

# HAPPY TREE FRIENDS: ANALYSIS OF VIOLENT CONTENT IN THE CARTOON SERIES

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## Abstract

*Happy Tree Friends is one of cartoon series was created by America. This film is a comedy genre, which is deliberately made for children with funny and interesting characters. This film has been watched by hundreds of thousands of viewers both on television and on YouTube. However, this cartoon film with cute characters is not suitable to be shown to children because it visualizes very tragic scenes of violence and death. So, the aim of this research is to find out the frequency and tendency of violent scenes shown in the cartoon film Happy Tree Friends. This type of research is quantitative descriptive. The method used is content analysis. The results of the research after conducting reliability tests based on predetermined categorization stated that 99% of the Happy Tree Friends cartoon films contained scenes of physical violence.*

**Keywords:** *Cartoon Movie, Violence, Content Analysis*

## Abstrak

*Happy Tree Friends adalah salah satu kartun seris buatan Amerika. Film ini bergenre komedi, yang sengaja dibuatkan untuk anak-anak dengan karakter yang lucu dan menarik. Film ini sudah ditonton oleh ratusan ribu pemirsa baik di televisi maupun di YouTube. Namun film kartun yang berkarakter lucu ini tidak layak untuk ditayangkan kepada anak-anak karena memvisualisasikan adegan kekerasan serta kematian yang sangat tragis. Sehingga tujuan dari penelitian ini adalah untuk mengetahui seberapa besar frekuensi serta kecenderungan*

*adegan kekerasan yang ditampilkan dalam film kartun Happy Tree Friends. Jenis penelitian ini yaitu deskriptif kuantitatif. Metode yang digunakan adalah analisis isi. Hasil penelitian setelah dilakukan tes uji reliabilitas berdasarkan kategorisasi yang sudah ditentukan menyatakan bahwa 99% film kartun Happy Tree Friends mengandung adegan kekerasan fisik.*

**Kata kunci:** Film Kartun, Kekerasan, Analisis Isi

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## A. Introduction

Ideally, a film functions to entertain the audience. However, there are also those who use educational elements in it or even entertain and educate, which is a positive value that is built into an audio-visual work and is intended to be conveyed to its audience.<sup>1</sup> Films do have several functions, including; entertain, educate, persuade and provide information. The most important function is to provide entertainment to the public. Like television, audiences who watch films primarily want to be entertained. However, films can contain informative and educative functions, even persuasive. However, behind the goodness contained in the function of films, there are film producers who deliberately use them to instill negative values in their target audience, such as children.<sup>2</sup>

These negative values can be in the form of evil acts, violence, pornography, and so on which are not good to watch, especially for children because they will lead to imitation if they often watch films with negative scenes. As explained by Alfi Satiti in her book entitled *Mewaspadai Misteri Gila Naruto* that by frequently watching films that contain sexual indulgences, scenes of violence, cruelty, mystical scenes, and several crime shows, it will have the potential to provide inspiration for children to imitate the scene.<sup>3</sup> One of the films with bad scenes can be found in American cartoon films which are full of violent scenes,

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<sup>1</sup> Winda Kustiawan et al., "Teori-Teori dalam Komunikasi Massa", *Jurnal Telekomunikasi, Kendali Dan Listrik*, vol. 3, no. 2 (2022), pp. 41–5, <https://agneslintangsari.wordpress.com/2019/11/19/teori-teori-dalam-komunikasi-massa/amp/>.

<sup>2</sup> Fiske, John. 1990. *"Introduction to Communication Studies, second edition"*. London and New York: Routledge

<sup>3</sup> Satiti, Alfi. 2009. *"Mewaspadai Misteri Gila Naruto"*. Yogyakarta: Datamedia

such as Tom & Jerry, The Simpson, Family Guy, and South Park. These cartoon films contain acts of violence, both physical and psychological, and "they" are categorized as a comedy genre by the producers.<sup>4</sup>

For example, the cartoon film Tom & Jerry, which was made by the United States, seems to mean that the humor in question is that which contains violence, accidental or even deliberate murder, and misfortune that comes in succession is considered humorous. It is proven in the story that there are always endless fights between the cat and mouse characters who are defending something or getting something they want so they can do anything, including trying to kill their rival.<sup>5</sup>

Another example is The Simpsons where there is a scene where a mother leaves her child rolled up in a clothes washer and there is also a story about a teacher who is teaching and explaining a lesson but none of his students are paying attention, instead he chases him away and the teacher obeys his students' wishes and then leaves the class. All the scenes that appear in these films contain scenes of violence, examples of behavior that are negatively charged and violate societal norms so that they would be dangerous if watched by children.<sup>6</sup>

Apart from the examples of cartoon films above produced by America, which are also comedy genres, there is one cartoon film that really caught the writer's attention, namely the cartoon film Happy Tree Friends. This film is a cartoon film that is almost the same as Tom & Jerry, namely violence is a form of humor. The difference is, in the film Tom & Jerry we see the chase and suffering experienced by the two characters but there is no blood or tragic death even though they are slammed, hit and even stabbed.

This is different from Happy Tree Friends, the deaths shown are very tragic, with lots of blood coming out, burnt tongues, eyes falling out, heads breaking off, brains coming out, bodies with holes, hands cut off, intestines splayed out, and many more sadistic and scary acts in the film. This. All of these are scenes that the makers consider to be in the

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<sup>4</sup> Rehuel Willy Aditama, 'Analisis Isi Kekerasan Dalam Film Animasi Serial The Simpsons', *E-Komunikasi Prodi Ilmu Komunikasi Universitas Kristen Petra, Surabaya*, vol. 6, no. 1 (2018), pp. 1-9, <http://publication.petra.ac.id/index.php/ilmu-komunikasi/article/download/8248/7442>.

<sup>5</sup> Fransiska Desiana Setyaningsih, 'Analisis Semiotika Visualisasi Tokoh Utama Serial kartun Tom and Jerry', *Verba Vitae Unwira*, vol. 2, no. 1 (2021), pp. 1-20.

<sup>6</sup> Giannetti, Louis D. 1996. "*Understanding Movies*". Canada: Pearson Education.

comedy genre. Everyone's sense of humor is different, this cartoon film might be funny for Americans, but not necessarily for people in other parts of the world, including Indonesia.<sup>7</sup>

This two-dimensional cartoon film looks as if it is intended for children with cute and colorful animal characters. But in essence, the Happy Tree Friends cartoon film, which is full of sadistic scenes, is actually very scary. Apart from that, the cartoon film Happy Tree Friends can be said to be very uneducated because there are a lot of violent scenes that appear and even if it is to be considered humorous, this is very forced because what is shown are sadistic acts of death that are intentional or unintentional. Even though Happy Tree Friends, the Mondo Mini Shows cartoon series created by Kenn Navarro, Aubrey Ankrum, and Rhode Montijo, has given the signal "not recommended for children" on the official Happy Tree Friends website, it still cannot guarantee recommendations. It is strictly followed by children not to watch this film. Because, even though it is not broadcast on Indonesian television, Happy Tree Friends is free to circulate and appear on social media, such as YouTube, and no one can prohibit minors from accessing video sites such as YouTube and watching films with violent acts.<sup>8</sup>

Meanwhile, this film with cute characters, but full of violent scenes, was not accepted by certain countries because of its violence. If you first see this show, you might think that this is just an ordinary comedy cartoon, but after watching, you will definitely find various acts of violence as described above. However, as of January 21 2023, Happy Tree Friends already has 76 internet series videos made by Mondo Mini Show and several additional episodes which will continue to be added to the television series. Both an internet series and a television series, this film is increasingly being made by fans of Happy Tree Friends, which can be accessed by everyone, including children.<sup>9</sup>

An animation with cute characters created by Mondo Mini Show has been recorded as having received the most downloads and has quite a few episodes, even though it has

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<sup>7</sup> K. Nim and I. Bab, *Pengaruh menonton film kartun yang mengandung unsur kekerasan terhadap perilaku agresif pada anak siswa kelas IV SDN Kereo 1 Tangerang – Banten tahun ajaran 2006 / 2007* (2007), pp. 1–50.

<sup>8</sup> [https://id.wikipedia.org/wiki/Happy\\_Tree\\_Friends](https://id.wikipedia.org/wiki/Happy_Tree_Friends) access 15 Mei 2024

<sup>9</sup> <https://www.detik.com/pop/movie/d-7252418/awas-gak-semua-animasi-aman-buat-anak> access 15 Mei 2024

been banned from viewing in several countries.<sup>10</sup> As can be seen in the table below, the number of visitors is highest for several episodes of Happy Tree Friends and the duration of broadcast.

Table 1. List of Episode Titles with The Highest Number of Viewers

Episode no.	Title	Duration	Viewers
1	<i>Eyes Cold Lemonade</i>	2 minutes 34 seconds	49,519,087
2	<i>Shard at Work</i>	2 minutes 07 seconds	35,424,781
3	<i>Out on a limb</i>	2 minutes 53 seconds	32,692,157
4	<i>Eye Candy</i>	1 minute 48 seconds	32,552,972
5	<i>Blind Date</i>	3 minutes 52 seconds	30,967,402
6	<i>We are scrooged!</i>	4 minutes 10 seconds	22,220,125
7	<i>Remains to be Seen</i>	3 minutes 42 seconds	22,107,907
8	<i>Nuttin but The Tooth</i>	1 minute 57 seconds	21,498,921
9	<i>Happy Trails pt.1</i>	1 minute 33 seconds	18,370,759
10	<i>Hide and Seek</i>	1 minute 49 seconds	17,550,328
11	<i>Snip Snip Hooray!</i>	2 minutes 36 seconds	17,038,523
12	<i>Keepin it Reel</i>	2 minutes 19 seconds	15,729,497
13	<i>Boo Do Think You Are?</i>	1 minute 46 seconds	15,371,365

Source: processed by researchers

From the several episodes of Happy Tree Friends above, it can be seen that more than 15 million pairs of eyes watched this cartoon film. Even though the broadcast time is relatively short with each episode averaging 2 to 3 minutes, the shows presented are very sadistic.

Moreover, this film, which is full of sadistic scenes, is a cartoon film with a comedy genre. It is difficult to say which parts of the scene can be called a form of comedy, even though what is shown is only tragic, sadistic and very cruel events. Every character that appears in each episode always ends with a sadistic and terrible death, whether it was done intentionally or not. To better understand how the cruel and horrific scenes of

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<sup>10</sup> <https://mojok.co/terminal/happy-tree-friends-serial-animasi-yang-bikin-trauma/> access 15 Mei 2024

violence appear in this cartoon film, the researcher includes screenshots of scenes. The following is a picture of a violent scene in a cartoon film with a comedy genre.



Picture 1. Hitting Scene

The image above is a piece of a violent scene, namely hitting. The scene in this episode was done accidentally. When six characters were playing hide and seek, Lumpy, who was holding a stick, accidentally swung the stick so that his friends died one by one. Apart from that, there is also a scene where the character Flippy deliberately kills his own friend by strangling his friend's neck using another friend's intestines. When the character is dressed in green, Flippy has two personalities and when his evil personality appears, he will turn very evil and he really wants to kill all his friends. A snippet of this scene can be seen in the image below.



Picture 2. Strangling Scene

The cartoon film Happy Tree Friends is indeed full of violent scenes, but researchers examined the tendencies of what forms of violence are found in the cartoon film. The forms of violence that will appear in the cartoon films that will be studied are more or less the same as those stated in previous research on cartoon films produced by the United States

which also contain many scenes of violence, both physical violence and verbal violence, for example in cartoon film *The South Park*.

Based on this, the author is interested in researching the tendency of violent scenes like those shown in the cartoon film *Happy Tree Friends*, which is also made in the United States. This research was conducted using a content analysis method using a quantitative approach. The research subjects were the entire population of the *Happy Tree Friends* cartoon film in the internet series in three seasons totaling 76 episodes.

## **B. Cartoon Films as a Communication Media**

Cartoon films are generally a series of images taken from moving objects. The image of the object is then projected onto a screen and rotated at a certain speed to produce a live image. In the beginning, cartoon films were made by hand and in the form of illustrations where all the images were continuous and moved to produce lively movements. This series of images turns into continuous action, so it looks like real movement that is lively and interesting. Cartoon films are films which are the result of processing hand drawings so that they become moving images which at the beginning of their discovery were made from sheets of drawing paper which were then rotated so that a moving image effect appeared.<sup>11</sup>

This type of cartoon film is a type of film that uses characters in the form of two-dimensional or three-dimensional animation. Filmmakers use this technique to animate any character, be it humans, animals, monsters, alien creatures, mechanics, even inanimate objects. Cartoon films are one of the most popular audio-visual works everywhere because the audience enjoys them differently from other programs. Many people say that children are the target audience of programmers, even though in reality almost all age groups watch it, including teenagers, parents, even grandparents.<sup>12</sup>

In this modern era, with the help of computers, making cartoon films has become faster and easier. Cartoon films have a unique and interesting broadcast format. The images created are based on the cartoonist's imagination. These creative ideas are what causes cartoon films to be in great demand from children to adults.

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<sup>11</sup> Mascelli, Joseph V. 1997. *The Five C's of Cinematography*. California: Cine/Grafic Publications.

<sup>12</sup> Giannetti, Louis D. 1996. *Understanding Movies*. Canada: Pearson Education.

Film acts as a mass medium that is able to communicate the messages contained therein. Film is also a new means used to disseminate entertainment that has previously become a habit and to present stories, events, music, drama, comedy and other technical presentations to the general public. The presence of films is a response to finding free time outside of working hours and a response to the need to enjoy free time economically and healthily for all family members.<sup>13</sup>

Film as a mass medium has advantages, among others, in terms of reach, realism, emotional influence, and great popularity. Films also have advantages in terms of their ability to reach a large number of people in a short time and are able to manipulate reality without losing credibility. However, despite these advantages, films indirectly have a weakness in that they are only fleeting, so that in order to fully capture the message, people cannot divert their attention to other activities.<sup>14</sup> This weakness is one of the reasons audiences then try to consume other media as a complement or repetition. Despite the fact that the number of film viewers is decreasing, films are actually able to achieve certain specialties, namely films as a means of exhibition for other media and as a cultural source that is closely related to books, cartoons, television stars and film series, as well as songs. Thus, today films play a role as a shaper of mass culture, rather than merely relying on other media as was the role of films in the glory days of the past.<sup>15</sup>

The film *Happy Tree Friends*, which is the object of research in this study, is a form of cartoon film which is very synonymous with cuteness, uniqueness, both in terms of images and in terms of story. Even though a cartoon is a film presented in the form of an illusion of moving images and not acted out by real human characters, it is still a film presented to the public where film is one of the mass communication media which functions to provide information, influence, as an educational medium and a means of entertainment.

So, even though the format of a cartoon film is a presentation of fictional images, it does not escape the implied message conveyed to the wider audience or audience who

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<sup>13</sup> McQuail, Dennis. 1994. *Teori Komunikasi Massa* edisi kedua. Jakarta: Erlangga.

<sup>14</sup> Pratista, Himawan. 2008. *Memahami Film*. Yogyakarta: Homerian Pustaka.

<sup>15</sup> Tita melia Milyane et al., *Ilmu Komunikasi* (2022), p. 9.



watch it. Furthermore, the cartoon films featured in this research also definitely have content or messages where the content or messages in the film can be directly accepted by the wider community.

### C. Cartoon Movie and Web Series

Nowadays, it has become increasingly sophisticated with the emergence of various super powerful technological tools. In the past, people only watched films on television, but now any film can be watched on a computer and can be connected to the internet and can be downloaded at any time. Likewise with cartoon films which previously only appeared on television, but now, apart from being shown on television, cartoon films are also published via the internet. These films appear continuously in the form of episodes that tell the next episode while continuing the previous episode with a fairly short duration.<sup>16</sup>

Web series, that's the name for watching films that appear on the internet. In 1995 Scott Zakarin, the figure who first created the concept of this web series, ultimately brought great benefits to the dynamics of information technology. Since the existence of the internet, web series have also existed. However, because previously internet access speed was still limited, the quality of the images watched was not very good. A web series is an online video show that premieres and is specifically designed for the internet, and is published regularly. The duration of web series is only 2-9 minutes and is published once a week, once every two weeks, once a month or even once a year. Some use a season system, like on television.<sup>17</sup>

As technology develops and access and facilities become easier, web series are increasingly mushrooming in popularity. Moreover, there are easy facilities for recording via digital film media and uploading them via YouTube. There are many types and formats

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<sup>16</sup> Elisabeth Nugrahaeni, 'Analisis Penayangan Film Kartun Anak-Anak di Televisi Swasta Nasional Indonesia dalam Memberikan Pesan Moral pada Anak-Anak', *Communicology: Jurnal Ilmu Komunikasi*, vol. 1, no. 1 (2013), pp. 1-13.

<sup>17</sup> Sri Dewi Adriani, 'Language, People, Art, and Communication Studies Language, People, Art, and Communication Studies', *Humaniora*, vol. 7, no. 1 (2016).

of web series, such as; fiction, non-fiction, documentary, tutorial, video blogging, action, cartoon, and animation. Likewise with the various genres.<sup>18</sup>

Web series in Indonesia began to appear in 2008 through video blogging format. This is because there are still obstacles to limited access to the internet, such as connectivity and not many gadgets. Nowadays, where technological connections and gadgets are increasingly sophisticated, web series can be watched via smartphones, tablet PCs, laptops, as well as desktop computers connected to the internet network. This web series is broadcast via Web TV platforms such as YouTube, Vimeo, TeliosTV, and so on.<sup>19</sup>

#### **D. Violence in Films**

Talking about violence in the United States, it turns out that there are many types of violence. Each category or part has its own laws, which are called US Federal Laws. Federal Laws regulate many laws, including domestic violence, workplace violence, gun violence, homicide, torture and so on. Laws in America are established after a crime has occurred. This is different from Indonesia, where legal provisions/laws are made before a crime occurs.<sup>20</sup>

Based on several forms of violence contained in Federal Laws, researchers will further explain the definition of violence in the form of torture and homicide because these two types of violence occur in everyday life and are visualized in the cartoon film Happy Tree Friends . So it can be said that this visualization effect is what triggers acts of violence in our environment.

According to the Law of Homicide, homicide is an act carried out without moral consideration, whether it is premeditated which means being obsessed with killing, or deliberate which means wanting to obtain peace, as well as revenge which means killing with cunning planning and/or evil plans. *Homicide is an act with no moral judgment, which has the most complex degree (grading) system of any area in Criminal Law. They are*

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<sup>18</sup> Yira Dianti, '濟無No Title No Title No Title', *Angewandte Chemie International Edition*, 6(11), 951–952., vol. 2, no. 1 (2017), pp. 5–24, [http://repo.iain-tulungagung.ac.id/5510/5/BAB 2.pdf](http://repo.iain-tulungagung.ac.id/5510/5/BAB%20.pdf).

<sup>19</sup> *Ibid.*

<sup>20</sup> Joko Saputro and Laksanto Utomo, 'Tinjauan Yuridis Tanggung Jawab Komisi Penyiaran Indonesia Terhadap Konten Pornografi Dan Kekerasan Dalam Media Netflix', *SUPREMASI Jurnal Hukum*, vol. 3, no. 2 (2020), pp. 66–75.

*distinguishable by the MPC mental state of "purposely" which is defined in Homicide Law as having three (3) elements: (a) premeditated -- meaning fixed or obsessed; (b) deliberate -- meaning "cool"; and (c) malicious -- meaning scheming or clever. On the other hand, in his book "Understanding Homicide", Brookman defines homicide that The term homicide refers to the killing of a human being, whether the killing is lawful or unlawful. Example of lawful homicide would include the killing of another human being during wartime combat, the implementation of the death penalty or the accidental killing of a boxer by his opponent. Where homicide is defined as unlawful it maybe legally classified.<sup>21</sup>*

While torture is the practice or act of intentionally causing severe physical pain and possible injury to a person, although psychological and animal torture also exists. Torture has been carried out or sanctioned by individuals, groups and states throughout history from ancient to modern times, and forms of torture can vary greatly in duration from just a few minutes to several days or even longer. Reasons for torture may include punishment, revenge, political re-education, deterrence, interrogation or coercion of the victim or a third party, or simply the sadistic gratification of those carrying out or observing the torture.<sup>22</sup>

Cruel practices like these have been described and endorsed by the OLC (Office of Legal Counsel) in the U.S. The Federal Government is completely prohibited by the constitution and several federal laws and there will never be any defense to justify those who are involved and abet torture. *The abusive practices described in and authorized by the OLC memos amount to torture – and torture is absolutely prohibited by our Constitution, several federal laws, and our international treaty obligations. Absolute prohibitions are absolute: there is never a defense to justify or excuse engaging in, or conspiring to engage in, torture.*<sup>23</sup>

Apart from the definition of violence according to US Federal Laws, the following is an explanation of the definition of violence in Indonesia. Violence is an evil, sadistic, brutal

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<sup>21</sup> Fiske, John. 1990. "Introduction to Communication Studies, second edition". London and New York: Routledge.

<sup>22</sup> Undang-Undang Tentang Perfilman vol. 47, no. 57 (2009), p. 3.

<sup>23</sup> Sexual Torture, Reasonable Efforts, and District O.F. Columbia, *Child Torture: State Statutory Considerations*, vol. 03, no. March (2009), pp. 1-150, [https://www.ndaa.org/pdf/ncpca\\_statute\\_childtorture\\_statues\\_march\\_09.pdf](https://www.ndaa.org/pdf/ncpca_statute_childtorture_statues_march_09.pdf).

act, which is negative and tends to be anarchic so that it can cause both physical and non-physical painful effects. Violence that causes damage and psychological harm is included in sub-acts of violence and forms of violence like this are also included in the calculation of violence.<sup>24</sup> According to Santoso, in his book *Teori-Teori Kekerasan* he says that violence means the actions of a person or group that causes injury or death to other people, or causes physical damage to other people's property or belongings<sup>25</sup>. Violence is basically all forms of behavior, both verbal and non-verbal, carried out by another person or group of people, causing negative physical, emotional and psychological effects on the person who is the target.<sup>26</sup>

### **E. Forms of Violence in the Cartoon Film Happy Tree Friends**

There are several important dimensions of violence, two of which are physical violence and psychological violence. In this research, only physical violence will be explained further because there is no psychological violence in the cartoon films studied. In physical violence, the human body is physically harmed, even to the point of murder. This form of violence is the easiest to recognize. These categories of violence are: slapping, kicking, hitting or punching, choking, pushing, biting, banging and so on.

- 1) Killing: Actions carried out by someone that result in the loss of the life of a living creature.
- 2) Hitting: The act of causing bodily harm by using fists or using rough/heavy/blunt objects such as wood, sticks, iron and other similar objects.
- 3) Strangling: An act of violence carried out by grabbing a person or living creature by the neck so that they cannot breathe using their hands.
- 4) Abuse: Arbitrary actions by oppressing, torturing and so on against living creatures when they are in a weak position but still carry out acts of violence with the aim of individual or group satisfaction.

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<sup>24</sup> Hamdi Hasibuan, Universitas Muhammadiyah, and Sumatera Utara, *Legal protection of children as convicts*, vol. 4, no. 11 (2023), pp. 1642–7.

<sup>25</sup> Santoso, Thomas. 2002. *“Teori-teori Kekerasan”*. Jakarta : Ghalia Indonesia.

<sup>26</sup> Q. Zhang (2019) *Aggressive Behavior* 45 (5), pp. 489-497, ISSN 0096-140X,

- 5) Shooting: The process or method of releasing bullets from a rifle or using a firearm towards the body of a living creature. Here it can be interpreted as a shootout, or shooting at another party.
- 6) Kicking: An action carried out by a person by swinging their legs violently towards the body of a living creature.
- 7) Piercing: An action carried out by sticking a pointed object or sharp object into the body of a living creature.
- 8) Throwing: The act of throwing, throwing a person's body or objects, for example wood, stones, knives, cans and the like towards body organs where there is a distance between one object and another object in the action.
- 9) Damage to property: In this case it is not just throwing plates or glassware, but includes bombing, explosions (usually also causing fires with very large flames), and so on.<sup>27</sup>

## **F. Research Methods**

This type of research is quantitative descriptive, namely a method for describing the results of information searches into facts that are processed into data. The aim of using this type of research is to describe the systematic facts or characteristics of the population in a factual and thorough manner.<sup>28</sup> The method used in this research, namely content analysis, is a process for describing various forms of communication conveyed by media. Content analysis is a research technique for making replicable and valid data conclusions by paying attention to the context. Meanwhile, Riffe provides definition of quantitative content analysis is the systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules, and the analysis of relationship involving those values using statistical methods, in order to describe the communication, draw inferences about its meaning, or infer from the communication to its

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<sup>27</sup> Mutmainah, *Aspek Hukum Pada Bentuk-Bentuk Kekerasan Fisik*, vol. 4, no. 1 (2017), pp. 9–15.

<sup>28</sup> Rakhmat, Jalaluddin. 2010. *Metode Penelitian Komunikasi*. Bandung: Remaja Rosdakarya.

context, both of production and consumption.<sup>29</sup>

From the definition of analysis above, it can be concluded that content analysis is a scientific research technique aimed at describing the characteristics of the content and drawing inferences from the content. Content analysis is aimed at identifying the visible content of communication and is carried out objectively, validly, reliably and can be replicated.<sup>30</sup> Through content analysis, researchers can produce facts that can be used as research data. Meanwhile, for data collection techniques, researchers use direct observation techniques, namely observations made directly on the object being observed, in the sense that the observation does not use "transparent media" so that the researcher directly sees or observes what happens to the research object. In this research, what was observed was the story of the cartoon film Happy Tree Friends.

### **G. Population and Sample**

In this research, what will be studied and used as the population is the cartoon film Happy Tree Friends, totaling 76 episodes contained in three seasons of Mondo Mini Show. All populations will have their scenes or scenes counted based on predetermined categories. The definition of scene according to Mascelli is the place or setting where the incident takes place.<sup>31</sup> This expression is borrowed from theater productions, where an act can be divided into a number of scenes, each taking place in a different location. A scene can consist of one shot or a number of shots that depict continuous events. Meanwhile, for sampling, considering that the population is not too large, the sampling technique used is a total sample, where the entire population is used as a sample. In this study, the samples were all 76 episodes of Happy Tree Friends.

### **H. Conceptual and Operational Definitions**

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<sup>29</sup> Riffe, Daniel. 1998. *Analyzing Media Messages – Using Quantitative Content Analysis in Research*. New Jersey: Lawrence Erlbaum.

<sup>30</sup> Eriyanto. 2011. *Analisis Isi, Pengantar Metodologi Untuk Penelitian Ilmu Komunikasi dan Ilmu-Ilmu Sosial Lainnya*. Jakarta: Kencana Prenada Media Group.

<sup>31</sup> Mascelli, Joseph V. 1997. *The Five C's of Cinematography*. California: Cine/Grafic Publications.

A conceptual definition is a term used to describe in an abstract way certain events, circumstances, groups or individuals. The conceptual definitions in this research include:

- 1) A scene is a short segment of a whole story that shows a continuous action bound by space, time, content (story), theme, character or motif.
- 2) Violence is inappropriate behavior that causes physical, psychological or financial loss or danger to both individuals and groups.
- 3) Cartoons are films that create imaginary movements as a result of shooting a series of images that depict changes in position or images with a funny appearance.
- 4) Cartoon films are films that are the result of processing hand drawings so that they become moving images which at the beginning of their discovery were made from sheets of drawing paper which were then rotated so that a moving image effect appeared.

Operational definitions are a tactical way of writing so that concepts can relate to practice, reality and facts. The operational definition in this research includes forms of physical violent. There are Killing; Hitting; Strangling; Abuse; Shooting; Kicking; Piercing; Throwing; and Damage to property.

Based on the conceptual and operational definitions as well as the known population and sample size, the researcher determined the first to third seasons of the HTF cartoon film series in which all scenes in all episodes were used as the population and research sample. The titles of the episodes studied are as follows.

Table 1. Title of the analyzed episode

No	First Season (1999 - 2001)	Second Season (2002 - 2005)	Third Season (2007 - now)
1.	<i>Spin Fun Knowin' Ya</i>	<i>Happy Trails pt.2</i>	<i>Read'em and Weep</i>
2.	<i>House Warming</i>	<i>Eye Candy</i>	<i>Can't stop coffin</i>
3.	<i>Helping help</i>	<i>Rink Hijinks</i>	<i>We are scrooged!</i>
4.	<i>Crazy Antics</i>	<i>Flippin Burgers</i>	<i>A Sucker for Love</i>
5.	<i>Havin A Ball</i>	<i>Get Whale Soon</i>	<i>Just Desert</i>
6.	<i>Water You Wading For</i>	<i>Snip Snip Hooray!</i>	<i>Peas in a Pod</i>
7.	<i>Nuttin Wrong With</i>	<i>Eyes Cold Lemonade</i>	<i>Warth of Con</i>

	<i>Candy</i>		
8.	<i>Wheelin and Dealing</i>	<i>Milkin it</i>	<i>All Flocked Up</i>
9.	<i>Pitchin Impossible</i>	<i>Out of Sight, Out of Mime</i>	<i>Something Fishy</i>
10.	<i>Stay in Alive</i>	<i>Class Act</i>	<i>Without A Hitch</i>
11.	<i>Treasure These Idol Moments</i>	<i>The Way You Make Me Wheel</i>	<i>Swelter Skelter</i>
12.	<i>Chip Off The Ol Block</i>	<i>Better off Bread</i>	<i>I Nub You</i>
13.	<i>Nuttin but The Tooth</i>	<i>I Get a Trick Out of You</i>	<i>A Bit of a pickle</i>
14.	<i>Hide and Seek</i>	<i>Shard at Work</i>	<i>See You Letter, Elevator</i>
15.	<i>Whose Line Is It Anyway?</i>	<i>Water Way to Go</i>	<i>Clause for Concern</i>
16.	<i>Boo Do Think You Are?</i>	<i>Out on a limb</i>	<i>The Chokes on You</i>
17.	<i>Mime and Mime Again</i>	<i>Keepin it Reel</i>	<i>Royal Flush</i>
18.	<i>You're Bakin Me Crazy</i>	<i>A Hard Act to Swallow</i>	<i>Brake the cycle</i>
19.	<i>Tongue Twister Trouble</i>	<i>Let it Slide</i>	<i>Random Acts of Silence</i>
20.	<i>Meat Me for Lunch</i>	<i>Icy You</i>	<i>Breaking Wind</i>
21.	<i>Sweet Ride</i>	<i>Hello Dolly</i>	<i>All in Vein</i>
22.	<i>It's a Snap</i>	<i>Remains to be Seen</i>	<i>No Time like the Present</i>
23.	<i>Off the Hook</i>	<i>Stealing the Spotlight</i>	
24.	<i>Spare Me</i>	<i>Ski Ya Wouldn't Wanna be Ya</i>	
25.	<i>Snow What? That's What!</i>	<i>Blind Date</i>	
26.	<i>This is Your Knife</i>	<i>Suck it Up</i>	
27.	<i>Happy Trails pt.1</i>	<i>From A to Zoo</i>	

## J. The Results of Analysis of Violent Scenes in HTF Cartoon Films

The following will explain the overall results of the analysis of violent scenes in the cartoon film Happy Tree Friends. Starting from the category of scenes of physical violence, gender of the perpetrator, gender of the victim, relationship between the perpetrator and the victim, the place where the violence was committed, the nature of the violence, type of weapon, and visualization of the effects of the violence.



CATEGORY	Kind of Violence	F	Total	%
Scenes of Physical Violence	Killing	55	116	12,327311
	Hitting	7		
	Suffocating	3		
	Persecute	17		
	Shoot	0		
	Kick	0		
	Piercing	21		
	Throwing	12		
	Damage to goods	1		
Perpetrator's Gender	Man	55	59	6,2699256
	Woman	4		
Victim's Gender	Man	102	149	15,834219
	Woman	47		
Relationship Between The Perpetrator And The Victim	Friend	41	100	10,626993
	Father	5		
	Beloved	2		
	Stranger	33		
	Others	19		
A Place Where Violence Is Committed	At Park	13	91	9,6705632
	At Home	14		
	On The Road	14		
	In Restaurant	4		
	In Jungle	7		
	On the River / Lake	6		
	Recreation Areas	13		
	Others	20		
Violent Nature	Deliberate	89	154	16,365569
	Accidental	65		
Type of Weapon	Household Appliance	44	90	9,5642933
	Workshop Tools	11		
	Fishing Tools	3		
	Lasser	3		
	Others	29		
Visualization of Violent Effects	Body dismembered	47	181	19,234857
	The internal organs of the body	15		

	disintegrate			
	Body Pierced	43		
	Body Burned	20		
	Body Shattered	36		
	Others	20		
<b>TOTAL</b>			<b>941</b>	<b>100</b>

Based on the table above, it can be seen that the physical violence scene category reached 116 with a percentage of 12%. The gender category of the perpetrator reached 59 in an average percentage of 6%. The victim's gender category has a number of 149 with a percentage of 16%. The perpetrator-victim relationship category has a figure of 100 with a percentage of 11%. The category where violence was committed had a figure of 91 with a percentage of 10%. The violence category reached 154 with a percentage of 16%. The weapon type category has a number of 90 with a percentage of 10%. Meanwhile, the highest among all categories is the visualization of the effects of violence category, showing the number 181 in an average percentage of 19%. The second highest category is the nature of violence and the gender of the victim, showing the same percentage, namely 16%, with a total of 154 characteristics of violence and the gender of the victim at 149. The physical violence scene category itself has a figure of 116 with a percentage of 12%. The next category is the perpetrator-victim relationship with the number 100 in a percentage of 11%. Meanwhile, the categories of type of weapon and place of violence have the same percentage, namely 10% on average. The lowest category is the perpetrator's gender category, with a total of 59 in a percentage of 6%.

Based on the overall calculation results, killing is the scene of physical violence that is most often shown in the film Happy Tree Friends, namely 55 times in 29 episodes out of 76 episodes. Based on United States federal law, killing is an act carried out without moral consideration, whether it is premeditated, which means being obsessed with killing, or deliberate, which means wanting to get peace, and revenge, which means killing with cunning planning and/or evil plans. That what happens in every murder scene in the film Happy Tree Friends carried out by the characters is a deliberate act, who really wants to

take another person's life because of obsession and revenge, because emotions have run high. Many HTF film characters also carry out killings deliberately.

Meanwhile, the definition of violence in the Indonesian context in the category of killing means; an action taken by a person that results in the loss of the life of another living creature. By looking at this definition, it means that killing can be done intentionally or unintentionally, which can definitely cause other living creatures to die. It is said to be killing, whether intentionally or unintentionally. It is proven that many scenes showing the death of living creatures in HTF films are also done intentionally or unintentionally. The second most common crime that appears in the film *Happy Tree Friends* is the stabbing scene. In the introduction, it was explained that stabbing is also physical violence, which means that stabbing is an action carried out by sticking a pointed object or sharp object into the body of a living creature.

By looking closely at this film scene by scene, the stabbing scene was carried out using a pointed or sharp object into the body of a living creature, whether on the hand, on the face, or even all over the body. The stabbing scene is the second most violent category, showing the number 21 times in 20 episodes. Meanwhile, the next physical violence that often appeared was scenes of abuse, namely 17 times. All acts of abuse carried out are intentional by parties with strong power against parties who feel weak or in a weak position. As previously explained, the definition of abuse itself is an arbitrary act by oppressing, torturing and so on against living creatures when they are in a weak position but still carrying out an act of violence with the aim of satisfying an individual or group.

Besides, men are more victims of violence than women, appearing 102 times in 60 episodes of all episodes, while women who are victims only appear 47 times. Balance was also shown by the gender of the perpetrators of violence, the majority of whom were men, namely 55 times, while women who committed violence only 4 times. This means that there are no elements of genre differences that are trying to be shown, but only because the filmmakers have more male characters than female characters.

Meanwhile, the relationship between the perpetrator and the victim that is most often shown is a friendship relationship. This is because all the characters are forest stars who grew up there. Then, these stars are made into human figures, who are also told in

almost every episode that they are friends, namely by showing scenes of playing and picnicking together in parks and at friends' houses. There are also those who give birthday gifts to their friends. For this reason, the calculation of the results of friendship relationships has the highest number compared to other relationships, namely 41 times.

The most violence that occurred was in unexpected locations, with the figure showing 20 times. Like in the belly of a whale, in the laboratory, in the classroom, in space, in a rocket, in the desert, in a factory, in a public library and in a toy store. Meanwhile, the location of violence that occurred inside the house and on the street was the second highest, namely 14 times. Violence that occurs in the home is usually caused by not being careful about sharp and dangerous objects, such as knives, vacuum cleaners, stoves and so on. Meanwhile, violence that occurs on the road is caused by being hit by a vehicle intentionally or unintentionally. Furthermore, the visualization of the effects of violence shown in each episode is dominated by body parts being cut off, namely 47 times. Dismembered here means the whole body is cut or only one part of the body is cut. The most both body parts were stabbed, whether with a sharp object or not, namely 43 times. All visualizations of the effects of this violence always appear accompanied by blood that spurts out and is very thick, like real blood coming out of a human body.

## **J. Concluding Remarks**

After conducting the research, according to the hypothesis, the researchers concluded that there were indeed violent scenes in the cartoon film Happy Tree Friends. With complete information based on research results, violent scenes are dominated by scenes of physical violence, killings carried out by male characters against victims of violence who are also male. The perpetrator and victim had a relationship that could be said to be quite close, namely as friends. Every violence that is carried out mostly uses household tools and is dominated by the nature of deliberate violence, which is carried out in unexpected places, such as laboratories, outer space, in rockets, in the stomachs of whales, toy shops, public libraries, in factories and in the desert.

In this film, scenes of physical violence received a very large percentage, reaching 99%, with killing scenes appearing the most. In fact, the characters kill the people closest to

them and those they love. They are friends of the character himself who is also the dominant victim here. The perpetrators and victims are dominated by male characters with percentage results of 99% and 98%. In this case, it can be said that the creator of this cartoon film did not show any gender bias, it's just that the producer had more male than female characters. However, they all committed acts of violence and were also victims of violence themselves.

Meanwhile, based on the results of reliability tests for the category where violence was committed, it reached a percentage of 97%. In fact, the most dominant location can be declared a non-dangerous location. Thus, it can be concluded that acts of violence can be committed anywhere, even if it is your own place of residence. Meanwhile, the nature of violence is dominated by intentional violence, which reaches a percentage of 98% with weapons which also have the same percentage, dominated by weapons using household tools.

Apart from that, in this comedy genre cartoon film played by an animal, which is depicted like a human, it also shows visualizations of the effects of violence with perfect results, namely 100% with the most dominant visualization of dismembered body parts. This means that this cartoon film with funny and cute characters and a voice that is full of cheerfulness and joy, turns out to be just a cover. Because it is proven that it contains elements of violence which are not only violent but also very sadistic.

Then, if we talk about the function of the film, namely educative, informative, persuasive and entertaining, then it can be said that this film does not contain any of the film function elements mentioned above, because it only displays sadistic violence for the sake of violence over and over again. Even if the element of benefit is enforced, it is only so that every human being is careful in all matters, especially in dangerous situations, even though in fact there is no need to display something as sadistic as that.

Of all the things that have been included in this research, the researcher has several suggestions for several parties, especially parties who have power and authority in terms of approving every film that enters or leaves our country, Indonesia. In order to get good films, suitable for viewing by children, teenagers, adults and parents from foreign countries or films made by the nation's own children, the government should sort these films. For the

government to pay more attention to things that are not suitable for Indonesian people to watch, such as films or videos that look good, but are not.

Then to the government to have the courage to emphasize that inappropriate films, such as the cartoon film Happy Tree Friends, are completely prohibited from circulating in all media, be it television or other media on the internet, such as YouTube, Google, Yahoo and other websites so as not to influence consumers to commit acts of violence. As well as keywords for Happy Tree Friends, both on YouTube, Yahoo and all kinds of search engines, to be blocked so that access to the film is completely blocked.<sup>32</sup>

The next most influential parties are parents, so the researchers' suggestions are also aimed at parents who have children so that they can continue to control their children in terms of choosing what to watch, whether from television or social media. With all the efforts put forth from all parties, it is hoped that the nation's children will not commit acts of violence based solely on and based on watching misleading films.<sup>33</sup>

Furthermore, the research that has been carried out by researchers in a content analysis study of violent scenes in this film, the researcher suggests that further research can be carried out to find out what messages are implied in each episode of the Happy Tree Friends cartoon film and to find out every sign that appears, such as the use of colorful colors for each character, cheerful sounds or music and so on using semiotic studies. Apart from that, research can also be carried out aimed at the audience, such as the audience's reception of the film Happy Tree Friends after consuming this film. This can be researched through a reception analysis approach. Furthermore, finally, the researcher also suggested that research be carried out on the impact of children's attitudes after consuming this cartoon film.

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