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The Art Communication System of Children Songs by Djito Kasilo in Digital Era through Web 2.0 to Instill Character Values in Early Childhood Students

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Abstract

Starting from the problem of art, the phenomenon of stagnation in Indonesian children's songs turned out to affect education, especially Character Education. The stagnation of Indonesian children's songs impacts children's identity crisis and the crisis of children's character, especially in early childhood. When viewed ontologically, it is clear that the study of material objects regarding the existence of problems in Art and Education, both of which are intertwined. The research objective was to see the efforts to instill character values (art communication) through Djito Kasilo's children's songs as a medium of education. Therefore, hundreds of children's songs composed by Djito Kasilo were communicated, socialized, introduced, taught, and instilled character values in early childhood through web 2.0 in this digital era. Researchers choose communication Arts as an approach. The method used in this study is qualitative with a case study research strategy of what the research subjects experienced, such as behavior, perceptions, motivation, actions, and others holistically and utilizing descriptions in the form of words and language. The results of the study show that early childhood students have children's songs that are appropriate with their child's world, their age, and psychological development. Furthermore, for educators (teachers) have hundreds of children's song references related to the learning curriculum that can be used as learning media. Parents can control their children's character education at home through the consumption of children's songs by Djito Kasilo. In conclusion, art communication positions art as a "wrapper" value; it becomes the inner and outer covering of humanity to become a "valued aesthetic figure".

Keywords: Communication Arts, Web 2.0, Children Song, Djito Kasilo, Character.

1. Introduction

Based on personal observations made by researchers, in today's children songs are like being lost or cornered by teenage and adult pop music. Unlike the previous 5 decades, between the 70s, 80s and 90s until the early 2000s, children's songs were very popular in that era. The existence of children's songs today seems to be ignored by the people of Indonesia. Stagnation in children's songs ensued. The implication of the children's song crisis in Indonesia today makes children more interested in singing adult pop songs with the theme of romance and romance which are not suitable for children's consumption, because they are not in accordance with the maturity level of their age as children (Karini, Suci Murti: 2012). In fact, they do not know and it is not time to know what the adult song means. Children end up singing not only adult songs but indirect and practicing adult singing styles, which are inappropriate for their age. Apparently, children will experience early maturity that is obtained from the process of observing what they are (raw). Currently, there are not a few children who can be considered precocious (Rodiana: 2012). The impact on the identity crisis and character crisis also occurs on Indonesian children.

Indonesian children's songs are one of the essential things that must be present in the growing period of Indonesian children, whose existence is part of the life and development of music culture in general. In the thesis written by Karsono, it is stated that children's songs are songs that have children's spirit and become part of children's daily activities. Children's songs also have the meaning of songs that are musically and thematically suitable and in accordance with the physical, psychological aspects of the children's world, and do not refer to the meaning of songs

sung by children (Karsono, 2011: 28). Children's songs have multi functions. In the book *Cerdaskan Anakmu Lewat Musik* written by Fathur Rasyid, it is explained that the function of children's songs can affect children's brain development and growth, functions as entertainment, as an effective learning medium, can improve children's brain and motor development, as emotional control, character formation, broadens horizons and vocabulary, as a means of socialization, and the most important thing is that children's songs function as a tool or medium to convey messages. The messages contained in the text of children's songs are very varied, ranging from messages of education, morals, compassion, religion, norms and so on (Rasyid, 2010: 71-126).

One of the functions of children's songs is as a tool or medium to convey messages. If the children's song experiences stagnation, the messages contained in the children's song include conveying messages of education and learning, morals, love, religion, entertainment, social and others, little by little the message cannot be conveyed to children, so as the negative impact, children will automatically lose one of the tools or media conveying messages that are useful for their lives. Even though through songs, children tend to more easily accept the message to be conveyed (Gunarsa, Raharja: 1986). Through a children's song created by Djito Kasilo, the song is used as a learning tool or medium at school.This is the researcher's personal concern and inner anxiety. The current reality of stagnation in Indonesian children's songs, which has an impact on the character crisis and identity crisis as children, has sparked the enthusiasm of a Djito Kasilo and Djito Kasilo to introduce hundreds of children's songs to Indonesian children through a website marinyanyi.com through web 2.0. Therefore, as academics, researchers want to research, dissect and provide explanations about how to communicate the children's songs created by Djito Kasilo and Djito Kasilo in instilling the character values that exist in the lyrics of his songs from the perspective of Art Communication. The art communication of children's songs was chosen by researchers as something that needs to be studied, on the grounds that art communication is considered the right step or solution to convey and instill the character values contained in the text or lyrics of hundreds of songs by Djito Kasilo to early childhood with a touch of education and art.

1.1 Objectives
The purpose of this research is that the researcher wants to know the extent of communication and socialization of hundreds of children's songs created by Djito Kasilo to the community, especially early childhood in Indonesia through the web 2.0 portal www.marinyanyi.com. Djito Kasilo wants to save children from the current children's song crisis by continuing to create children's songs so that they can become a reference provider for teachers and parents to provide educational children's songs for their children and increase awareness of parents and teachers about the existence of the site www.marinyanyi.com

In addition to the www.marinyanyi.com portal, Djito Kasilo also uses several social networks to communicate and socialize new songs for children, including through Facebook (Mari Nyanyi), blogs, Twitter (@Lagu_Anak), and Google Plus (+ Marinyanyi). The online portal was chosen as the channel for song distribution on the grounds that "the online portal is a practical, economical and popular channel as well as the most potential to support the dissemination of messages in children's songs to various levels of society" (Winarta, 2011).

2. Literature Review
Communication according to Ruben Brent D and Lea P Stewart (2006) is "a process when a person or several people, groups of organizations, and society create and use information to connect with the environment and other people". Art communication referred to in this discussion is a communication system that uses art as its object, namely children's songs as a message in which the children's song lyrics contain character values that will be conveyed or implanted in early childhood through web 2.0 or social media. In this paper, the concept of Communication Arts will be studied using the theory from Dr. Jaeni B. Wastap, but there is a slight difference in the application of his theory. The art communication theory is used in the setting of performing arts, but in this study the setting is in the learning process. Viewing art as an educational medium that is communicated in the learning process to instill character values in early childhood. Art Communication Theory (Dr. Jaeni B. Wastap) reveals:

"That the Theory of Art Communication is aesthetic communication, the essence of art as a symbolic action, in which aesthetic communication process occurs about values. Art communication is a form of values that are intertwined and interpreted by art actors and the public in an art event (Dr. Jaeni B. Wastap).

Social media is an online-based media, where users can easily share and create the desired message content. According to Kaplan and Haenlein (2010, p. 60) defines social media as "a group of Internet-based applications that

build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content", namely social media is a media that uses web-based technology to exchange information among message creators. Social media can also be interpreted as a phase of change, namely how a person reads and shares news, information and content with others. Social media is a combination of sociology and technology that transforms monologues (one to many) into dialogue (many to many) and information democracy which transforms people from content readers to content publishers (Kusumastuti, 2009). Social media is a medium for socializing with each other and is done online which allows humans to interact with each other without being limited by space and time (What is social media, 2012). The concept of social media in this study is used because it is in accordance with the research focus, namely Djito Kasilo choosing social media as a means of socializing his social marketing. The Marinyanyi community uses social media as a means of social marketing because social media is considered a practical, economical and popular channel as well as the most potential to support the dissemination of Djito Kasilo's ideas to various levels of society. This is in line with the function of the media according to Onong Uchjana Effendy (1985, p. 8) which states that, "the main function of the media is to provide information (to inform), educate the public (to educate), provide entertainment (to entertain), and influence society (to influence)".

Web 2.0, is a term coined first by O'Reilly Media in 2003, "Web 2.0 is a business revolution in the computer industry that occurred as a result of the movement to the internet as a platform, and an attempt to understand the rules for success in platform. Limitation Children's songs in this discussion teach an attitude that gives a good influence on their growth. In other words, the positive impact in children's songs that teach about an act of courtesy that can affect their mind, soul, and body. Because the right children's song can cover all aspects of learning goals in children. Some aspects of the learning objectives contained in children's songs that teach character are: 1). Cognitive aspects or their understanding and thinking of knowledge about praiseworthy behavior. 2). Affective aspects that emphasize the influence of children's songs on emotions or feelings and their behavior. 3). Psychomotor aspects, namely their ability to behave politely, which is reflected in verbal or non-verbal communication skills according to circumstances and situations. Children and music are inseparable. Since in the womb, the fetus has been listening to music in its mother's stomach. Through simple sounds the fetus begins to learn to hear the 'tone'. This tone comes from the voice of the mother's stomach, the voice of the mother, father and also other sounds around the mother.

Djito Kasilo is a composer of children's songs in Jakarta, apart from being a writer and communication marketing expert, a musician is also present in him. Djito was concerned to see children singing adult songs, Djito created children's songs for Indonesian children and distributed them for free via the internet. Djito writes song texts and arranges the tone (melody) of the song. This was done because he was concerned about the lack of children's songs so that children today prefer to sing adult songs. According to Djito, adult song texts are not suitable for children, because it is dangerous for them mentally. Djito created the marinyanyi.com website on December 11, 2011. With this website, children's songs can be downloaded by various groups of people, especially kindergarten and early childhood teachers who like Djito Kasilo's works. Kindergarten and PAUD teachers who download the Djito Kasilo song as a reference for teaching materials in the learning process (Tim Prioritas: 2012).

Character education is education that is very important for us, especially for children, because character education in the world of education is used as a forum or process to shape the child's personality to become a good person. According to the Ministry of National Education (2010: 4) character education is defined as education that develops and characterizes the nation in students so that they have values and character as their own character, apply these values in their own lives, as 10 members of society, and citizens who religious, nationalist, productive and creative. The essence of character education in the context of education in Indonesia is value education, namely education of noble values that comes from the culture of the Indonesian nation itself, in order to foster the personality of the younger generation.

The process of character education in early childhood has encountered many obstacles, especially the problem of understanding or catching children in interpreting words that may be foreign to their ears. This study discusses art (children's songs) as a medium for character education, which means that in kindergarten character education is given through playing music activities, reading music activities, moving activities to follow music, and appreciating students in singing. Through songs, students will gain various experiences from the song lyrics they sing and will further strengthen existing characters and foster character and character that have not grown in students. In a study conducted by Sari (2006), songs have a very important character for children's development. If the message conveyed in the song is good, it will explain the child well, so that the child's character will also be formed well. The appeal of the children's song lies in the rhythm and the catchy lyrics. The words that rhyme trigger listening activity

and become an important exercise in distinguishing words, in addition to containing very high educational value, there is also character and character education (Sari: 2006).

3. Methods

This research uses qualitative research, meaning that the data and results are described in a narrative, not using calculations using statistical formulas. Data obtained from literature review, documentation and interviews. The data obtained from the field is processed in order to obtain useful information, then analyzed. This is done to help interpret findings when evidence and results are found.

This study used a case study design (Robbert K. Yin). The type of case study used is an exploratory case study, where the identification of social symptoms becomes the basis of the research problem. The type of study in the case is intrinsic, which is done to better understand a particular case. So, the study of this case is because the researcher wants to know intrinsically about the phenomena, order and specificity of a case, not for other external reasons. This case study research is to explore specifically how art communication is carried out to socialize Djito Kasilo's children's songs through the web 2.0 portal www.marinyanyi.com and social media networks in Indonesia.

This research uses the Robert K. Yin case study method with the steps of planning, designing, preparing, collecting data, analyzing data, and sharing or displaying data (see picture). Afrizal (2015); Nuraini et al., (2019) explains that not all analytical techniques in the Robert K. Yin model can be used, but one or several can be selected to suit the research needs. Therefore, the research data analysis technique uses pattern matchmaking techniques as presented at figure 1.
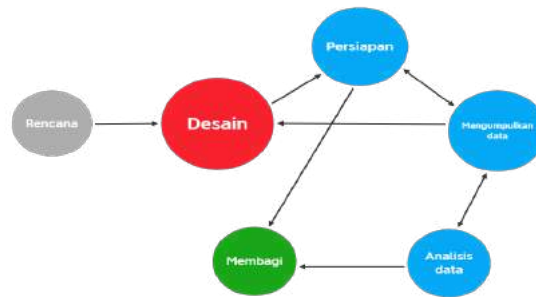

Figure 1. Robert K.Yin's case study research flow model (Source: Yin, 2018)

4. Data Collection

Researchers collect data with a naturalistic approach. Data obtained by building closeness (rapport) with sources and informants. So that it facilitates the process of extracting data and building trust in researchers (Arikunto, S: 2006). All forms of information presented are data from art and music phenomena originating from the public and Djito Kasilo. Data organizing was done to analyze the results of interviews, observation notes, and documentation. Field data, photos, pictures, researcher comments, recorded interviews are described and categorized into units. The next process is synthesis and compiling patterns to explore. The next stage is drawing conclusions in accordance with the proposed research focus. Data acquisition by literature study is done by reading literature books, articles, journals, newsletters, magazines, and newspapers relevant to the research, so that they know and understand the contents of the book and can retrieve the information needed for this research. The data obtained from the literature study is data about Marinyanyi.com which contains coverage of Djito Kasilo's profile, Marinyanyi.com profile, Djito Kasilo's profile, and Djito's strategy in socializing it on various media TV, Facebook, internet, school education, and mass media.

Further data collection was carried out by observation (observation). Direct observations were made by attending talk shows in several places in Yogyakarta and seminars on Marinyanyi.com. Being an observation participant is done by seeing directly and acting in the activities of Djito and his art community in developing Indonesian children's songs, participating in volunteering to share CDs of children's songs created by Djito Kasilo in several PAUD and kindergartens schools, seeing how Djito wrote songs until finishing recording in his recording studio, and taking part directly in the roadshow for the show of events related to the children's song concert by Djito. Meanwhile, indirect observation was carried out by searching for data on children's songs that were popular in the

1970-2000s by utilizing a number of existing audio-visual media, such as audio video recordings, CDs, shows of children's song program programs created by Djito Kasilo. appears in several indirect television broadcasts and internet media (youtube). With this observation, the researcher can obtain actual information data, especially regarding the children's songs created by Djito Kasilo in the present era. Observations were also carried out at the Marinyanyi.com office to obtain data on Djito Kasilo, and the researchers were able to see firsthand the condition of Marinyanyi Djito Kasilo's office at Jalan Cerme 326 / A Caturtunggal, Sleman, Yogyakarta.

In terms of data collection by interview, the interview method used is free depth. This is based on the fact that this method is expected to be able to obtain in-depth information on various information held by informants. Although this interview is free, in practice it is still directed to obtain data which is expected to be able to answer the problems that are the focus of the research.

Interviews were also conducted by researchers by directly visiting informants Djito Kasilo, Djito Kasilo's co-workers, namely Utie Respati and Pungkas Riandika and volunteer Dian Anggraeni to obtain data in the form of Djito Kasilo's strategy in disseminating his songs, then what exactly is the Marinyanyi.com movement, the song - what kind of song is it, how is Djito's idea of creating hundreds of children's songs he composed, how the song text is used in the children's songs he created, how many phrases are there, how the ambitus is used, how is the melody of the song, how is the style of accompaniment, also how is the tempo, how the contents of the message of the song, and how long it is. So that, from the data collected, the researcher can conclude the quality of Djito's songs that will be disseminated to the public, especially Indonesian children and what kind of socialization strategy is done by Djito and Djito Kasilo. Interviews were also conducted with parents (Wati) and teaching teachers at the Olifant Preschool (Rani) school to find out their opinions about the results of the communication and socialization efforts carried out by Djito Kasilo in the school environment.

5. Results and Discussion
5.1 Numerical Results
Through Google Analytics available on the site www.marinyani.com, public responses to Djito Kasilo's song can be seen. From these statistical data it can be seen that visitors to the marinyanyi.com site from December 2019 - March 2020 were 65,157 visitors and 30,461 people who liked this site. The song that received the highest rating was entitled "Sayur dan Buah" with 1,886 downloaders and 3,217 listeners. Then followed by the song "Thank you Ibu Sapi" with a percentage of 79% of the downloaders, namely around 1,401 downloaders, and 1,834 people who had listened to and played the song. According to the researcher's opinion about the percentage value obtained to find out the enthusiasm of the public about the songs on the marinyanyi.com portal, the researchers considered that this figure was not much and phenomenal compared to the enthusiasm of the people who visited Inul Daratista's YouTube song to see and download the song which was very popular in Indonesian society. So, the data shown by google analytics to find out how much public appreciation and enthusiasm the community has for the children's song created by Djito Kasilo via the internet have not reached or represented Indonesian society in general and at large. As presented at song statistics on figure 2.

Figure 2. Song Usage Statistics Data on www.marinyanyi.com

In the book Multimedia Concepts and Applications in Education, Web 2.0 is a website that uses technology outside of the static pages on the previous website. With the existence of web 2.0, it allows users to interact and collaborate with each other in social media conversations as content creators in virtual communities, which is different from websites where people are limited to passive viewing of content. Examples of web 2.0 include social networking

sites, blogs, wikis, folksonomi, video sharing sites / youtube, web applications, and mashups (Munir: 2012).

Figure 3. Front page of the website www.marinyanyi.com

The site www.marinyanyi.com as presented at figure 3, Djito Kasilo's mainstay to communicate, socialize and preserve children's songs in Indonesia. Until now on the site www.marinyanyi.com there are 500 children's songs and it continues to grow every day. All song titles are free to download for free by parents or teachers who need them, each song is created according to the needs of the child and contains important lessons in every song.
The site www.marinyanyi.com provides children's song references for people who need educational children's song references. Children's songs are a learning tool used by parents or teachers in teaching educational values to children in a fun way.

Figure 4. Request page for the website www.marinyanyi.com

This site as prsented on figure 4, has a request feature that can be used by parents and teachers to order the desired song by providing a theme song which will be processed by Djito Kasilo so that it becomes a song. Songs that have been processed will then be displayed on the homepage of the site so that everyone can find out what new songs have been created. For those who contribute ideas for making the song, the person's name will be included as one of the names of the songwriters. Children's songs available on the site www.marinyanyi.com are all free to download and distribute. In the case of the creation of children's songs, they must adhere to rules or rules that are in accordance with the context of the children's song. Things that need to be considered in composing and creating children's songs are: (1) in determining ambitus, it should be no more than one octave with a pitch area of about c^1-c^2; (2) choosing the theme of the song lyrics should contain several pedagogical aspects such as: moral, religious, disciplinary aspects and being able to develop thinking power, creativity, language and emotions; (3) the composition of songs with notes with complete, half, quarter, and eighth values with a stepping pattern in the melody in the form of a one-part song (Muttaqin: 2007).

Figure 5. Djito Kasilo's blog page

Based on figure 5, Djito Kasilo in determining his target audience tends to be more towards teaching staff such as kindergarten teachers and early childhood teachers. They are considered the right target in introducing the children's song product created by Djito Kasilo because they are the ones who interact directly with the children and have a big share in introducing educational children's songs. However, at this time the teaching staff had difficulty finding references to educational children's songs.

Children's songs that are often shown on the screen can have a positive and negative impact on children's mental development which affects the world of education in schools. Positively, the song text in children's songs can affect the development of children's language vocabulary. While the negative effect, although it does not occur in all children's songs, it cannot be denied that the current era of globalization and modernization has changed the form of children's songs to be less suitable for consumption by children, thus having an impact on children's development (Sinaga: 2008; Kanto et al.). Sometimes children do not understand the meaning of the words in the text of the song so that it is bad for their psychological development. Call it the word love, many songs have the song text using the word love. A thousand meanings are contained in this word. What should be in the child's mind about this meaning is an affection between a child and parents, love between brothers and sisters, not a relationship between two lovers, which emotionally and psychologically are not yet in accordance with the maturity of the children. In fact, children have experienced the same thing. So, the music or songs that children listen to should be appropriate to their age capacity (Kusrina: 2010). In addition to the request feature, there is also a blog feature which contains article content about the world of children and activities around Djito Kasilo. The use of blogs as a social marketing medium is expected to have an impact on increasing awareness of www.marinyanyi.com, which is a product by Djito Kasilo aimed at social change.

Figure 6: About us page, www.marinyanyi.com

Finally, there is an about us feature which contains an explanation of the www.marinyanyi.com site and invites public participation in the movement carried out by Djito Kasilo. On this page, Djito Kasilo always reminds people who access the site to always share children's songs via CD to PAUD, kindergarten, elementary school, or orphanages around them.

5.2 Graphical Results
If the children's song journey map can be depicted in graphic form, the graph will look like at figure 7:
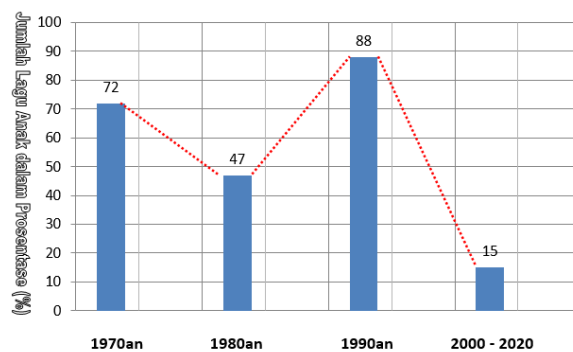
Figure 7. Chart of Children's Song Journey for the years 1970-2020

The reality of being marginalized by Indonesian children's songs at this time caused children's songs to stagnate, which led to the desire of researchers to know the communication and socialization of Indonesian children's songs created by Djito Kasilo via web 2.0 and social media. The graphic illustrates the popularity of children's songs in Indonesia from the 70s-2020s. Where starting in the 2000s children's song texts were replaced with adult song texts in the world of homeland music in today's era. Setiawan criticized that for the current era children are more memorized and like to sing adult songs whose song texts do not match their age conditions. Song texts with the theme of love, affairs, quarrels, and so on have poisoned the psychological condition of children today. According to him, this kind of condition should not be tolerated (Setiawan: 2009).

Djito Kasilo's statement is in line with the theory put forward by Kaplan and Haenlein (2010, p. 60) which defines social media as media that uses web-based technology to exchange information among message creators. Djito Kasilo assessed that currently the use of social media is in a development phase, namely that many people use social media as a medium to interact with each other and share information. Several other online media used by Djito Kasilo in promoting children's songs via Youtube Marinyanyi.com, Facebook for Indonesian Children's Songs, Twitter: @Lagu_Anak and Google Plus: + Marinyanyi.

Figure 8. Youtube Marinyanyi.com

Youtube media is used by Djito Kasilo as presented at figure 8, bring Djito Kasilo closer to Youtube users. The video uploaded on Djito Kasilo's Youtube account contains all things related to documentation of Djito Kasilo's activities. Through videos on the social media Youtube, Djito Kasilo wants to show the public about the current phenomenon, namely children prefer to sing adult songs rather than children's songs that are meant for them.

Figure 9. Facebook Marinyanyi.com

The social networking media Facebook as seen at figure 9 is used by Djito Kasilo to interact with Djito Kasilo with teachers and parents all over Indonesia. Teachers and parents can order songs, write lyrics and compose any song they want by writing on the wall on their Facebook page. The latest songs, whether ordered by teachers or parents and Djito Kasilo's creation, will always be informed on the main Facebook page, which later on the link will refer to the site www.marinyanyi.com (Ratih, Dwi Kusumaningtyas: 2010)

Figure 10: Marinyanyi Community Twitter

Twitter is like what has been presented at figure 10, used to interact with the media and twitter users who support children's songs and the Marinyanyi community. Twitter @Lagu_Anak is also used to provide information about children and parents, and community activities. Twitter @Lagu_Anak also provides #DramaTwitter programs. This program raises Indonesian regional stories which are retold in a modern version by means of Twitter.

Figure 11. Google Plus Djito Kasilo

Djito Kasilo is here on Google Plus as presented at figure 11, with the + Marinyanyi account. The Marinyanyi + account is used to facilitate interaction with Google Plus users. Through this social media, Djito Kasilo invites all target audiences to exchange ideas. The public will know the concept of social change offered by Djito Kasilo as a target audience if Djito Kasilo aggressively takes approaches to promote the site www.marinyanyi.com as a site that provides children's songs that can give references to parents or teachers as an alternative medium for learning to the child. Djito Kasilo tries to streamline its social marketing process by establishing various communication media, both offline and online, to be closer to the public and invite their participation in the movement for change that Djito Kasilo carries out. Through the programs produced by Djito Kasilo, it can be seen that Djito Kasilo is trying to build communication that is no more extended monologue but instead leads to two-way communication

between Djito Kasilo.

The social marketing process carried out by Djito Kasilo is relevant to the current condition of children's songs on both online and offline media which is experiencing a crisis. The choice of internet media as a social marketing channel is very effective because the exchange and dissemination of information is very fast and is able to reach the wider community.

5.3 Proposed Improvements

The suggestions in this study are: In socializing Indonesian children's songs, the right media should be chosen so that the songs can arrive and be accepted by children. In creating children's songs, you should pay attention to the song text, melody (tone) and the duration of time. Although the main focus in the song is the song text message, the element of convenience is very much needed in children's songs, because it concerns the child's abilities. The connection with this is so that children like the song and it is easy to memorize and pleasant to hear. For songwriters, let's be careful when writing song texts. Song is not just an art that is free to create tone and language. Songs are also the crunchiest medium for conveying messages. Anyone can receive a message, even a child who cannot read and write it is easy for them to respond and absorb whatever they find interesting. Let us remember one thing, that songs are not only owned by adults, around us there are many children of the nation's generation who are growing and developing who need an environment conducive to their psychological development.

5.4 Validation

This research is of a qualitative type; therefore the validity of the data is tested through the criteria of credibility, transferability, dependability, and data confirmability (Lincoln & Guba, 1985). Data credibility is a very important part, this can be done by adjusting the observation time, increasing the saturation of the data, using other references, and checking members. After collecting data, the researcher will validate the data. In the context of this study, the validity of the data obtained will be tested using data triangulation, namely comparing or checking back the degree of confidence of information obtained in the following ways:

1. Comparing the observed data with the interview data;
2. Comparing what people say in public with what is said in private;
3. Comparing what people say about the research situation with what they are saying over time;
4. Comparing the situation and perspective of a person with various opinions and views of society from various levels of society;
5. Comparing the results of interviews with the contents of a related document (Moleong, 2004: 58).

This case study research pattern can be in the form of ideas, concepts, or ideas. The pattern consists of two, namely patterns in the form of initial propositions obtained from literature studies and patterns in the form of empirical data in the field. Literature study is centered on investigations looking for facts in accordance with the focus of the research. After the research was carried out in the field, new concepts were found. Findings New concepts or ideas in this field are recorded, look for where they match, or compare with existing patterns in literature studies. The observed patterns are in the form of field data or the results of observations, while the theoretical patterns are in the form of concepts, predictions, ideas, and theories contained in literature studies. The meeting between the empirical-observation pattern and the theoretical pattern is known as pattern matching as describe at figure 12.
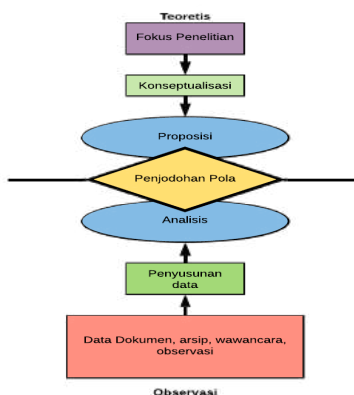
Figure 12. Pattern Matching Data Analysis Technique. Adapted from Trochim (1989) and Yin (2018)
Data from interviews, observations, documents, audio-video recordings were grouped and coded according to facts found in the field.

6. Conclusion

The lack of availability of new children's songs in Indonesia has required Djito Kasilo to determine the focus of his social marketing, which is to change the dependency behavior of children today on songs with adult themes by providing a special portal for children's songs that accommodate the needs of the target group about references to new educational children's songs.

The needs of the Indonesian people for children's songs can be overcome by the presence of a special portal for children's songs created by Djito Kasilo. Djito Kasilo provides ideas for change and social values in the communication marketing of children's song art. The idea of change being offered was that Djito Kasilo launched a free children's song download site so that the target group, namely teachers and parents who had difficulty finding new, educational children's song references, could get it on the site www.marinyanyi.com

Djito Kasilo then positioned the free children's song download site www.marinyanyi.com as the main weapon to provide educational references for new children's songs for parents and teachers so that children can sing songs according to their age which contain education and moral values. Each target group has a different point of view in responding to the communication and outreach conducted by Djito Kasilo. From the teacher's point of view, they gave a good response, because they felt that with the www.marinyanyi.com portal they felt that in the teaching process of PAUD or Kindergarten students the songs being taught became more varied and could be adapted to the needs of the teaching. Likewise, with the parent's point of view, they feel children's songs can help parents in shaping children's character.

The impact arising from the emergence of www.marinyanyi.com helps teachers and parents in explaining learning themes to children and in teaching moral values because children are easier to understand through educational songs. The presence of the www.marinyanyi.com site can be a relevant solution in the midst of the children's song crisis and the rise of children who like to sing adult songs, but this movement also needs to get support from the wider community, especially the government and music industry players. Through educational children's songs they can convey values in teaching something that is educational.

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