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LOCAL CHILDREN'S STORIES IN VISUAL MEDIA: A CONTENT ANALYSIS

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Abstract: Popular culture, which is influenced heavily by visual media such as television and film, includes perspective, attitude and image within the mainstream of a given culture. The influence of visual media has transformed oral culture into visual culture. Children's stories which are used to be verbally transmitted in speech and took the form is now visually transmitted to children. Like in other countries, this shift is inevitable in Indonesia. The era of popular culture provides challenge since the children stories which are broadcasted on local visual media do not only contain local content, but also foreign children stories. Children stories from England, America, Russia, South Korea, and Malaysia have been aired on local television channels and become popular children's entertainment. Using content analysis, this paper addresses the issue on how to promote our local children stories to gain popularity as favorite entertainment in local visual media.

Keywords: *visual media, content analysis, children's stories*

INTRODUCTION

Since the establishment of the first Indonesian national TV in 1962 until now, TV has made a lot of changes in the local culture. TV has generated the shifting of traditional children's culture which used to be spoken into written. Following the shifting is the changing of perspective, attitude and image within the local culture which is not only caused by the fact that what used to be verbally transmitted in speech is now visually transmitted to children, but also the presence of foreign content in children's entertainment. Along with the establishment of private TV channel in the 90's, local children's entertainments have competed with foreign children's entertainments.

The hand puppet show which has initiated the children's entertainment broadcasted in national TV stations is later on replaced by cartoon or animation. The history of animation in Indonesia dated back to the beginning of 80's, when American and European animation were introduced in the form of video cassette format. Along with the end of the era of video cassette, animated children's stories were broadcasted in TV channels and immediately became a trend in Indonesian viewers, especially children. Since the mid 90's Japanese animations, called *anime* which is different from cartoon in term of picture and storytelling, have also boomed and become popular on private TV channels. Until present times, more countries have satisfied children with their animations.

Children's stories with foreign content have been dominated on local TV channels since the establishment of private TV channel in the 1990's till 2000s. This phenomenon can be seen from the total number of foreign children's stories which outnumber local stories. For instance, during the 1990's till 2000s there were 30 Japanese *anime* on local TV channels and gained high popularity among children.