



Analysis of Nonverbal Communication in the Cartoon Series Shaun the Sheep Episode We Wish a Merry Christmas

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ARTICLE INFORMATION

Article history:

Received July 13, 2023
Revised August 17, 2023
Received August 30, 2023

Keywords:

Early childhood;
Non-verbal Communication;
Mute Animation.

ABSTRACT

Nonverbal communication is communication that is done only by using gestures, facial expressions and eye contact. The function of nonverbal communication for early childhood is to stimulate children's motor and sensory abilities, it can also increase children's imagination. There are several cartoons that use nonverbal communication, one of which is the Shaun The Sheep cartoon. In the *Shaun The Sheep* program, the researcher chose an episode of *We Wish A Merry Christmas* which tells a story where livestock owners feel sad because they don't have Christmas accessories, Bitzer and Shaun know that they and other sheep are working together to make Christmas accessories for livestock owners. This cartoon uses nonverbal communication in which it can increase the audience's imagination as well as teach children mutual cooperation, mutual assistance and tolerance. Researchers also use nonverbal theory to involve creating and interpreting messages using only body movements and facial expressions

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INTRODUCTION

Animation is the process of creating motion effects that occur within a certain period of time where the results of object processing are depicted as if they were alive. This animation also has various kinds of characters that make diversity in a story. (Oktavia 2018) Animation is a collection of images or objects that regularly follow movement at any time. Understanding pictures or objects are pictures of humans, animals and writing where the manufacturing process uses logical thinking to make and determine the direction of motion of objects from their initial position to their final position. Animation has high appeal so that the display can look better. Animation is a series of photos, images, objects, text, colors, special effects that are arranged sequentially and are known as frames. (Primary 2022)

Communication is the process of requesting information from individuals, groups, or society. Definition of Communication According to the Big Indonesian Dictionary, communication is: (1) Sending and receiving messages between two or more people so that the intended message ,

relationship, contact can be understood. (2). Transportation (KBBI, 2023). In general, communication is done orally or verbally so that communication is conveyed and understood by both parties. Nonverbal communication according to Nurudin (2016: 134) is "All forms of communication without using verbal symbols such as words either through conversation or writing. Nonverbal communication can be in the form of symbols such as hand movements, colors, facial expressions and so on." (Sagita 2018)

Our children are a source of national assets, it is in their hands that the wheels of our country will run. Therefore, as the nation's next generation, it is necessary to have optimal guidance and development that must be carried out from an early age. Quality human resources do not just come, all require careful preparation. So it is not wrong to say that quality human resources must be prepared early on. The existence of quality human resources can be a profitable national asset. (Masdudi 2019)

Children's education is essentially education that is organized with the aim of facilitating the growth and development of children as a whole or emphasizing the development of all aspects of the child's personality, which includes cognitive, language, social, emotional, physical and motor aspects (Masdudi 2019). Therefore, children must be given a good education in order to become successful human beings for the nation, religion and culture. Communication is a very important initial means for children to understand what is meant by the people around them. Good communication for children uses spoken language. With language, children can communicate their intentions, goals, thoughts and feelings to others. In everyday life, humans cannot be separated from language. With language, humans can get along with fellow humans on this earth. (Friantary 2020) However, the use of nonverbal language is also good for children's communication because it can increase children's imagination. The formation of positive values in children can be influenced by stimuli that arise from within themselves and from other people such as parents and the surrounding environment. As a parent, you will definitely provide the best education for your child, one way is to provide educational shows so that they can increase their child's knowledge (Lani et al. 2021). There are several animated films that use non-verbal communication, one of which is Shaun The Sheep, Bernard Bear, and also Tom and Jerry.

Animated films that use nonverbal communication are called silent animation. This silent animation can increase the imagination power of the audience. Currently there are many media showing animated films that use verbal and nonverbal language, one of which is YouTube, television, TikTok and other media. Television media exists in every Indonesian family, both in villages and cities. Television is one of the audiovisual mass media which is considered capable of influencing its viewers through its broadcasts. Television is able to convey messages that seem to be between the communicator (host) and the communicant (audience). Repeated television broadcasts are thought to affect people's lives. (Retnaningsih 2013) Currently there are many silent animations produced by animators that are shown on television or on YouTube. An entertaining and interesting storyline makes some silent animations liked by audiences, especially children. In this case the writer chose the animated title Shaun The Sheep as research because the number of viewers was not small and also several episodes instilled tolerance between countries and religions. Shaun The Sheep which tells about a group of sheep who behave like humans, smart, creative and intelligent. The large number of fans of this film adds to the popularity of this film audience, so that many people make replicas of Shaun the Sheep doll toys and sell them in shopping centers and on the roadside.

In one of the shows in the film Shaun The Sheep, the director made a special episode titled "We Wish A Merry Christmas" which tells about Christmas celebrations. In this episode, the Christmas nuance is very thick with Christmas tree decorations, snow falling, hanging socks, and so on. This 7-minute episode, which aired on March 19 2016, had a fairly high audience of around 15,399,389. ([youtube.com/shaunthesheep](https://www.youtube.com/shaunthesheep)).

Celebrating Christmas in Indonesia is permitted and accepted by society. Even though the majority of Indonesia's population is Muslim, people still accept Christmas celebrations, and there

are even several malls or places in the world that make Christmas decorations in their shops. This shows that Indonesia is a country of *Bhinneka Tunggal Ika* which are different but still one. The importance of mutual respect and respect for fellow human beings, tolerance must be properly fostered so that harmony in society can be realized. Tolerance is the ability to respect the traits, beliefs and behavior of others. In Islamic religious literature, tolerance is called *tasamuh* which is defined as the nature or attitude of mutual respect, allowing, or allowing the wishes (views) of others that are contrary to our views (II and Religion, nd) . Tolerance is also a form of respect for one another and not forcing one's will. Humans who consider themselves higher, better, and right tend to develop anti-tolerance. (Fitriani 2020)

In this study, what was obtained was that children would be more sensitive when someone gave a thumbs-up reaction to a child who did something good, which meant that he was great, or a teacher gave a clapping response to a child who dared to come forward in front of his friends, where in his mind the child will think that he is great, good and the child will be brave. When parents wave when their child is going to school, the child will also wave which means see you later.

Children whose imagination development has been trained from an early age will be sensitive to their surroundings. When he plays or is studying with his friends, he will work together and help each other in doing something. Therefore training the development of a child's imagination is very important, the animated cartoon *Shaun The Sheep* is one of the cartoons that children like and cartoons that can increase their imagination. Also in this episode, *Apay* teaches the attitude of cooperation, mutual cooperation and teaches tolerance.

Therefore the researcher chose this episode because the episode broadcast about Christmas celebrations can teach children about tolerance between religions, ethnicities and even cultures. Researchers know that this episode features Christmas celebrations from the title and also the decorations that depict Christmas. The researcher chose this episode because he wanted to know how their communication is conveyed to each other and to the audience through hand and shoulder movements. In a film, verbal communication is needed to convey dialogue so that it can be understood. However, this *Shaun The Sheep* film uses non-verbal communication language, namely only with body movements but is able to make the interlocutor and the audience understand what is meant. Another reason the researcher chose the *Shaun the Sheep* film to study was because the filmmaking method used *the stop motion technique* . clay toys photographed with thousands of frames to create.

RESEARCH METHODS

The research method is a technique that is regularly arranged by the author to collect data in conducting research that is tailored to the object of research. Methodology is also a general approach to studying a research topic. Which is influenced by theoretical perspectives that can be used to conduct research, while that theoretical perspective is also an explanatory framework that allows researchers to understand data and relate complex data to other situations or events. (Permatasari, Wibowo, and Dandharta 2021)

The research method used is the Qualitative Method with a non-verbal approach, namely analyzing something without dialogue. This nonverbal analysis is used to analyze films or theaters that only use gestures without text, but also have meanings to be conveyed to the audience. Every movement made in film or theater has a meaning or emphasis on the audience . By looking at every scene in the film *Shaun The Sheep*, one can see its deep meaning. The meaning of the scene in the film the researcher reveals the messages contained in the film. (Permatasari, Wibowo, and Danadharta 2021)

The process of communication is essentially the process of conveying thoughts or feelings by one person (communicator) to another person (communicant). Thoughts can be ideas, information, opinions and others that arise from his mind. These feelings are in the form of belief, certainty and so on that arise from the depths of the heart (Hadiono 2016) . Which is one of the

methodologies used to explore, interpret, and at the same time deconstruct the thoughts, values or interests that lie behind a media text. With this basic knowledge, textual analysis departs from the assumption that meaning is not single but comprehensive or with polysemic meaning. In this study, what is meant by the scene in the performance is the depiction of every movement of a character made of clay in the farm area in the film *Shaun the Sheep*. (Permatasari, Wibowo, and Danadharta 2021).

RESULTS AND DISCUSSION

Understand nonverbal communication

Nonverbal communication is communication that is done only by using gestures, facial expressions and eye contact. Paradigmatically, it can be concluded that a process of delivering communication is a message to inform other people in order to be able to change attitudes, knowledge, behavior either directly or indirectly. (Mustofa, Wuryan, and Meilani 2021) Nonverbal communication can be in the form of body language, signs, actions or objects. Body language. Body language in the form of facial expressions, head movements, hand gestures, gestures expresses a person's feelings, heart's content, thoughts, wills, and attitudes. (Pohan 2015) Nonverbal language in the form of object, kinetic, sound, and touch communication can foster meaning, perception, and attitude. Non-verbal language occupies a position that is no less important than verbal language. (Luhur Wicaksono 2016)

Nonverbal communication is communication whose message is packaged in a form without words. In real life nonverbal communication is much more widely used than verbal communication. In communicating almost automatically nonverbal comings are used. Nonverbals can also be interpreted as human actions that are deliberately conveyed and interpreted as intended and have the potential to receive feedback from the recipient. In another sense, every form of communication without using verbal symbols such as words, both in spoken and written form. Nonverbal communication can be in the form of symbols such as gestures, colors, facial expressions and so on. (Kusumawati 2016).

Nonverbal communication function

The function of nonverbal communication language for early childhood is to stimulate children's motor and sensory abilities. According to Paul Ekman (1965) and Mark L. (1972) in Mulyana (2017: 349) mentions nonverbal communication has the following functions:

- A. According to the book *Communication Studies: An Introduction* (2020) by Bonaraja Purba, et al, verbal communication has the same meaning as nonverbal when there is repetition or repetition. Repetition is changing back the meaning conveyed from verbal communication. For example, nodding your head when someone says "yes" and shaking your head when someone says "no".
- B. Accentuation is reinforcing verbal meaning by using nonverbal cues, such as hand movements, tone of voice, or slowing down. The communicator uses nonverbal communication to emphasize some parts of the verbal message, for example, widening the eyes to emphasize a word or sentence.
- C. Complementary serves to complement the verbal message. For example, someone waving while saying "goodbye"
- D. Contradiction is usually used when someone is being satirical or humorous. Verbal messages describe one meaning, while nonverbal messages describe true feelings. For example, glancing at another friend while listening to a friend's story means that it is not true.

- e. Verbal replacement symbol substitution. The nonverbal message referred to in this function is very clear. For example, giving a thumbs up when praising the abilities of others.
- f. Regulation of nonverbal communication serves to control when interacting. Nonverbal gestures can drown out verbal messages. For example, leaning forward indicates that you want to say something or pause while speaking (for example by forbidding “umm”). Another example is when making eye contact when talking to the other person (Mulyana, 2017: 349).

Nonverbal messages in the film Shaun the Sheep

In the animated film Shaun The Sheep depicts a group of sheep that have human-like intelligence. This is an interesting thing for the audience because in general animals do not understand their surroundings, but in the film Shaun the Sheep is designed to be interesting, namely sheep can understand their surroundings and can even communicate like humans. In general. The communication used in this film uses nonverbal language. When the sheep communicate using non-verbal language, the audience also learns about events or communications that occur during the film.

Shaun The Sheep is simplified by using non-verbal communication. the use of verbal language is only used a few times by human supporting characters, grandmothers, gardeners, postmen or other characters. In this film more emphasis on body movements as communication between fellow sheep or with other characters. Body movements used such as facial expressions, hand movements, moving the shoulders, and other body movements.

According to the observations of researchers, the film Shaun the Sheep has benefits for early childhood. Film shows that use non-verbal language can increase the imagination of verbal communication from the movements carried out in the film. There are also several virtues that can be emulated in this episode of the Shaun the Sheep film, one of which is the nature of mutual cooperation, and also a sense of empathy between livestock owners, Bitzer (dog), Shaun (smart), sheep and pigs.

After concluding that the meaning of the scene in the episode of Shaun The Sheep We Wish A Merry Christmas has been observed and researched using nonverbal codes, the researcher gets several messages from the film showing the episode We wish a merry Christmas which is categorized as nonverbal. . every scene.

Kinesics affack display (gestures and facial expressions)

Kinesics is the study and interpretation of human bodily movements that may be considered symbolic or metaphorical in social interactions. Facial expressions or facial expressions are the result of one or more facial muscle movements. Facial expressions are a form of non-verbal communication, and can convey a person's emotional state to those who observe them. Facial expressions are an important way of conveying social messages in human life. These facial expressions can show pleasure, disgust, anger, sadness, fear, surprise and so on. These emotions can be seen through the movements of the muscles in the forehead, around the eyes, nose and mouth. (Kurniawan, Heldi, and Hafiz 2012) Expressive gestures are taken as symbolic actions that show or emphasize thoughts, feelings, moods, intentions, and/or attitudes and can be used in combination with, or in addition to, verbal communication. To have shared communication value, physical activity must become habitual, or widely understood.

According to research results, body language turns out to have a percentage of power that exceeds verbal language. For example, in a small group, someone is talking a lot, then there is one friend who places his finger obliquely on his forehead. Everything that was conveyed would be erased by the body language gestures someone had just now. This means that we have to really pay attention to the body language that we have or the interaction really goes naturally. But if in the end it becomes life, then what we do is responded to and benefits. (Rachman 2021)



Figure 1.
Non-verbal: head down)

So, on Christmas the livestock owner wanted to celebrate, but when he looked at his Christmas tree he found the lights were off and he didn't have any other Christmas knick-knacks either. With this phrase the livestock owner seems to be saying "how can I celebrate Christmas if I don't have Christmas trinkets"



Figure 2.
Nonverbal: Shaun touches Bitzer's shoulder and facial expression looks at Bitzer)

So, just as a sad cattle owner doesn't have any accessories for Christmas, Bitzer, Shaun and his sheep look out the window. To make Bitzer feel sad too, Shaun's hand touches Bitzer's shoulder as if to say "Me and the other sheep are sad too"



Figure 3.
Bitzer, Shaun and other Sheep discussing)

This image shows Bitzer, Shaun, and the other Sheep discussing a partnership to make Christmas accessories for livestock owners



Figure 4.

(Sheep are collected to be used as accessories)

This image shows several sheep working together to make accessories for Christmas



Figure 5.

Nonverbal: Shaun's Movement)

Well, the cattle owner has a guest on Christmas Day, after the guest comes home Shaun, Bitzer and the other sheep want to know what the livestock owner is doing at Christmas. Shaun made a hand gesture which meant "come on guests have left let's see what the livestock owners do at this time".



Figure 6.

(Nonverbal: place index finger in front of lips)

So, when Santa Claus gave gifts to all the sheep and finally gave gifts to Timmy, Timmy was startled from his sleep and was immediately startled by making a sound so that Santa Claus turned around and put his index finger in front of his tongue which meant "ssss shut up".

1. Appearance and body shape



Figure 7.

(Smiling bitzer gets a prize)

Bitzer has a proportional body, neither fat nor thin



Figure 8.

(Shaun holding a christmas present)

Shaun is tall and skinny. Among other sheep, Shaun has a special charm because he has intelligence and creativity like humans when solving problems that occur on the farm.



Figure 9.

(Timmy's eyes bulged because he got a Christmas gift)

Timmy is the smallest lamb and has a short, small, slender, and round body



Figure 10.

(Shaun feeds Shirley to move)

For Shirley sheep, they have a very fat body posture so that these sheep are very difficult to move and what they often do is just eat.

So the nonverbal communication that is often used in the episode Shaun the Sheep we wish a merry Christmas is the display of kinesthetic affect or commonly known as gestures and facial expressions. Affect display is a cue that occurs because of an emotional impulse that affects facial expressions. (Parianto¹ and Marisa² 2022) Facial expressions are a form of non-verbal communication that can convey a person's emotional state to those who see them. (Mustakim, Santoso, and Zahra 2017) Regulators are nonverbal movements used to regulate, monitor, guard or control other people's speech. Regulators are culture-bound and not universal. Adapters, namely body movements used to meet physical needs and control emotions. Done when someone is alone and unintentional. (Kurniati 2015) Cattle owners who feel sad because they don't have accessories to celebrate Christmas with nonverbal communication that focuses their heads and also downcast facial expressions show that livestock owners are feeling sad. Shaun also felt sad when he saw Bitzer sad to see that he has cattle that don't have Christmas accessories using the nonverbal kinesic theory system (body movements and facial expressions) with Shaun's hand touching Bitzer's shoulder and followed by a facial expression looking at Bitzer which means followed by Shaun who feels sad . Then the different appearance and shape of the face makes the audience understand the character of

each character. Shaun, with his thin stature and height, is a much loved character by audiences, and his human-like intelligence and creativity are his hallmarks.

CONCLUSION

The nonverbal communication that is often used in the episode of Shaun the Sheep to wish Merry Christmas is the display of kinesthetic affect or commonly known as gestures and facial expressions. Affect displays are facial and body movements to convey emotion. Then the different appearance and shape of the face makes the audience understand the character of each character. Nonverbal communication is also beneficial for children to increase children's imagination. Based on the discussion, it can be concluded about nonverbal communication in the animation *Shaun The Sheep Episode We Wish A Merry Christmas*, the category of nonverbal system theory that is often used in the animation is kinesis affect display. *Affect displays* gestures of the face and body to describe emotions. When explaining the sadness Bitzer, Shaun, and the other sheep see livestock owners sad because they don't have accessories to celebrate Christmas and explain their happiness when working together to make Christmas accessories for livestock owners, also when they get Christmas gifts they often use affect displays. In the category of vocals that is more often used, namely inflection. What you get in this series can increase imagination, teach a sense of mutual cooperation, and also teach tolerance. However, in this cartoon there are several negative impacts, one of which is speech delay in children because in this cartoon, Shaun the Sheep does not use verbal communication. Only a few scenes use verbal language. For children who are just learning to speak, it is not recommended to watch it.

ACKNOWLEDGEMENTS

Alhamdulillahirabbil'alamin, there are no words that are appropriate for me to say to you, O Essence of the Owner of this universe, namely Allah SWT, as an expression of my gratitude. I do not forget to say sholawat and greetings to the late Prophet Muhammad SAW. To my parents, thank you so much because without them I would not have gotten to this point. Who have supported in every way from the beginning until now. Thank you to all of you

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