

## ABSTRAK

### Fenomena Menonton Serial Anime “Naruto” Di Global TV (Studi Fenomenologi Di Tk Indra Putra Kecamatan Lirik Kabupaten Indragiri Hulu)

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Judul penelitian ini adalah Fenomena Menonton Serial Anime “Naruto” Di Global TV (Studi Fenomenologi Di Tk Indra Putra Kecamatan Lirik Kabupaten Indragiri Hulu). Hasil pra survey peneliti sementara di TK Indraputra bahwa setiap anak sangat menyukai dan pernah menonton Serial Anime Naruto di Global TV. Akibatnya anak-anak sering menirukan adegan yang dipertontonkan seperti memukul, berteriak, mencaci-maki dan berucap kata-kata kasar. Hal itu memicu sikap agresif pada anak-anak terhadap lingkungannya. Lokasi penelitian ini adalah di TK Indraputra Kecamatan Lirik Kabupaten Indragiri Hulu. Adapun tujuan penelitian ini adalah untuk mengetahui pengalaman dan motif anak-anak menonton serial anime Naruto. Adapun subjek penelitian adalah lima orang siswa TK Indraputra. Teknik pengumpulan data dalam penelitian ini adalah observasi, wawancara dan dokumentasi. Hasil penelitian ini adalah berdasarkan pengalaman mereka menonton Serial Anime Naruto didapatkan dari dalam ruang lingkup keluarga, yaitu tiga orang anak menonton berdasarkan pengalaman melihat abangnya yang selalu menonton Naruto, dan dua orang anak lagi menonton dikarenakan pengalaman dari orang tua yang mengharuskan mereka menonton Naruto. Sedangkan berdasarkan motif anak-anak menonton Serial Anime Naruto berdasarkan motif tujuan yaitu motif yang didasari oleh faktor solidaritas bersama teman mereka agar bisa bermain bersama menirukan adegan bertarung dan mempraktekkan jurus Naruto yang telah mereka lihat sebelumnya.

**Kata Kunci : Fenomena menonton Serial Anime Naruto.**

## **ABSTRAK**

***Phenomenon watching Anime Series “Naruto” on Global TV (The Phenomenology study is in Kindergarten Indra Putra Lirik Sub district Indragiri Hulu district).***

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*The title of this research is Phenomenon watching Anime Series “Naruto” on Global TV (The Phenomenology study is in Kindergarten Indra Putra Lirik Sub district Indragiri Hulu district). The result of pre-survey researcher while in Kindergarten Indraputra are every children love and ever watch Naruto Anime Series on Global TV. Consequently children often imitate a scene that was shown as hitting, yelling, berating and say harsh words. It triggered an aggressive attitude in children towards the environment. The location of this research is in kindergarten Indraputra Lirik Sub district, Indragiri hulu district. The purpose of this study was to determine the thoughts and motives children watch anime series Naruto. The subject of this research are five student in kindergarten Indraputra. The data collection techniques in this research are observation, interview and documentation. The results of this study are based on their experiences watching Naruto anime series obtained from the scope of the family, namely three children watch based on the experience of seeing his brother is always watching Naruto, and two other children to watch because of the experience of parents who require them to watch Naruto. Meanwhile, based on the motives of children watch Naruto anime series based on the motives of interest motifs based on the factors of solidarity with their friend to be able to play together and practice imitating fight scenes Naruto stance they have seen before.*

***Keyword : Phenomenon Watching Anime Series “Naruto”.***