



REPRESENTATION OF FAMILY COMMUNICATION PATTERNS IN SHAPING CHILDREN'S PERSONALITY IN THE CARTOON "KELUARGA PAK SOMAT"

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ABSTRACT

Family communication plays a vital role in shaping children's personalities, particularly through the communication patterns applied by parents. This study aims to analyze the representation of family communication patterns in shaping children's personality as portrayed in the local animated series "Keluarga Pak Somat" episode 41. This cartoon was selected as the object of study due to its depiction of Indonesian family dynamics embedded with strong cultural values, along with moral and educational messages relevant to daily life. This research employs a qualitative approach using Roland Barthes' semiotic analysis method, which includes three levels of meaning: denotation, connotation, and myth. Data were collected through visual observation of the selected episode, scene documentation, and meaning interpretation supported by interpersonal and family communication theories. The findings reveal that the episode illustrates three types of family communication patterns: democratic, authoritarian, and permissive. The democratic pattern is portrayed through scenes where parents provide space for children to express their opinions and engage in dialogue. In contrast, the authoritarian pattern is shown through dominant parental behavior that limits the child's voice, while the permissive pattern is characterized by the absence of clear guidance from parents regarding the child's choices. These patterns have different impacts on children's personality development, particularly in aspects such as self-confidence, decision-making ability, and understanding of social values. In conclusion, the representation of communication patterns in the "Keluarga Pak Somat" cartoon provides a realistic portrayal of the importance of healthy and balanced communication within the family. The implication is that such animated content can serve as an effective educational medium for introducing family values to children in Indonesia.

Keywords: communication patterns, child personality, family, cartoon, semiotics

1. INTRODUCTION

The family serves as the primary environment in a child's socialization process (Ni'mah, 2024). Communication patterns established within the family play a crucial role in shaping a child's personality, influencing their attitudes, values, and ways of thinking. Healthy family communication can support children in developing social skills, self-confidence, and sound moral values. Conversely, ineffective communication may negatively affect a child's psychological and emotional development. Thus, communication patterns within the family are essential to the development of a child's character.

The animated series *Keluarga Somat* has a significant influence in this regard. It is an Indonesian animation produced by Dreamtoon Animation Studios. *Keluarga Somat* first premiered on Indosiar on June 8, 2013, at 08:00 WIB, and was aired daily until September 9, 2017. It was later rebroadcast on O Channel, RTV, Mentari TV, and Vidio. Each episode of the series runs for 11 minutes, with three episodes aired daily, totaling a 30-minute viewing slot. The animation is packaged in a simple, engaging, and comedic storytelling format.

Each episode portrays the daily lives of Pak Somat and his family members, including Bu Inah, Dudung, and Ninung, along with Dudung and Ninung's friends and the neighbors of Pak Somat and Bu Inah. The *Keluarga Somat* animation has aired approximately 511 episodes. Following its debut, the series has received various awards. On December 2, 2015, *Keluarga Somat* won the 2015 Indosiar Broadcasting Commission Award in the category of "Best Animation Program." The award-winning episode, titled "Air Sumber Kehidupan" (Water is the Source of Life), surpassed two other animated series: *Kiko and Friends* from RCTI and *Adit, Sopo dan Jarwo* from MNCTV.

The main characters in *Keluarga Somat* include Pak Somat, Bu Inah, Dudung, and Ninung. The animation reflects everyday life within Indonesian society and embodies the national motto *Bhinneka Tunggal Ika* (Unity in Diversity). Although Pak Somat and his family are of Javanese descent, other characters in the series represent diverse cultural backgrounds, such as Chinese-Indonesian characters (Koh Hwat and Aling) and Sundanese culture (Pak RT). Pak Somat, as a father figure, provides examples of good behavior, demonstrating the importance of role modeling as a means of shaping a child's character directly through observation and imitation (Nugroho, 2019). Several scenes depict family members engaging in discussions and negotiations to resolve conflicts, teaching children the values of democracy and constructive problem-solving (Winda, 2018). Supportive communication within the family, where members provide emotional support to one another, can enhance a child's self-esteem and confidence (Sari, 2023).

Research by Haulussy and Lopulalan (2022) identifies three primary communication patterns within families: authoritarian, democratic, and permissive. These patterns contribute differently to the development of children's

personalities. Authoritarian communication tends to produce children with closed or even aggressive personalities, whereas democratic patterns encourage children to be more open (Patimura, 2022). In particular, the interactions between Pak Somat and his family members highlight the importance of honest and open communication. This helps children understand the value of honesty and transparency in interpersonal interactions (Santoso, 2020).

A permissive pattern may lead to aggressive behavior in children, and family communication patterns portrayed in media, particularly animation, can influence children's perceptions and understanding of family interaction. The animated series *Keluarga Somat* serves as an example of media that portrays the dynamics of Indonesian families with various values and communication patterns. Research by Lestariningsih (2021) highlights that the series represents the concept of a harmonious nuclear family in which each member supports and interacts positively with one another. Cartoons, as a form of entertainment media, not only serve recreational purposes but also carry educational roles by offering portrayals of family life (Sukriyah E., 2024)

2. RESEARCH METHOD

The researcher employed a qualitative approach using Roland Barthes' semiotic analysis method. The object of the study is Episode 41 of the cartoon *Keluarga Pak Somat*. Data were collected through observation and visual documentation of the selected episode. The analysis was conducted by identifying both visual and verbal signs, followed by interpreting their meanings on the levels of denotation, connotation, and myth.

The research also utilized transcripts of conversations and scenes that demonstrate family communication patterns. In addition, relevant journals and books discussing interpersonal communication, Roland Barthes' semiotics, and the representation of families in animated media were consulted. Previous studies related to family communication patterns and character development in children also supported the analysis.

Utilizing theories of family communication and child personality development sourced from journals, books, or previous research. These references serve as supporting evidence in the analysis. The findings from the cartoon episode are compared with established concepts in academic literature to identify consistencies, contrasts, or unique representations within the animated content.

3. RESULT AND ANALYSIS

Based on the interviews and observations conducted, the author can outline the findings in accordance with the research title, which investigates using significant data derived from the results of Roland Barthes' semiotic analysis of Episode 41 of the cartoon *Keluarga Pak Somat*. The analysis reveals that the cartoon consistently

presents various family communication patterns—ranging from democratic, authoritarian, to permissive—through interactions among family members. These patterns contribute meaningfully to the dynamics of the child's personality development.

Before elaborating on the research findings, the following is a summary of the communication patterns identified from audiovisual observations of the characters' dialogues and gestures. These patterns are classified according to the types of communication (democratic, authoritarian, permissive) represented in the episode.

Table of Family Communication Patterns in Keluarga Pak Somat Episode 41 –
Theme: Cita-Cita

Scene	Democratic Pattern	Authoritarian Pattern	Permissive Pattern
The child expresses his aspiration to Pak Somat	Pak Somat listens attentively, asking about the reasons behind the child's choice.	Pak Somat immediately interrupts and says it is not a good aspiration.	Pak Somat simply nods without comment, offering neither support nor guidance.
The child is asked why he wants to pursue that profession	Pak Somat allows the child to explain, then offers his opinion without forcing a decision.	Pak Somat compares it to past career aspirations and tells the child to follow his directive.	Somat shows no interest in the child's reasoning, simply saying, "Alright then, it's up to you."
The child changes his mind after watching TV	Pak Somat invites the child to discuss and understand the reason behind the change.	Pak Somat forbids the child from changing aspirations and tells him to focus on what was decided.	Pak Somat allows the child to change aspirations without question or guidance.
The child changes his mind after hearing from a friend	The family discusses the influence of peers openly.	Pak Somat firmly rejects the influence of the friend, forbidding the child to change his mind without discussion.	The child changes his mind repeatedly without any discussion or feedback from parents.
The mother tries to mediate the conversation	An open discussion occurs; each family member is given the opportunity to speak.	Pak Somat interrupts the mother and maintains full control over the decision.	Pak Somat remains silent, ignoring the mother's input and the direction of the conversation.

Source: https://youtu.be/dN_WNezx6mE?feature=shared

Based on the information provided by informants residing in Tuntungan 2, Namorih, Pancur Batu, Deli Serdang Regency, North Sumatra 20353—who are regular viewers of the cartoon Keluarga Pak Somat, especially Episode 41 which centers around the aspirations of Pak Somat's son, Dudung—the following insights were gathered:

"I enjoy watching Pak Somat, though I usually watch it on YouTube because the cartoon contains many positive values such as the importance of listening to one another, respecting family members' opinions, and resolving conflicts with understanding and kindness." (Informant I, interview conducted on April 4, 2025)

Another perspective came from Informant II, who shared, "Sometimes my child imitates Pak Somat's way of speaking—firm yet polite. For instance, when asking for permission or speaking to his younger sibling, he tries to use a polite but clear tone of voice." (Interview conducted on April 10, 2025)

Subsequent interviews were conducted with Informants III and IV, university students who are avid viewers of the cartoon Keluarga Pak Somat. "I've been watching since junior high school, especially because the cartoon is about daily life. Besides being entertaining, it also portrays the dynamics of a typical Indonesian family, which can be analyzed from the perspective of interpersonal communication, culture, and even parenting." (Interview conducted on April 22, 2025)

In the scene where the child expresses his aspirations to Pak Somat, a democratic communication pattern is clearly observed. Pak Somat listens attentively and provides space for the child to explain the reasoning behind his ambition. This attitude reflects respect for the child's opinion and openness in family communication. Such a democratic approach stands in stark contrast to an authoritarian communication pattern, which is typically marked by parental dominance and minimal opportunities for children to voice their thoughts. In the context of personality development, a democratic communication pattern allows the child to feel valued and motivated to grow in alignment with their aspirations. However, it is also important to note that although the democratic communication pattern is portrayed as ideal, the cartoon occasionally presents tendencies toward both authoritarian and permissive styles, reflecting the complex realities of family communication dynamics. For instance, a permissive attitude may lead children to experience excessive freedom without proper guidance, while an authoritarian approach can limit a child's creativity and self-confidence. Overall, the representation of democratic communication patterns in this episode conveys a positive message about the importance of open dialogue within the family to support the development of a child's personality.

4. CONCLUSION

Episode 41 of the cartoon Keluarga Pak Somat represents various family communication patterns that impact the development of a child's personality. Through semiotic analysis, it was found that the cartoon conveys a profound moral message about the importance of healthy family communication. The democratic communication pattern is presented as the ideal model for resolving family conflicts. In contrast, the authoritarian pattern—characterized by dominance and limited space for opinion—may hinder a child's creativity and initiative, potentially leading to fear or low self-esteem. Meanwhile, a permissive pattern, which lacks clear boundaries, tends to leave children without sufficient guidance, possibly resulting in confusion when making decisions. Thus, the representation of communication patterns in this cartoon reflects the importance of balance between openness, structure, and support within the family so that children can grow and develop optimally.

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