

ABSTRAK

M. Adji Firmansyah: Analisis Wacana Kritis Pesan Dakwah Anak Pada Serial Animasi Playlist Cerita Ubay Kanal Youtube Yufid Kids

Perkembangan media digital mendorong lahirnya berbagai media dakwah yang lebih adaptif, salah satunya melalui animasi yang ditujukan kepada anak. Media animasi tidak hanya berfungsi sebagai hiburan, tetapi juga dimanfaatkan untuk menyampaikan nilai-nilai Islam melalui cerita yang dekat dengan kehidupan sehari-hari. Salah satunya adalah serial animasi Cerita Ubay yang menyampaikan pesan dakwah melalui pengalaman tokoh, relasi sosial, dan penyajian visual yang sesuai dengan karakteristik anak. Kondisi tersebut menarik untuk dikaji guna memahami bagaimana konstruksi dakwah dibangun dalam serial animasi Cerita Ubay.

Penelitian ini bertujuan untuk menganalisis konstruksi dakwah dalam serial animasi Cerita Ubay menggunakan pendekatan Analisis Wacana Kritis Norman Fairclough (1995). Analisis difokuskan pada tiga dimensi Fairclough, yaitu dimensi teks, praktik wacana (*discourse practice*), dan praktik sosial (*sociocultural practice*) untuk mengungkap bagaimana nilai-nilai Islam direpresentasikan, diproduksi, dan dimaknai dalam media animasi anak.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif melalui metode Analisis Wacana Kritis Norman Fairclough. Data diperoleh melalui observasi video playlist Cerita Ubay, wawancara dengan tim produksi Yufid Kids, dan dokumentasi dari web Yufid Network. Data kemudian dianalisis berdasarkan tiga dimensi Fairclough, yaitu analisis teks, praktik wacana, dan praktik sosial.

Hasil penelitian menunjukkan bahwa dakwah dalam Cerita Ubay dikonstruksi melalui tiga bentuk utama. Pertama, wacana dakwah direpresentasikan pada tingkat teks dibangun melalui pengalaman keseharian, relasi interpersonal, dan identitas tokoh yang menghadirkan nilai keislaman melalui situasi, interaksi, serta keteladanan yang dekat dengan kehidupan anak. Kedua, praktik produksi dan distribusi wacana dakwah membangun kredibilitas dakwah yang terencana, mulai dari riset materi, penyusunan naskah, validasi isi keagamaan, hingga penyajian visual. Ketiga, praktik sosial dan nilai ideologis direpresentasikan melalui wacana dakwah, penyampaian dakwah diadaptasikan dengan karakteristik budaya media digital melalui penggunaan animasi, bahasa komunikatif, dan alur cerita sederhana tanpa mengurangi substansi ajaran Islam. Secara akademik, penelitian ini memperluas penerapan Analisis Wacana Kritis Norman Fairclough dalam kajian Komunikasi dan Penyiaran Islam, khususnya pada media animasi anak. Secara praktis, temuan ini diharapkan menjadi rujukan bagi kreator konten Islami dan pengembang media dakwah dalam merancang konten yang edukatif, komunikatif, dan sesuai dengan karakteristik anak.

Kata Kunci: Animasi anak; analisis wacana kritis; norman fairclough; cerita ubay; dakwah digital

ABSTRACT

M. Adji Firmansyah: A Critical Discourse Analysis of Children's Da'wah Messages in the Animated Series Playlist Cerita Ubay on the Yufid Kids YouTube Channel

The development of digital media has spurred the emergence of various forms of da'wah media that are more adaptable, one of which is animation aimed at children. Animated media not only serves as entertainment but is also used to convey Islamic values through stories that are relevant to everyday life. One such example is the animated series Cerita Ubay, which conveys da'wah messages through the characters' experiences, social relationships, and visual presentation tailored to children's characteristics. This phenomenon warrants examination to understand how the construction of da'wah is shaped within the "Cerita Ubay" animated series.

This study aims to analyze the construction of da'wah in the "Cerita Ubay" animated series using Norman Fairclough's (1995) Critical Discourse Analysis approach. The analysis focuses on Fairclough's three dimensions text, discourse practice, and sociocultural practice to reveal how Islamic values are represented, produced, and interpreted in children's animated media.

This study employs a constructivist paradigm with a qualitative approach using Norman Fairclough's Critical Discourse Analysis method. Data were collected through video observation of the Cerita Ubay playlist, interviews with the Yufid Kids production team, and documentation from the Yufid Network website. The data were then analyzed based on Fairclough's three dimensions: text analysis, discourse practice, and sociocultural practice.

The research findings indicate that da'wah in Cerita Ubay is constructed through three main forms. First, the discourse of da'wah represented at the textual level is built through everyday experiences, interpersonal relationships, and the characters' identities, which convey Islamic values through situations, interactions, and exemplary behavior that are relevant to children's lives. Second, the practices of producing and distributing da'wah discourse build the credibility of a well-planned da'wah effort, ranging from content research, script development, and validation of religious content to visual presentation. Third, social practices and ideological values are represented through da'wah discourse; the delivery of da'wah is adapted to the cultural characteristics of digital media through the use of animation, communicative language, and simple storylines without compromising the substance of Islamic teachings. Academically, this study expands the application of Norman Fairclough's Critical Discourse Analysis in the field of Islamic Communication and Broadcasting, particularly in children's animated media. Practically, these findings are expected to serve as a reference for Islamic content creators and da'wah media developers in designing content that is educational, communicative, and appropriate for children.

Keywords: Children's animation; critical discourse analysis; Norman Fairclough; Ubay's stories; digital da'wah