

INTRODUCING ENVIRONMENTAL LITERACY THROUGH THE ANIMATED FILM OF "OMAR & HANA": VISUAL DISCOURSE ANALYSIS

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When it comes to being a living creature, environmental literacy is an essential component of conscious awareness. The animated film "Omar & Hana" is one of the ways that environmental literacy attitudes may be taught, and it is one of the ways that environmental literacy could be implemented. An examination of the environmental literacy attitudes that are portrayed in the animated film "Omar & Hana" is the topic of discussion in this research. An investigation into the ways in which this animated video helps to the formation of environmental literacy awareness and attitudes among its audience is the purpose of this study. This research resulted in the creation of the objectives and outcomes of this research, which was accomplished through the utilization of a qualitative approach or method of data analysis. Using both primary and secondary sources of information, an analysis of the animated film was carried out by analyzing each individual scene in the episode. The results of this study indicate that the audience is exposed to an environmental literacy attitude through the medium of this animated film. It addresses significant ideas like sustainability, green efforts, and a loving attitude toward nature and the environment, effectively incorporating environmental messages into its narrative in a way that is both innovative and effective. Additionally, the narrative and visual features of the animated video all work together to effectively promote the concepts of environmental literacy.

Keywords: *environmental literacy, environmental attitudes, animated film, green initiatives*

A. INTRODUCTION

This paper is designed to reveal the context of environmental literacy in several scenes in the animated film "Omar & Hana". Environmental literacy can be defined as an individual or community's understanding of the surrounding environment (Saltan, 2017). In another opinion, environmental literacy is awareness and concern about the environment and its problems as well as knowledge, skills, and motivation to work on solving current problems and preventing new problems (McBride et al., 2013; Santoso et al., 2021). Meanwhile, according to Wong et al. (2017), environmental literacy aims to create a society that has an attitude towards the environment. This attitude allows a person to take an appropriate action to maintain and restore the environment.

In the world of modern entertainment, animated films are often a powerful tool to convey valuable messages. The animated film "Omar & Hana" is one striking example in this regard. "Omar & Hana" is a Malaysian animated film created by Fadillah Abdur Rahman and produced by Astro Malaysia in collaboration with DD Animation Studio (Riris, 2023). The uniqueness of this animated film is the delivery

of its message through Islamic songs and interesting stories. In this animated film there are two main characters, Omar and Hana. Omar is six years old with a wise, curious and high belief character. While Hana is four years old with a smart, cheerful, active, and brave character.

Although known as entertainment for children, the animated film "Omar & Hana" also offers more than just entertaining stories, it introduces the concept of environmental literacy to the audience (Westri & Pransiska, 2021). In the animated film, the main characters, Omar and Hana, engage in moments that teach the importance of protecting nature and inform about how humans can play a role in protecting the earth. In this article, there is a discussion of several scenes in the animated film "Omar & Hana" that cleverly insert environmental literacy messages. The author writes the article with the aim of analyzing several scenes in the film "Omar & Hana" that reflect environmental literacy attitudes. These environmental literacy attitudes are used as appropriate teaching that has meaning and can be applied to everyday life. This article will describe how the animated film uses a strong story narrative to take the audience on an educational journey about environmental conservation. Conservation itself is an effort to save energy, efforts to manage and protect natural resources and the environment, efforts to protect the environment in the long term, and efforts to protect natural habitats (Christanto, 2014). The way this animated film evokes environmental literacy is by providing knowledge and inspiring positive action.

Through the scene-by-scene observation method, it will understand how "Omar & Hana" is not just children's entertainment, but also an effective tool in shaping awareness about sustainability and nature protection (Wijaya, 2020). Thus, this article will explain how "Omar & Hana" creates a fun and engaging learning experience for the audience while introducing environmental literacy. Through scenes in the animated film, it will explore how environmental messages are hidden in stories that bring great impact and encourage caring for nature.

There are several articles underpinning this study. Lestari (2020) in her thesis "Nilai-Nilai Pendidikan Akhlak dalam Film Animasi Omar dan Hana," explores the depiction of moral education in the animated film Omar & Hana, paralleling the current research's focus on positive behavior education but with an additional emphasis on environmental literacy. Westri and Pransiska (2020) in their journal article "Analisis Nilai-Nilai Agama dan Moral Anak Usia Dini Pada Film Animasi

Omar dan Hana," analyze how the film conveys religious and moral values to early childhood audiences, similar to the author's investigation of character education, though their focus is on young children while the author's research targets a broader demographic. Enggarwati (2021) in her thesis "Nilai-Nilai Pendidikan Karakter dalam Film Pendek Animasi Omar dan Hana: Relevansinya dengan Pendidikan Agama Islam," discusses character education within the film in relation to Islamic teachings, which, while aligned with the author's study in examining character education, diverges by specifically addressing its relevance to Islamic education.

B. RESEARCH METHOD

This research uses visual discourse analysis with a qualitative approach. Discourse research is useful for uncovering, understanding and analyzing messages and meanings. The author uses primary data sources and secondary data sources. Primary data sources are obtained directly from the main source, namely scenes, dialog, stories and other elements in the animated film Omar & Hana. Taken from episodes that contain positive values and behavior towards environmental literacy. Researchers took several episodes of Omar and Hana that aired from 2018 to 2022. Meanwhile, secondary data sources are taken from various sources that can provide additional data to complement primary data sources. Secondary data sources used are additional data sources that the author makes as literature review. The data sources used in this research come from journal articles and theses.

C. RESULTS AND DISCUSSION

A film can be used as a learning media by displaying various behaviors through scenes that contain a teaching. The animated film presents it by displaying interesting audio and visual media. One of the films that is useful, free from negative elements and teaches the attitude of environmental literacy is the animated film Omar & Hana. These things are shown through the characters, story, dialog, setting and atmosphere in Omar & Hana. Environmental literacy behavior is clearly shown in several scenes in Omar & Hana, such as protecting animal habitats, protecting nature, and saving water. The section below will critically explain how the positive values and behaviors of environmental literacy are shown in Omar & Hana.

Table 1. Scenes data or episodes of the Omar & Hana animated film under study:

No	Episode	Picture	About	Published	Minutes
1.	Hero Alam		Alerting people who are about to steal birdhouses (protecting animal habitats)	October 4, 2021	4:50-5:18
			Reminding people who will cook with fire in the forest (protecting nature)	October 4, 2021	6:02-10:35
2.	Air Habis?		Water saving	September 21, 2019	0:00-8:10.
3.	Cinta Haiwan		Cleaning up marine debris	March 17, 2022	12:40-14:35
4.	Burung Emu		Love and take care animals	November 2, 2019	0:00-7:14
5.	Kutip dan Buang		Throwing garbage in its place	September 5, 2018	0:00-2:16

Further analysis of some scenes are discussed in the following segments. "Hero Alam" is one of the episode titles from the cartoon animation "Omar & Hana". In this episode there is a scene where two men who appear to want to take a bird's nest in a tree. Unluckily for them, the bad thing they were going to do was known by Omar, Hana, Mama and Papa. As a result, the two men thwarted their plan to take the bird's nest. After seeing that, Omar and Hana blamed the two young men's actions because if the bird's nest was taken, the birds would lose their home. Therefore, Papa explained to take good care of the forest and its contents.

This explains that there are still many people who behave badly towards the surrounding environment, especially to animals (Purves, 2018). They utilize natural resources recklessly for their personal interests without caring about the consequences (Richard, 2008). In fact, as fellow living beings, humans should be able to do other living things. It is common knowledge that humans are taught to love and protect animals. Therefore, it is necessary and important to hold appropriate socialization to arouse public awareness of the importance of respecting and understanding the welfare of animals and the natural environment from an early age (Arsyad, 2017).

The perpetrators of forest destruction and its contents should be given appropriate reprimands. This needs to be done to create a better environment, especially to protect animal and their habitats. In this scene in the episode "Hero Alam", it has explained well how important awareness is to care for animals and their habitats. Expressions of anxiety, worry and anger are clearly depicted by Omar, Hana, Mama and Papa. They clearly show their concern for animals and their habitats. The attitude of environmental literacy has been taught, indirectly it has also invited the audience to be environmentally literate and apply the attitude of environmental literacy in life.

The message of not "Cooking using fire in the forest" is seen through the episode "Hero Alam." There is a further scene that reflects environmental literacy. There is a scene where the two men in scene 1 were cooking using fire in the forest. Papa noticed this and tried to admonish them not to cook with fire because it would trigger a fire. On the other hand, they did not heed Papa's warning and continued cooking with a big fire. Shortly after, a dry leaf flew into the fire and burned around it, causing a forest fire. They shouted for help and Papa came to their rescue. After everyone was safe, Omar and Hana blamed the two men for burning the forest and

making the animals lose their homes.

Careless behavior like in the scene is not justified. Often many people do not think long in doing something. In fact, Forests are critical habitats for many living things, and habitat loss for a species is strongly influenced by fire frequency (Stone et al., 2022). However, humans who act carelessly even damage it. In the scene, it is clearly depicted the condition of the forest after burning, many animals came out screaming for help. Apart from causing harm to animals and plants, forest fires also have a negative impact on humans. Forest fires have serious impacts on property, ecology, environment and population (Kumar, 2022). Animals that lose their homes will enter residential areas and the worst impact is air pollution and flooding. If the environment is damaged, it is not only the current generation that bears the consequences, but future generations will also feel it (Hijriati & Mardiana, 2014).

In this scene, there is a clear depiction of environmental literacy. Omar, Hana, Mama and Papa look very concerned about the conditions that occur. This scene educates the audience to always protect the forest and its ecosystem. Listening to advice from others is also necessary in this context. Being stubborn and unwilling to listen to what others have to say is not something good. This is also clearly illustrated in this scene.

Water saving can be seen in the scene Education about environmental literacy is also found in the animated film "Omar & Hana" in the episode entitled "Air Habis?". This episode tells the story of the environmental conditions of Omar and Hana's house which is experiencing water shortages. They only have a small stock of water so they have to collect rainwater for daily needs such as bathing, brushing teeth, and washing. In the midst of their condition that must save water, Omar and Hana did something careless, namely forgetting to turn off the water tap. This panicked Omar, Hana, and Mama. Mama explained to them to always save water because saving water is something that Allah loves and a sign of gratitude to Allah.

Water as a natural resource is something to be grateful for and used as best as possible. However, in certain situations, a water crisis may occur (He, 2021). This is very disturbing not only for humans, but also for other living things. As an environmentally literate human, saving water is something that must be done. Saving water needs to be done to maintain the availability of water in the future and maintain the balance of the ecosystem (Margot et al., 2017).

In this scene, the importance of environmental literacy in the context of saving

water is explained. This scene teaches the audience to always appreciate water and use water sparingly. In addition, Omar and Hana show their fear if the water really runs out. This teaches the audience to always be grateful to God for giving water for free.

One of the episodes in the animated film "Omar & Hana" entitled "Cinta Haiwan" tells the story of Omar, Hana, Mama and Papa who are on vacation at the beach. However, there they found a lot of garbage floating on the sea water. As a result, Mama suggested cleaning up the garbage together. After that, Mama and Papa explained that if the sea is clean, the fish will like it, because the sea is the home of fish and other aquatic animals. Mama and Papa also taught Omar and Hana not to litter, especially in the sea.

Litter is a common problem that never ceases to occur, whether it is on land or in the sea. Human actions that often litter have become a common disease in the world. Yoon (2021) explains that currently, public responsibility and awareness in managing waste is still low. More than eight million tons of plastic waste are dumped into the sea each year. The negative impact of marine debris is very dangerous for marine animals and biota (CSIRO, 2014). Various marine animals such as sea turtles, sea lions, and others often think plastic waste is their food, so it is very dangerous if these animals consume it. In this scene, it explicitly invites the audience not to litter, especially in the sea, because the sea is home to many animals. Omar, Hana, Mama and Papa show real-life examples of them cleaning up a lot of garbage in the sea. Omar and Hana also imagine the bad impact that will happen if there is a lot of garbage in the sea and it hurts the animals. They understand the context of environmental literacy well.

In an episode titled "Burung Emu" in the animated film Omar & Hana, showing a scene when Omar and Hana are feeding rabbits, they see a duck choking, then they immediately call Kak Emi to help the duck. Finally the duck was successfully helped by kak Emi. Omar and Hana felt like they wanted to be like kak Emi who was very familiar with all the animals there. Afterward, Omar and Hana are introduced to the Emu Bird, and they are taught to take care of it together.

Animals as living creatures have an important role in the ecosystem, environment, and human lives (Alves & Barboza, 2018). Animals make important contributions to the environment by doing various things that benefit nature. These

things, like other living things, contribute to soil and plant fertility, and provide food sources for various organisms, including humans. Caring for and loving animals is a form of respect for biodiversity and a positive contribution to the balance of the ecosystem as a fellow living being (Wunderlich et al., 2021). In this episode, it provides education that the audience is taught to always care, love, feed and clean the animal cages. This is an attitude of environmental literacy. Loving animals involves understanding their role in the ecosystem. In addition, loving animals means understanding and respecting their living space, which means creating awareness of the importance of preserving biodiversity and natural habitats. Awareness of animal welfare and protection of their habitats is an important aspect of environmental literacy. It encourages participation in conservation and nature protection efforts.

The episode titled "Kutip dan Buang" is an episode that tells about the discipline of throwing garbage in its place. Omar, Hana and family are eating ice cream together in the yard. Since the ice cream that Omar ate was finished, Omar threw away the ice cream bar carelessly. Hana advised him not to litter. Then with the help of Mama and Papa, Omar is taught to throw garbage in the trash can.

Waste is the residue of daily human activities and or natural processes in solid form (Regulation number 1 of 2012 on Environmental Management). According to WHO, waste is something that is not used, not utilized, unpleasant, or something that is discarded that comes from human activities and does not occur by itself (Arsanti & Sekarsih, 2022). Waste management that is not done efficiently will cause negative impacts such as environmental pollution, the risk of spreading diseases, damage to the beauty of the environment, harm to the preservation of natural resources, increases the risk of fire and flooding (Sasman, 2021). In addition, uncontrolled accumulation of waste can endanger biodiversity, and cause social and economic problems in the vicinity.

The audience is directly given the understanding that littering should not be careless and must be in its place. Adhering to the rules of littering is an integral part of environmental literacy, as this action reflects understanding and responsibility for environmental sustainability. Through this habit, individuals contribute to maintaining cleanliness, preventing pollution and maintaining the ecosystem, all of which are important aspects of environmental literacy.

Aired in the episode "Jom Kemas Masjid", Omar, Hana, and friends were told by

Pak Ustadz to bring cleaning tools. The cleaning tools will later be used to clean the mosque. They happily cleaned the mosque together. Even though in the middle, Omar, Hana and friends made a mess of the mosque, they still cleaned it again because they thought of the positive impact if the mosque was clean.

Humans and the environment are two elements that have dependence on each other (Rosmiati & Imam Tabroni, 2021). The environment is one of the sources of energy that must be managed properly and wisely. Caring for the surrounding environment such as cleaning and maintaining the mosque if it looks dirty is an attitude of caring for the environment. Activities like this encourage active participation and empower the mosque congregation. Responsibility for the cleanliness of the mosque and the surrounding environment is a shared responsibility. The mosque is a place of worship that must be kept clean, comfortable and safe.

This episode provides a social education message in the form of environmental literacy. It is said so because it shows awareness of the cleanliness of the surrounding environment, creating a comfortable environment and environmentally friendly practices. The act of cleaning the mosque contributes to environmental literacy with practices that support sustainability and understanding of environmental responsibility.

D. CONCLUSION

In conclusion, the animated film "Omar & Hana" can be considered as an effective tool in improving environmental literacy to its audience. Shown in several scenes in several episodes, the attitude of environmental literacy is clearly illustrated. The environmental literacy attitudes described include saving water, awareness of throwing garbage in its place, love for animals and plants, and care for the environment. The animated film creatively integrates environmental messages into its storyline, addressing important concepts such as sustainability,

green initiatives and caring for nature. The narrative and visuals of Omar & Hana are very persuasive and easy to understand to encourage environmental awareness. With a creative approach and deep understanding, this animated film has the potential to shape a more caring and environmentally responsible generation in the future.

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