf/9780472033041-101AmerCult.pdf>). In fact, some characteristics of value are shared together by both cultures regarding a few principal similarities and differences.

## 2.1 Beliefs

The United States of America is known with the term of 'a bowl of fruit salad' which means that the multicultural American people come in many colors, religion, origin and so forth. The differences that exist actually enrich the cultures of the America. One thing that the American people still strongly hold is their beliefs. Due to the various background, there are several religions or beliefs in the United States, although most of the people are Christians. Islam, Hinduism, Buddhism, Jewish and other beliefs with their own percentages also exist in the United States.

Similarly, in Indonesia, the people also hold on to their beliefs. The most followers of Islam can be clearly seen dominating all over the country. Nevertheless, in some parts of Indonesia, Christianity, Hinduism, Buddhism, and other beliefs are also present in this country. The commercial break of Kuku Bima, an energy drink, was set in Kalimantan. It uses the combination of local languages, Dayekese and Banjarese as shown in the transcript below:

Table 1. The Transcript of Kuku Bima Kalimantan Commercial Break

Lagu : Haa ...mambesei ayu mambesei. Sukup simpan. Dinu malauk manjala. mambesei akan danau mambesei. Indung-indung kepala lindung. hujan di udik di sini mendung. Anak siapa pakai kerudung, Mata melirik kaki kesandung. Laa haula wala kuwata. Mata melihat seperti buta. Tiada daya tiada upaya, melainkan Tuhan yang maha Esa. Mambese akan danau mambesei. Indung-indung kepala lindung. hujan di udik di sini mendung. Anak siapa pakai kerudung, Mata melirik kaki kesandung. Laa haula wala kuwata. Mata melihat seperti buta. Tiada daya tiada upaya, melainkan Tuhan yang maha Esa. Laa haula wala kuwata. Mata melihat seperti buta. Tiada daya tiada upaya, melainkan Tuhan yang maha Esa. Kuku Bima Energi. Roso!	Song : It's raining there and thick clod here. Whose girl is wearing the veil? The eyes glance, but the legs stump. No power no effort, but the Almighty God. It looks like blind eyes although it isn't.
---	---

The background sound expresses the beliefs of the local people to the Almighty God. The commercial break stresses on how the Almighty God always helps in every person's life, in his / her effort and action. All in all, in term of belief, most American and Indonesian share faith that is they believe in the Almighty God, regardless whatever the religions are.

## 2.2 Freedom of Choice

The language content in the Window 8 commercial break is very interesting. It uses many metaphors to express the comparisons made on what and how the / want to be at once. This shows that English is very rich with figurative words or expressions by using as . as ... (See Table 2)

Table 2. The Transcript of Window 8 Commercial Break

Song: As warm as the sun, as silly as fun. As cool as a tree, as scary as the sea. As hot as fire, cold as ice. Sweet as sugar and everything nice. As old as time, as straight as a line. As royal as a queen, as buzzed as a bee. Stealth as a tiger, smooth as a glide. Pure as a melody, pure as I wanna be. All I wanna be, all I wanna be, oh. All I wanna be is everything, everything at once.
--



Moreover, the message behind the words in the commercial break is that everybody should have the freedom of choice in deciding what s/he wants to do for her/his life. However, this point of view might be different between Indonesian and American because in Indonesia such a freedom of choice is still limited by the environment in terms of tradition and the bravery to take a decision that might be not in the same way with the regular customs. On the other hand, Americans can easily take decisions about their lives because their cultures form them to be brave to face differences when taking a choice.

### 2.3 Creativity

In Indonesian culture, being able to innovate and create something might be a rare thing to be exposed at the early stage of education or even the higher one. As it can be seen that the students at kindergarten, elementary, junior and senior high schools are subjected to be uniformed in the sense that they go to school in the same school uniform, they take similar subjects or courses at schools, they might always be expected to follow what their teachers say and so forth. These circumstances does not secure the students to be able to maximally develop their creativity since they are patterned to have the same things together. Meanwhile in the US, the conditions that happen are the opposite of what might occur above. The system of education is set to cater differences and stimulate the students to work independently and activate equally their right and left brain. The students do not wear any uniform to schools and they are 'free' to choose what subject that they want to explore more. This independence, in the end, might result in students' creativity.

Since making someone creative is neither easy nor very difficult, stimulus that might come from the environment should be reinforced. The two commercial breaks from Procald Gold are examples how actually a person brings the nature of creativity in himself or herself. They show how to small kids utilize the things around them to create something which is so-called fun for them. This might reflect that facilitating one with a lot of possible media is also crucial, plus the strategy to stimulate one's creativity. (See Table 3 and Table 4)

Table 3. The Transcript of TVC Procald Gold: Multiplaying Commercial Break

Narator : Procald Gold kini dengan formula baru yang disempurnakan.	Narator : Procald Gold is now with perfected formula.
Anak kecil : Hap hap (diiring music marching band). Hmm.. aha! (Membuka kaca lemari dan jalan ditempat seolah-olah bersama barisannya.)	Anak kecil : Hap hap (marched herself with music). Hmm.. aha! (Opening a mirror wardrobe and jalan ditempat seolah-olah bersama barisannya.)
Narator : Procald Gold dengan New Wyeth Biofactor. Bantu wujudkan akal pintarnya.	Narator : Procald Gold with New Wyeth Biofactor help her with brilliant ideas.
Anak kecil : Aha!	Anak kecil : Aha!



Table 4. The Transcript of S26 Procald Gold

Narator : S26 Procald Gold.	Narrator : S26 Procald Gold.
Anak kecil : Aha!	The kid : Aha!
Narator : Dukung si kecil wujudkan aksi pintarnya.	Narrator : Support your little ones do their brilliant ideas and actions
Anak kecil : (menata boneka dan mainannya menjadi seolah-olah di bulan) Haha..	The kid : (setting dolls and toys as if it in the space) Haha..
Narator : Dengan formula Wyeth Bio-factor System yang telah disempurnakan. S26 Procald Gold. Dari akal jadi aksi pintar.	Narrator : With Wyeth Bio-factor System formula which has been enhanced, S26 Procald Gold. From ideas into actions.

The two commercial breaks, TVC Procald Gold Multiplaying and S26 Procald Gold, display the creativity of the kids. Both are broadcasted by television channels in Indonesia. These two commercial breaks really teach that kids can be innovative, regardless whether the scenarios are made up. The makers might have considered the psychological possibility of kids when the commercial breaks' ideas were chosen. So, something like what it is shown in both commercial breaks are probable because each person –kids, teenagers, adults or elderly– can bring creative ideas as long as the conditions are 'secure.' In other words, the culture or the situation around should really trigger them to be creative people.

#### 2.4 Hard work

Indonesia and the United State are different in terms of natural resources. Indonesia is very rich with lots of assets given by the nature. This might form a view that the people are spoiled by the resources where they live in any parts of Indonesia. The tendency is that there are people who are lazy enough to explore themselves into hardworking attitude. Even the commercial break of Kuku Bima which displays the beauty of Nusa Tenggara Timur, stresses on how Indonesia is so much fertile that the people can always take the advantage of the nature.

Table 5. The Transcript of Kuku Bima NTT: Kolam susu Commercial Break

Lagu : Bukan lautan tapi kolam susu. Bukan lautan tapi kolam susu. Kail dan jala cukup menghidupimu. Tiada badai tiada topan kau temui. Ikan dan udang menghampiri dirimu. Bukan lautan tapi kolam susu. Kail dan jala cukup menghidupimu. Tiada badai tiada topan kau temui. Ikan dan udang menghampiri dirimu. Orang bilang tanah kita tanah surga. Tongkat kayu dan batu jadi tanaman. Orang bilang tanah kita tanah surga. Tongkat kayu dan batu jadi tanaman. 2x	Song : It's not a sea but a pool of milk. It's not a sea but a pool of milk. Hooks and nets are enough for your life. No hurricane no storms that you encountered. Fish and shrimp are over to you. It's not a sea but a pool of milk. Hooks and nets are enough for your life. No hurricane no storms that you encountered. Fish and shrimp are over to you. People say we are the land of paradise. Sticks and stones can turn into plant. People say we are the land of paradise. Sticks and stones can turn into plant. 2x
All : Kuku Bima! Roso!	

The people of the United State, on the contrary, are conditioned to do more to achieve what they would like to have. As it is known that the multicultural United States consist of immigrant people, native Indian, Hispanics, middle eastern people and other races which try their fortune to make a living in the US. This condition really require them to have a hard work for their lives because the nature is not enough to spoil them. They have to make extra effort to achieve what they want.

However, nature does not always help and ease the Indonesian people. For those who live in a remote areas of Indonesia, they really have to struggle for life. It is shown in the commercial break of Gudang Garam: the Bridge to Future. It teaches us on how everybody should work hard to achieve his / her goal. The nature does not all the time support the people in Indonesia. In other words, they must also work hard to live their lives, is it is reflected in the commercial break.

Table 6. The Transcript of Gudang Garam: Jembatan Masa Depan Commercial Break

<p>Lagu : (Tulisan: terinspirasi dari kisah nyata. Sebuah perjuangan menggapai cita-cita)          Anak-anak laki-laki: (menyeberangi ke sungai dengan berenang membawa pakaian sekolah mereka di atas kepala agar tidak basah)          Anak 1: Kata Bapak kalo aku mau jadi orang pintar, harus bisa berenang. Soalnya kalau nggak bisa berenang, aku nggak bisa sampai di sekolah. Tapi walau bagaimanapun, aku harus sampai disekolah, terus belajar sama Bu Guru dan teman-teman. Bu Guru bilang sekolah itu jembatan masa depan. Coba ke sekolah ada jembatan juga, aku bisa sampai masa depan lebih cepat.</p>	<p>Song : (Posts: inspired by a true story. A struggle to reach goals)          Boys: (crossing the river by swimming, bringing their school clothes on top of the head so as not to wet          Boy 1: Dad says if I want to be a smart person, must be able to swim. If I cannot swim, I cannot get into school. Nevertheless, I should be up at school, continue to learn together with my teacher and friends. Teacher says the school's future bridges. if only there is a bridge to school, I can get a faster future.</p>
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## 2.5 Independence

The commercial break of 3 Indie+ really reflects the modern life that might be thought by the kids about their future life. They imagine on what they are going to do when they have grown up. From the illustration of the future life in the commercial break, it seems that they are longing to freedom on what they intend to do without being interfered by others.

Table 6. The Transcript of 3 Indie+ Commercial Break

Anak 1 : Kalo aku dah gede, aku mau jadi x-mode.	Kid 1 : If I have grown up, I want to be an x-mode.
Anak 2 : Mau jadi bos.	Kid 2 : I wanna be the boss.
Anak 3 : Hari-hari ngomong bahasa Inggris.	Kid 3 : Everyday talking in English.
Anak 4 : Tiap Jumat pulang kantor, nongkrong bareng sesama x-mode ngomongin proyek besar biar kelihatan sukses.	Kid 4 : Every Friday coming home from office, hanging out with x-mode talking about big project to look successful.
Anak 5 : Suara agak digedein biar kedengaran cewek di meja sebelah.	Kid 5 : Speaking with manly voice in order to be heard by the girl at the next table.
Anak 6 : Kalo weekend sarapan di kafe sambil sibuk laptopan pesen kopi secangkir harga 40 ribuan minumnya pelan pelan biar tahan sampai siang demi wifi gratis.	Kid 6 : On weekend, having breakfast in a café and getting busy with the laptop, ordering a cup of coffee priced Rp.40.000,-, drinking it slowly to make it last until afternoon to enjoy the free wifi.
Anak 7 : Kalo tanggal tua pagi siang malam makannya mi instan.	Kid 7 : At the end of each month, instant noodle is served for breakfast, lunch and dinner.
Anak 8 : Kalo mau nelpon bisanya Cuma miscall.	Kid 8 : Calling means miscalling.
Anak 9 : Jadi orang gede menyenangkan tapi susah dijalanin	Kid 9 : Becoming adults is fun, but difficult to live
Narator : Pakai dulu baya kapan kamu suka indie+ layanan Prabayar kenyamanan pasca bayar	Narrator : Use it and pay it anytime you like indie+. Pre-paid services for post-paid services.

Independence is not really something which is easy to manage. The idea of togetherness for Indonesian people is always making them depending a lot on each other. Being able to manage lives independently is quite hard to do. Young adults mostly still depend on their parent in their early twenties. It is different from the young people in the US. When those young people are in their twenties, they manage to live separately with the parents and try to support themselves.

### 2.6 Cleanliness

The commercial break of Lifebuoy: 5 Resep Dokter Kecil teaches the viewers on clean life. Being hygienic for everyday can be started by doing small things like what has been told in the commercial break. (See Table 7).

Table 7. The Transcript of Lifebuoy: 5 Resep Dokter Kecil Commercial Break

<p>Narator: Ayo teman jaga kesehatan, 5 resep dokter kecil lifebuoy, supaya bersih dari kuman, simak baik baik 1, lifebuoy saat mandi, 2, 3, 4, cuci tangan setiap sebelum makan pagi siang malam 5, setelah buang air kecil dan besar ingat 5 resep dokter kecil lifebuoy terbukti secara klinis Indonesia ayo lebih sehat tidak takut.</p>	<p>Narrator: Dear friends. Let's be health conscious. Here are five small lifebuoy prescription, to get clean from germs, 1. lifebuoy bath, 2. 3. 4. washing your hands before eating breakfast every day and night 5, after using bathroom and remember these five great recipes of lifebuoy small physician have been clinically proven healthier. It is for healthy and brave Indonesia.</p>
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The cross cultural perspectives of cleanliness are meant as the different habit of the American and Indonesian people. Bathing might be considered enough for American to have it once in a day. It happens in winter when the temperature is sometimes below 0° and people does not sweat at all. Even in summer when the heat falls at its highest degree, sweating might not really be a problem because it is not humid there and does not cause people sweating a lot. Unlike in the United States, people in Indonesia really need bathing because of the high humidity level. The tendency to sweat a lot happens in Indonesia because it is wet summer, not the dry one.

Related to hand-washing, all American restaurants provide the washbasin for the customers to wash their hand, and they also prepare the hand soap. Nowadays, food courts in Indonesia already provide their customer with those things too. It means that the habits already turn into the good one. Restrooms in the US also provide those hand washing facilities. However in Indonesia, only at good and big restaurant, such services are given. If people eat at small food courts, some do have, but other don't. This cleanliness issue reflects the cross cultural views on keeping their hygiene or sanitation.

### 2.7 Extreme Informality

Discussing about formality and informality, Americans are extremely informal and call most people by their first name or nickname. In Indonesia, this is possible regarding some aspects like the relationship between the speakers, age, situation, and so forth. In the US, students can always call their teacher by his or her name while in Indonesia, the term of address is required. The kinship of Indonesian people shows that addressing someone with *Bapak* or *Ibu, Mas* or *Mbak, Adek, Nak, etc.*, is necessary to be polite. It is also normal for an American teacher to sit on the desk where as in Indonesia it is considered impolite.

The commercial break of Kartu As is set in an Indonesian classroom where the student, Arif, politely addresses his teacher by *Ibu* or *Ma'am*. In a setting like this as in Table 8, a student is required to always respect the teacher and one form of showing respect is by addressing him or her with *Bapak* (Sir) or *Ibu* (Ma'am). The teacher may always be able to address the student by name directly without any terms of address. The use of any terms for addressing the students in both American and Indonesian context might create distance between teacher and students or enhance the level of formality.



Table 8. The Transcript of Kartu As Commercial Break

Ibu Guru	: Telpon ditemukan?
Arif	: Tahun 1876, Bu.
Ibu Guru	: Setelah telpon ditemukan?
Siswi	: Orang-orang pada nelpon.
Arif	: Apalagi pakai Kartu As. Aktifnya, selamanya. Forever Kartu As. Forever sms an. Murah abis-abisan.
Ibu Guru	: Arif! Thank you forever ya.
Arif	: Forever asiknya. Kualitas nomor satu.
Ibu Guru	: When was telephone invented?
Arif	: In 1876, Ma'am.
Ibu Guru	: After it was invented?
A student	: People start to call.
Arif	: It will be more if you use Kartu A. Active forever. Forever Kartu As. Forever messaging. Extremely cheap.
Ibu Guru	: Arif! Thank you forever ya.
Arif	: Forever fun. Number one quality.

### 2.8 Queuing or Standing in line

A habit of Indonesian people which does not reflect any good character is grabbing or taking someone else's queue or line. This bad attitude is cynically illustrated in the commercial break of Vidoran Smart versi Antrian. A girl is queuing for a train ticket. Suddenly a man took her line although there is a sign *Harap Antri* on the wall. She positively thought that the man can't read Bahasa Indonesia and she reminds the man by using English. Funnily, the man can actually speak Bahasa Indonesia. It seems that he did that because he is used to grabbing someone else's line. It is shameful that he is caught in the act by a little girl. How can adults teach character education if they couldn't implement it or give a good example of character?

Table 9 The Transcript of Vidoran Smart Versi Antrian Commercial Break

Ayah	: Ayah beli Koran dulu ya	Dad	: I want to buy newspaper.
Anak	: Iya. ... beberapa saat kemudian ... Excuse me, excuse me Sir.	Girl	: Yes ..after a while ... Excuse me, excuse me Sir.
Bapak2	: Apa sih	Man	: What is it?
Anak	: Oh maaf, dikira Bapak ngga bisa bahasa Indonesia, itu (sambil menunjuk tulisan 'HARAP ANTRI')	Girl	: Oh, sorry. I thought you cannot speak Bahasa Indonesia. Look at that (pointing at a sign "PLEASE QUEUE")
Narator	: Tak hanya tambah cerdas tapi juga tangguh bersama Vidoran Smart, Multi vitamin untuk membantu nutrisi jaringan otak dan mendukung daya tangkap anak anda.	Narator	: It's not only to make kid smart, but also strong with Vidoran Smart. Multi vitamin to help the brain tissue nutrition and kid's understanding.
Bapak2	: Belajar bahasa Inggris dari siapa?	Man	: Who do you learn English from?
Anak	: Dari ayahku	Girl	: From my Dad.
Narator	: Tumbuh tangguh tambah cerdas, Vidoran Smart	Narator	: Grow strong and smart, Vidoran Smart.

On the contrary with what happens in Indonesia, American people is very discipline about queuing. They always wait for their turn. Moreover, the standing distance always exist between the persons. Americans don't push or stand too close to anyone in line. They maintain the distance of half meter when standing in line. It will be a great shame if someone cuts the line. It seems like that person breaks the unwritten rules about manner. If only Indonesian is able to think that being discipline in queues really reflect the character of an individual and the culture of a nation, the problem of stealing other's properties like corruption might not happen because everybody is aware of each person's right.

### 2.9 Dancing

The United States is famous for its dances such as Hula-Hula (Hawaii). The adopted dances such as Salsa and Flamigos are also popular all over America. Similarly, Indonesia is also rich with many traditional dances like Kecak dance, Saman, dance, etc. This cultural tradition might apply differently between two countries. In the US, dances serves as part of a party, yet in Indonesia it is carried out in a performance or ceremony. Therefore, there is always meaning behind the dances. Since the dance is performed together, the sense of togetherness is emotionally attached. The commercial break of Kuku Bima Energy set in Papua displays how dance becomes part of togetherness within then community. Although the message of the commercial break originally explores the beauty of Papua land, some scenes of it involves people dancing together.

Table 10. The Transcript of Kuku Bima Energy: Papua Commercial Break

Lagu: Papua, bumi yang penuh berkah. Inamgo mikim ye. pia sore, paisa sore ye ye. Papua penuh potensi. Sajojo Sajojo. Yumanampo misa papa. Samuna muna muna keke. Samuna muna muna keke. Kuserai, kusaserai rai rai rai rai. Inamgo mikim ye. pia sore, paisa sore ye ye. Sajojo Sajojo. Yumanampo misa papa. Samuna muna muna keke. Samuna muna muna keke. Kuserai, kusaserai rai rai rai rai. Inamgo mikim ye. Pia sore, paisa sore ye ye. Inamgo mikim ye. Pia sore, paisa sore ye ye. Indahnya negeriku. Indahnya Indonesia kebanggaanku. Kuku Bima Energi Roso!

### 2.10 Responsibility

Indonesia and American parents teach responsibility in quite similar ways. Americans speak to their children as adults and teach them how to be responsible for their actions. Some Indonesian parents give examples on what to do and explicitly ask their children to imitate them.

Table 11. The Transcript of Pepsodent: Ayah Adi & Dika versi Gantian Dong! Commercial

Ayah : Kamu ngga sikat gigi, kenapa sih Ayah harus kasih tau kamu untuk sikat gigi tiap malam? Sekarang gantian ah, nggak mau sikat gigi ah	Dad: You don't brush your teeth. Why should have I always reminded you about brushing teeth every night? Now, let's exchange roles. I don't want to brush my teeth.
Dika : Ayah kan tadi abis makan ayam tuh. Kalo nggak sikat gigi nanti ayamnya nginap di situ, (menirukan suara ayam berkokok).	Dika: Dad, you ate chicken. If you don't brush your teeth, the chicken will stay there. (imitating the sound of chicken crowing).
Ayah : Gimana?	Dad: How to brush the teeth?
Dika : Tekan Odolnya	Dika: Press the toothbrush?
Ayah : Sikat giginya	Dad: Brush the teeth.
Dika : Muter muter, anak pinter.	Dika: Brush and brush. Good boy.

### 2.11 Table manner

Eating together at the dining table is one of American and Indonesian Cultures with different variations between both. In America, breakfast and dinner are two important family meal time. The members of the family gather to eat together with particular table manners. Meanwhile in Indonesia, there is not strict meal time although breakfast and dinner are also supposed to be eating together moments. Therefore, the culture of enjoying meal together at one table for the members of the family exist in both American and Indonesian cultures. The commercial break of Wall's 3 in 1 Fruity Delight shows a family that enjoys their supper time by having the ice cream. The culture of having another meal after dinner actually happens in both the US and Indonesia with different regards to each family's habit or tradition.

Table 12. The Transcript of Wall's 3 In 1 Fruity Delight Commercial Break

Ibu : Taraaa! Waktunya es krim, mau pesan apa nona nona?	Mom : Taraaa! Ice cream time, what flavor would you like to order?
Anak 1 : Kelapa	Girl 1 : Coconut essence
Anak 2 : Blueberry.	Girl 2 : Blueberry.
Anak 3 : Mangga,	Girl 3 : Mango,
Ayah : Ayah mau semua.	Dad : I want all.
Narator : Baru Walls three in one dengan perpaduan unik dari tiga rasa buah yang lezat, mangga, kelapa dan blueberry	Narrator : It's new Walls three in one with the mixture of three fruit essence mango, coconut, and blueberry
Anak-anak: Yeay	Girls : Yeay
Ayah : Uhmm	Dad : Uhmm
Ibu : Ada pesanan lainnya	Mom : Any other order?
Ayah + anak-anak: Besok lagi donk	Dad + Girls: Give us again tomorrow
Narator : Serunya mengakhiri hari dengan Wall's 3 in 1	Narrator : It's fun to end the day with Wall's 3 in 1

What might become the concern of parents is that the culture of eating together at the dining table or family meal time starts to become diminished. The excuse of being busy from each member of the family is not appropriate as the reason of making the family time meal disappear from the scene of every house.

### 2.12 Asking 'why?'

Thinking critically is a part of learning and exposed during schools. At home, American parents always encourage their children to question and always ask "Why?" This might be different with the treatment of Indonesian parents. The exposure to critical thinking is sometimes becoming the ignored part of education at home. Therefore, both American and Indonesian people are in the same boat about the teaching and acquisition of good character that must be accustomed at schools, at home, and the children's nearest environment.

The scene from the commercial break of Frisian Versi Ini Teh Susu shows how the little girl thinks critically by questioning why the boy mentioned *teh* for a glass of milk. She keeps enquiring why the boy said "*Ini teh susu.*" even though it is only milk, not even a combination of tea and milk. (See Table 13) Although in the end it is the girl's misunderstanding because she doesn't know that in Sundanese *teh* is an insertion in an expression uttered, the scene teaches the importance of critical thinking.

Table 13. The Transcript of Frisian Versi Ini Teh Susu Commercial Break

Anak laki-laki	: Ini teh buat saya bu?	Boy	: Is this milk for me, Mom?
Ibu 1	: He eh.	Mom 1	: Yes.
Anak perempuan	: Bu bu, susu kok dibilang teh? Itu susu kan?	Girl	: Mom, why he said milk as tea? That is milk, right?
Anak laki-laki	: Iya, ini teh susu	Boy	: Yes, this is <i>teh</i> milk.
Anak perempuan	: Mana teh nya?	Girl	: Where is the tea?
Anak laki-laki	: Yee, ini teh susu.	Boy	: Yee, this is <i>teh</i> milk
this Ibu 2	: Oalah ga mudeng ini Bu.	Mom 2	: Oalah she doesn't understand, Ma'am.
Ibu 1	: Lucu nya. Neng geulis mau?	Mom 1	: It's so cute. Do you want some?
Anak perempuan	: Mau tapi nggak pake teh	Girl	: Yes, but without the tea.
Narator	: Selalu tersenyum dari generasi ke generasi	Narrator	: Keep smiling from generation to generation.

### 2. 13 Parenting and housework sharing

In most areas of Indonesia, the parenting and housework is the responsibility of the wife. The husband usually has very small roles in the house. The stigma that father is responsible for finding money and mother is for managing housework and taking care of the children, is strongly attached to Indonesian people although nowadays there might a shift of the roles since there are so many housewives who work outside the house. This phenomenon is even reflected in the commercial break of Bebelac 3 Sing Along. The theme of the commercial break is that mother is everything. She is the one who manages the house, take care of the children, and even work at the office. The kids sing for their mothers.



Kid 1	: My First
Kid 2	: My last
Kid 3	: My Everything
Kid 4	: And the answer to ...
Kid 5	: All my dream
Kid 6	: You're my sun, my moon
Kid 7	: My guiding star
Kid 8	: My kind of wonderful,
Kid 9	: That's what you are
Kid 10	: My everything.

### 2.14 Loving and Care

Pet has important position in almost every American family. They like to have pet in their house, and the best pet ever is dog. Sometimes, the family loves the pet more than anyone else. Americans are carefully and patiently walking their dogs early in the morning in order that the dogs have an opportunity to go outside the house. In Indonesia, although it is not in every family and as popular as in the US, taking care pets is quite common nowadays. The pets vary from dogs like Husky, cat like Persian cats, and even snakes. This loving and caring attitude must be explored and applied to all creatures in the world as it can be seen from both commercial breaks of Rinso and Oreo.

Table 15. The Transcript of Rinso Anti Noda Versi Kucing

Anak Kecil	: Aku menolong kucing kucing ini.	Girl	: I help these kittens.
Ibunya	: Terus baju kotormu gimana?	Mom	: How about your dirty clothes?
Narator	: Rinso anti noda dengan Kristal x biru mencuci sendiri menghilangkan noda membandel seperti lumpur dan darah dengan sekali kucek. Rinso anti noda	Narrator	: Rinso Anti Noda with Blue Crystal x can wash and clear up the stubborn stains like mud and blood by rubbing it once using Rinso Anti Noda.

The little girl in this Rinso commercial break is taking a risk of dealing with her mother's anger because she make her clothes dirty in helping the homeless kittens. Nevertheless, the mother should not scold her because of her loving and caring action by saving those poor kittens. The little girl's action is a good behavior and she deserves a compliment although she makes her clothes stained. What has been taught by this commercial break is that being loving and caring is not limited to human being only, it is also rewarding to help all creatures on the earth in terms of feeling the self-satisfaction.

The next commercial break is another example of how loving and caring is even felt and done by young kids. The boy in the Oreo commercial break is putting his attention to Afika, his friend, by bringing her a sweater that can warm her in the cold weather. He also brings food

to be eaten together. If this thing really happens in real life, there might be no dispute or students' brawl or there might be not any violence happened among the people. Life might have been filled with affection that will bring human life into peace.

Table 16. The Transcript of Oreo Rasa Orange Commercial Break

Anak laki-laki : Afika	Boy : Afika
Afika : Iya?	Afika : Yes?
Anak laki-laki :Ada yang baru nih.	Boy : I have something new.
Afika : ih apa?	Afika : What is that?
Anak laki-laki :Pakai ini dulu ya, udah siap?	Boy : Put this on first, are you ready?
Afika : Udah	Afika : Yes.
Anak laki-laki : Nanti dingin lho, ini dia Oreo .....rasa Orange	Boy : It will be cold later, here it is... Oreo with Orange flavor
Afika : Hah, Jeruk?	Afika : What, Orange?
Narator : Ini Oreo Ice Cream rasa Orange, rasakan dinginnya	Narrator : This is Oreo Ice Cream with Orange flavor, feel the cold
Anak laki-laki : Diputar, dijilat, dicelupin	Boy : Turn it around, lick it, soak it
Anak laki-laki + Afika: Brrrrrrrr, dingin dingin.	Boy + Afika: Brrrrrrrr, it's cold.
Anak laki-laki : Hanya Oreo	Boy : Only Oreo.

A loving and caring attention might have been missing among the people nowadays. A family sometimes does not know who live next to them or the neighbor. Parents cannot spend some time together with their children just because they have to work early in the morning and return home at night. This lack of attention might also form community which ignores and abandon each other. Starting to give a loving and caring treatment to everybody and everything is probably a way to build a good character.

### III. CONCLUSION

The result might be considered as a reference for the makers of commercial breaks that their work of art could be contributive for building the character of the people. As for educators, especially English teachers, there should be an endless effort in finding and creating any possible ways to help building the good character of their students. Teacher always has the main role in selecting and utilizing the materials that has cultural content.

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