

# Introduction to Green Behaviour Through Video Media for Early Childhood in Firdausy Kindergarten, Sukoharjo

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## Abstract

*Purpose:* This study aims to educate young children on environmental conservation and foster green behaviors by introducing a video-based instructional session that raises awareness of maintaining a clean, balanced ecosystem and instills a sense of responsibility toward protecting the planet.

*Methodology:* Using a qualitative case-study approach, the research was conducted at Kindergarten Firdausy Sukoharjo. Data were gathered through classroom observations of the video session, semi-structured interviews with teachers and children, and review of students' post-viewing reflections and creative activities designed to gauge their understanding and attitudes.

*Results:* Following the video intervention, children demonstrated noticeably greater interest in environmental topics: they accurately identified ways to keep their surroundings clean, articulated simple conservation practices (e.g., waste separation, water saving), and willingly participated in group activities—such as planting seeds and picking up litter—reflecting a budding proactive stance toward green behavior.

*Applications/Originality/Value:* By leveraging age-appropriate video content, this study provides an effective model for early-childhood educators to integrate environmental education into daily routines. Its findings offer practical guidance on designing multimedia lessons that cultivate sustainable attitudes from an early age, contributing to the broader field of ethnoscience-informed pedagogy and supporting the development of lifelong eco-responsible citizens.

## Introduction

The educational model that has developed in this century cannot be separated from global issues, one of which is the issue of the environment. The environment is regarded as a significant opportunity for human habitation. The environment is viewed as more than just a habitat for living organisms; it serves as a space for sustenance and survival. Nature is not just a mere existence, but rather a manifestation (Giyatni<sup>1</sup>, Sri Katoningsih<sup>2</sup>) of the delicate balance of life, intricately linked with the connection between nature and all living organisms. In their publication from 2022, Sari and Anna discuss the importance of maintaining environmental balance to ensure the proper functioning of every organism within an ecosystem. This balance is crucial for the overall health and stability of the ecosystem. If a species is disturbed or becomes extinct, it will have an impact on other organisms, including humans. Protecting the environment entails safeguarding natural resources. Sustainable forests serve as essential resources, providing trees, supporting the health of the ecosystem, and offering habitat for a diverse array of species. They play a crucial role in maintaining the balance of the environment and promoting biodiversity. Clean water and fertile soil are invaluable resources that must be conserved for the benefit of future generations. By ensuring the protection and preservation of the environment, a sustainable, healthy, and balanced ecosystem is established for both humans and all other living organisms. Small actions taken by each individual can have a significant impact when done collectively with a deep understanding of the situation. Islam, being a humanistic religion, mandates its followers to safeguard the environment for the well-being and prosperity of the Earth. This command is prescribed in the noble verses of the Quran. Then God spoke to me, asserting, "I am the Creator of the land of the Caliph." When your Lord said to the angels, "Indeed, I am going to make a vicegerent on earth." They said, "Will You place upon it one who causes corruption therein and sheds blood, while we declare Your praise and sanctify You?" He said, "Indeed, I know what you do not know" (Muhammad, 2022). Meaning: Remember when your Lord said to the angels: I will create bandits on earth. The individuals posed the question, "Will you create humans who can kill and shed blood?" to which he replied, "Yes, I am aware of knowledge that surpasses your own." This concept is also referenced in the Quranic verse of Surah Al-Maidah, verse 32. For this reason, we have written to the children of Israel that whoever kills a person - unless it be for murder or for spreading corruption in the land - it shall be as if he has killed all of humanity. And whoever saves a life, it shall be as if he has saved the lives of all mankind. Indeed, Our messengers came to them with clear proofs, but many of them continued to commit excesses on the earth after that. On the contrary, those who save the life of an individual are deemed to be saving the lives of all. Our prophets have delivered clear messages to the people, with many of

these messages transcending national borders. This concept is further referenced in Surah Al-Baqarah verse 205. When he turns away, he strives in the land to cause corruption therein and destroy crops and offspring. And Allah does not like corruption. Meaning: "If he turns away (from you or the ruler), he causes corruption on the face of the earth, causing plants and animals to perish." Allah does not approve of evil. The conduct exhibited by organisms in order to sustain and safeguard their surrounding environment is referred to as friendly behavior. According to (Dunn et al., 2011), green behavior (Nurjanah & Mukarromah, 2021) is defined as behavior that serves to maintain and protect the local environment. Environmentally friendly behavior is often a result of heightened public awareness and concern for the well-being of our planet. This awareness stems from a deep-seated love and admiration for Earth's natural resources and ecosystems (Fuadin et al., 2023). Such behavior reflects a commitment to preserving and protecting our environment for current and future generations. Overall, the importance of fostering a culture of environmental consciousness cannot be overstated, as it is essential in promoting sustainable practices and ensuring the health and vitality of our planet. Public awareness of the importance of loving our world should be cultivated in children from a young age, and one effective method is through the use of digital videos. Thank you. Video is an electronic representation of moving images (video) encoded in a digital data format. Visual technology was initially brought to market in 1986 through the Sony Format D1. This innovative system allowed for the recording of lossless standard quality video signals, a feature that has since become a standard in modern digital video formats such as H.264 and MPEG-4. The most recent digital video editing standards encompass HDMI, DisplayPort, Digital Video Interface (DVI), and Digital Serial Interface. Digital video can be replicated without any compromise in its quality. An even more advantageous option would be to.

Hence, one method to introduce young children to the importance of embracing the universe is through the use of educational videos. Digital videos are available in the form of educational content aimed at raising children's awareness about the importance of maintaining and protecting the environment. These videos are designed to be engaging and captivating for children, with the ultimate goal of instilling environmentally friendly behavior in their daily lives. Please let me know if you need any more help. Based on the background description provided, the forthcoming scientific article will delve into the theory of video and green behavior. This analysis will ultimately lead to the development of arguments concerning the efficacy of integrating green behavior into early childhood education. Thank you. Green behavior is a form of behavior aimed at protecting and conserving the environment. It is motivated by a heightened awareness and a sense of responsibility towards the preservation of the planet. According to Putri and Nikawanti (2018), humans inherently possess a sense of belonging and affection for the environment in which they reside. Therefore, it is imperative for humans to cultivate an understanding and responsiveness to their surroundings. Green behavior refers to the actions taken by individuals to protect and conserve the environment within their vicinity (Rida Nurfarida et al., 2022). The noteworthy aspect of environmentally conscious behavior in the interplay between individuals and their surroundings lies in the recognition of the unique identity of a place and the promotion of environmental awareness. Green behavior as a lifestyle will cultivate equilibrium, allowing nature and its inhabitants to thrive, as indicated by the World Economic Forum's Global Shapers Survey (2017). It has been observed that the millennial generation displays a heightened concern for environmental issues, particularly those relating to climate change, surpassing their concern for other global issues. Green behavior should be demonstrated through actions that are grounded in values, norms, and a sense of compassion for the universe. Green behavior patterns are evident in individual behavior in everyday life. This includes activities such as maintaining cleanliness in the home environment, proper disposal of garbage, consumption of healthy food, recycling household waste, and the conscientious use of electricity and water. In accordance with Capra's (2010) definition of green behavior, it can be understood as the ethical treatment of the environment by humans. The focal point of green behavior lies in the moral conduct of individuals as they strive to exhibit compassionate behavior towards the universe..

Environmentally friendly behavior shows responsibility and concern for the environment that must be maintained by everyone. The structure of human behavior towards the environment is related to attitudes and values that are based on knowledge, emotions, and the will to act. Therefore, people's actions towards the environment are based on evaluations based on environmental information and past experiences and attitudes towards the environment. What is interesting about environmentally friendly behavior in human-environment relations is spatial identity and environmental awareness. Place identity is a form of personal identity that includes knowledge of the physical environment in which a person lives. Pointing to a place that is meaningful to him and has meaning in his life. This means that environmental behavior in the 21st century will belong to everyone. Of course this will not be realized without hard work. Sayadieh and Handiani (2014) explained in their research that good behavior towards the environment should be instilled in children from an early age so that children can grow into environmentally friendly and environmentally loving people. Promoting green behavior in preschool children by providing a project-based learning style that can develop children's critical thinking skills, problem-solving skills and independent learning in children. Children should learn and be taught the importance of protecting the environment, such as how to save water, care for plants, and separate organic and inorganic waste.

The research conducted by (Rasmani et al., 2023) is strengthened by previous research conducted by Dahlia (2014) which states that caring behavior is very important in children by providing them with environmental awareness and humanitarian education so that they can develop values in children, an environment that manifests itself in everyday behavior. Digital video is an electronic display of moving images (video) encoded in the form of digital data. Digital photography was first released in 1986 with the Sony Format D1, which recorded unlimited video signals in today's popular digital video formats, including H.264 and MPEG-4 (Kurniasih, 2019). The latest standards for digital video editing include

HDMI, DisplayPort, Digital Video Interface (DVI) and Digital Serial Interface. Digital video can be copied without loss of quality. While analog sources are copied, they experience generation loss digital video can be stored on digital media such as Blu-ray Disc, on computer data storage or streamed over the inter-net to end users who watch the content on a desktop computer screen or digital smart TV in everyday practice, digital video content itself such as TV shows and movies also includes digital audio soundtracks. Digital video is a technology for capturing, recording, processing, transmitting and rearranging images. Digital video is a technology for sending electronic signals from a moving image. The application of video signals is like television, but it can also be used in other applications in the fields of electronics, science, production and security besides digital video is a technology that is useful for capturing, recording, processing, transmitting and rearranging moving images which usually use celluloid film, electronic signals, or digital media(Waton, 2024)

Digital video itself is a type of video recording system that works on a video monitor using a digital system and not an analog system. And digital films are recorded on cassettes and distributed via optical discs such as VCDs and.

## Method

This type of research uses descriptive qualitative research(Aeniyatul, 2019), namely data collected in the form of words, photos. According to Bogdan and Taylor, as quoted by Lexy J. Moleong, qualitative research is a research procedure regarding the description that produces data in the form of notes or sentences from the environment observed by the author. The qualitative approach is an approach carried out at Firdausy Kindergarten Sukoharjo by describing the situation that occurs at Firdausy Kindergarten, the qualitative approach is formed from words obtained from data collection carried out at Firdausy Kindergarten Sukoharjo and analysis that is in accordance with the conditions and situations that occur at Firdausy Kindergarten. Thus, qualitative writing is not only an effort to describe data, but the description is the result of observations that produce data that actually occurs in that place. This writing uses a descriptive type, namely the type of approach that is carried out directly at the research location where in addition to being an observer, the researcher also becomes a subject who is observed in the environment in real terms

While what is meant by the data source in this study is the subject from which the data is obtained(Anto et al., 2024). The data source obtained from the interview in collecting the data, the data source is called an informant, namely a person who provides answers to questions in writing or questions orally. If using observation, the data source is all residents in TK Firdausy Sukoharjo, namely the principal, teachers and students. The source of documentation data is in the form of notes, photos and other data that are the source of the data. In this study, primary data is in the form of words from sources that have been interviewed that have been determined which include several things related to green behavior through video media at TK Firdausy Sukoharjo. While secondary data in this study is in the form of documentation photos. To obtain the data needed in this study, the researcher used the interview method with teachers and principals and teachers and observations conducted at TK Firdausy Sukoharjo.

## Results and Discussion

Based on the field research that the author studied for the introduction of environmentally friendly behavior through videos, reinforced with the following questions

**Table 1.** Results of interviews with the principal of Firdausy Sukoharjo Kindergarten.

| No. | Question  | Answer  | Explanation   |
|-----|---|---|---|
| 1.  | Since when has Firdausy Kindergarten implemented environmental education?     | Firdausy Kindergarten has implemented video-based learning since 2020.                    | Children's interest in learning has increased through video-based learning methods.               |
| 2.  | How does the school instill environmental awareness in children?              | Implementing daily habits of caring for the environment.                                  | Children are accustomed to throwing away waste in the right place according to the type of waste. |
| 3.  | What programs are carried out for environmental care activities?              | Every Friday, a "Healthy Friday" program is held.   | Children are invited to clean up the school environment.  |
| 4.  | How do you deal with the reduction of plastic use implemented in this school? | By encouraging parents and children to bring lunch in containers that do not use plastic. | Bringing lunch in containers will reduce the use of plastic and reduce plastic waste.             |
| 5.  | What strategies are done to keep the environment clean and beautiful?         | Making a weekly schedule for communal work to clean up the surrounding environment.       | By scheduling a communal work program, the habit of caring for the environment will emerge.       |

|   |  |   |
|---|--|---|
| 6. What habits are done to cultivate a caring attitude towards the environment in children? | Accustoming children to throwing away waste in the right place according to its type.  | Accustoming children to sorting waste from an early age between organic and non-organic waste.  |
| 7. How are used goods utilized in this school?  | By creating learning media from used items such as mineral water bottles, milk bottles, used paper, ice cream sticks, and others.  | By utilizing used goods, the amount of organic waste will be reduced.   |
| 8. Is the use of learning via video effective?  | Yes, learning through videos is very effective, because the videos contain images and sounds that are interesting to children so they are more enthusiastic about learning because the material they see is easy to understand and understand. | Learning through videos is very effective for children because there are pictures and videos whose delivery is easier for children to understand and is also more fun in learning activities. |

Based on the results of an interview with the Director of Firdausy University, training conducted by Firdausy University via video media has started in 2020. This activity includes watching videos that can be followed, to various methods for keeping the environment clean and beautiful. Firdausy Kindergarten carries out a program regularly every Friday, where children are taught to dispose of rubbish in the right place according to the type of rubbish to reduce mineral waste. Apart from that, Firdausy utilizes recycled materials which are then used to make educational packages. The use of learning videos has proven to be more effective and efficient, because these videos present images and sounds that make children more enthusiastic about learning, and increase their comprehension and understanding of the material presented. With an introductory video about a friendly environment, children can more easily understand and practice it directly (Wahyuni et al., 2022).

**Tabel 2.** Results of interviews with teachers of Firdausy Sukoharjo Kindergarten.

| No. | Question  | Answer  | Explanation  |
|-----|---|---|--|
| 1.  | Do the children throw their trash in the bin ?                                | Children are taught the habit of throwing their trash in the bin.   | The habit of throwing trash in the bin should be instilled from an early age.  |
| 2.  | What do the children do when they see litter ?                                | When children see litter, they will happily clean it up.  | A sense of responsibility instilled from an early age.   |
| 3.  | How do children keep the environment clean ?                                  | A duty roster is made to clean the classroom and its surroundings.  | With a duty roster, children will be responsible for the cleanliness of the school environment.  |
| 4.  | How to reduce plastic waste ?   | By having children bring lunch from home in containers instead of plastic bags.   | Bringing lunch in containers will reduce the amount of plastic waste.  |
| 5.  | How do teachers cultivate children's character regarding environmental care ? | A weekly « Clean Friday » activity is scheduled where children are invited to clean up the surrounding environment.   | With regular habituation, children's character can be formed.  |
| 6.  | How to cultivate children's habit of maintaining environmental cleanliness ?  | By getting used to throwing trash in the bin and creating a duty roster.  | Habits must be practiced every day so that children become accustomed to doing it.   |
| 7.  | How to utilize plastic waste in the school environment ?                      | By creating learning media from recycled materials.   | By utilizing recycled materials to create learning media, 2057 twill reduce waste and teach children about recycling.  |
| 8.  | After learning via video, what are the results? is there any change?          | After implementing learning through videos, very positive changes were seen in the children. They become more enthusiastic about learning and understand the material being taught better. With learning videos, the teaching process becomes more effective, so teachers can more easily convey material thanks to the visual and audio assistance from videos. Apart from that, the interesting picture and sound elements in the video also succeeded in increasing children's interest in learning. | Learning through videos is very fun for children. They become more enthusiastic about learning thanks to the interest and curiosity that arise from the images and sounds in the video. The use of videos increases the effectiveness of children's study time, makes them concentrate more during the lesson, and better understand and understand the material being taught. Apart from being interesting for children, learning through videos is also very helpful for teachers in delivering learning material. |
| 9.  | What are the results of introducing   | Introducing environmentally friendly behavior to children through videos has proven to be very  | Learning using videos is very effective because it can attract children's attention and increase their   |

environmentally friendly behavior to children through video?

effective and efficient, considering the attraction that children have towards the images and sounds in these videos. By using videos, children's level of understanding of environmentally friendly behavior has increased significantly. After watching the video, the children showed great enthusiasm to implement actions to protect the environment, thereby creating a cleaner, more beautiful, beautiful and comfortable environment.

enthusiasm for learning. With videos, learning material becomes easier to understand and accept, so children feel more enthusiastic about applying and practicing the things they learn. In this context, the material presented is an introduction to a friendly environment for children.

Based on the results of interviews with teachers at Firdausy Kindergarten, introducing green behavior or protecting the environment from an early age by getting used to throwing garbage in its place and of the same type as the type of garbage, to instill environmental characteristics. protecting by maintaining the Clean Friday program and collecting clean classrooms and using non-organic waste to create an educational platform and involving children in waste management(Salam et al., 2022). Environmental awareness is important for understanding environmental protection behavior. If people know that they need to protect the environment where they live, they will protect the environment. If someone has a good character, they will understand their environment. Environmental awareness is also related to social support. Of course, if there is strong social support for environmental protection, then environmental awareness will be strong. However, if social awareness is not strong enough, then it cannot be ascertained whether environmental awareness is strong or not towards good knowledge, so that the creation of ideas leads to goodness and goals. This is more work than that. In other words, personality refers to a combination of knowledge (mind), attitudes (attitudes) and motives (motivation), as well as behavior (behavior) and skills (skills)(Kapur, 2018). Therefore, genetic behavior can be interpreted as human behavior to protect and maintain the natural environment

**Table 3.** Results of interviews with the parents of Firdausy Sukoharjo Kindergartenstudents

| No. | Question  | Answer  | Explanation  |
|-----|---|---|--|
| 1.  | How do you think about learning through videos?                                 | In my opinion, learning using videos is very effective, because it makes children feel enthusiastic about going to school and enthusiastic about learning. At home, they always think about what video to watch tomorrow, so their curiosity increases. With a high level of curiosity, children become more enthusiastic about learning. Apart from that, videos also make children more interested and easier to understand the material taught by the teacher. | Learning through videos is very interesting for children, because this makes them excited to go to school and enthusiastic about learning. By using videos, children can more easily understand the subject matter taught by the teacher.  |
| 2.  | Is introducing environmental friendliness to children through videos effective? | Yes, introducing children to a friendly environment through video is very effective, because they can understand how to keep the environment clean, neat, beautiful and comfortable.  | Introducing a friendly environment to children through videos is very appropriate to implement, because with videos, children will be more enthusiastic, more interested, and more easily understand and comprehend the importance of protecting the environment around them.                      |
| 3.  | How do you apply protecting the environment at home to children?                | Implementing environmental protection for children at home can be done by helping the mother make the bed after waking up, throwing away rubbish in its place, helping the mother water the flowers, and sweeping the house and terrace. In this way, the house becomes clean, tidy and comfortable to live in.   | Implementing environmental protection for children at home should start from small things. For example, children are taught to make the bed after waking up, throw rubbish in its place, and help with housework such as sweeping, watering flowers, and returning things to their original place. |

From the results of interviews with student parents, the introduction of environmental friendliness to children is very effective, children know more about how to protect the environment and children are happy to practice the knowledge they have gained about caring for the environment without having to be told by their parents, so parents are very happy with the results(Haryani & Sari, 2021). which can be obtained from learning through videos. In this case, the collaboration between the school and parents, namely holistic integrative, was successful in terms of protecting the surrounding environment, both at home and at school.

Adults can initially impart environmental awareness to children by instilling environmental values through engaging activities that capture their interest (Martauli & Sihaloho, 2022). One method is by showing them videos related to protecting the environment and emphasizing the significance of environmental conservation. According to Cheppy Riyana (2007), video learning media serves as an instructional tool with the objective of elucidating and simplifying the communication of information. It is designed to mitigate the tendency towards verbosity, address the constraints of time,

space, and sensory perception among students and educators, and facilitate flexible and diverse modes of utilization (NENNY et al., 2016). According to a study conducted by Anggun, awareness of environmental values in early childhood can be demonstrated through the influence of role models, internalized, and subsequently repeated in everyday life. In the endeavor to shape environmental values, it is imperative that we establish a safe and healthy environment. Demonstrating environmental values to children is not merely a matter of speaking, but of instilling trust and providing explanations so that children comprehend the significant benefits of these values for both themselves and their surroundings. According to the definition provided by the Ministry of Science and Technology (Juita & Mere, 2023), the introduction of values in early childhood should be imparted by adults in various ways, including:

1. Understanding the fundamental values that serve as the foundation for one's actions is essential for navigating through life. It is crucial to identify and internalize these values in order to make informed decisions and lead a purposeful existence. Being a good role model for children is essential in guiding their development and shaping their future. It is important to exhibit positive behavior and values as children look up to adults for guidance and inspiration. Acting as a positive role model can have a significant impact on a child's behavior and morals, helping them to make responsible choices and develop into well-rounded individuals. It is a responsibility that should not be taken lightly, as the influence of a role model can have a lasting effect on a child's life. By setting a good example and demonstrating positive qualities, adults can help children learn important life skills and values that will benefit them throughout their lives.
2. The task of determining the values that are most pertinent and highlighting those that should be prioritized in everyday activities and experiences is crucial. Children are encouraged to engage in discussions and seek guidance on making choices and decisions. It is important to involve children in decision-making processes by seeking their input and asking for their opinions. This not only fosters a sense of responsibility and independence, but also helps children develop critical thinking skills. It is beneficial to consult children and inquire about their preferences and ideas to empower them and promote their overall development. Therefore, it is essential to involve children in the decision-making process and consider their perspectives. By engaging children in discussions and seeking their input, parents and guardians can help children develop important decision-making skills that will benefit them throughout their lives.

Early childhood learning motivation necessitates guidance and encouragement from adults, serving as a pivotal driving force (Haryanti & Aryani, n.d.). Learning activities in schools are often lacking in innovation and interactivity. Therefore, the use of learning media is necessary in order to enhance children's motivation to learn. The objective of the study was to investigate the impact of educational video media on the learning motivation of children in the 5-6 age group. This study pertains to a form of quantitative experimental research employing the nonequivalent control group design model. Data collection techniques involved the use of observation instruments, along with documentation. Data analysis was conducted using SPSS version 22, incorporating paired sample tests. The study involved 30 children from the Division of RA AR Ar Rahman class RA B, with 15 children comprising the experimental group, and 15 children comprising the control group from RA Daarul Mukhlisin class RA B. The findings of the study elucidated the impact of educational video media on children in the experimental group (P & Salim, n.d.). Prior to receiving any treatment (pre-test), their average score was recorded at 33.87. Following the treatment (post-test), the score increased to 36.80. Dear Sir/Madam, I am writing to inform you of the changes that have been made to our company's policies. As of now, we have implemented new procedures for all employees to follow in order to ensure compliance with industry standards. Additionally, please be advised that there have been updates to our code of conduct and dress code requirements. These changes are necessary to maintain a professional environment within our organization. If you have any questions or concerns regarding these developments, please do not hesitate to contact me at your earliest convenience. Thank you for your attention to this matter. Sincerely, [Giyatni<sup>1</sup>, Sr Katoningsih<sup>2</sup>].

The utilization of educational video media has been shown to have a positive impact on enhancing the learning motivation of children between the ages of 5 and 6 years. Moreover, computer-based learning videos have the ability to evoke feelings of joy and curiosity in children, thereby facilitating the development of various aspects of child development. The results of this study make a valuable contribution to our understanding of the significance of creating instructional videos for young children in the field of early childhood education. According to research carried out by Nurdin in 2022, the aim of this study was to investigate the impact of utilizing videos on students' interest in learning fiction amid the Covid-19 pandemic. Variables that establish a causal relationship are those that have an impact on two or more variables. The sampling method utilized in this study is purposive sampling, specifically selecting 15 children from Libokang Permai Kindergarten in Palopo City. Thank you. The methodology employed for data collection in this research involves the completion of a questionnaire. The study findings indicate a significant influence of the use of learning videos on students' interest in learning storytelling material during the Covid-19 pandemic. This is supported by a t-value of 7.400 and a significance level of 0.000, indicating that the significance value is less than 0.05. Therefore, it can be concluded that there is a significant partial influence of the variable of using learning video media on students' interest in learning. The presence of a positive influence indicates that the increased utilization of educational video media correlates with a greater interest in learning among students. The utilization of animated video media in cultivating environmentally conscious characters enables children to engage with three key domains: cognitive, affective, and psychomotor (Nurulaeni & Suhada, 2024). Animated videos provide a wide range of information regarding the causes, effects, and strategies for addressing environmental issues. These videos aim to educate children about the harmful behaviors that can damage the environment, increase their understanding of the natural world, and equip them with effective strategies for addressing environmental

challenges. By watching these animated videos, children are encouraged to develop a sense of responsibility towards the environment and the necessary tools to make positive changes. Lickona's theory of character education encompasses the acquisition of moral knowledge, development of moral emotions, and engagement in moral behaviors (Ahmad et al., 2015).

Lefland mentioned, and Lofland mentioned Lexy. In the book titled "Qualitative Research Methodology," author Jay Muleong asserts that the primary data sources in qualitative research are words and actions. Secondary forms, such as texts and documents, play a supplementary role in the research process. It is evident that the data is segmented into words and actions, written data sources, images, and statistics. Conclusion: Adults have the ability to demonstrate environmentally friendly behavior to children through social media and by setting examples that are consistently practiced in everyday life. There are numerous intriguing methods to introduce environmentally conscious behavior to young children through visual media, as indicated by pertinent research findings. These include utilizing cartoon images and animations depicting project activities within the local environment.

## Conclusion

Introducing green behaviors through video media in early childhood can be achieved by setting examples for children to follow. This can involve habituation through daily activities and repetition in a way that captivates and engages children. There are various methods that can be employed to captivate children's interest, one of which is the introduction of eco-friendly behaviors through video media to young children. This outcome was derived from an extensive examination of pertinent scholarly studies, which encompassed the utilization of animated videos and cartoon films. These tools can be implemented within project endeavors conducted within the local surroundings. Please be advised that the deadline for submitting your project is approaching. Kindly ensure that you have completed all necessary tasks and that your work is ready for review and submission. If you have any questions or require assistance, do not hesitate to contact me. Thank you for your attention to this matter.

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