



STIMULATING PROSOCIAL INTENTION USING MORAL-THEMED STORY

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ABSTRACT

*Prosocial behavior underlies the ability to blend in the society. Formation of prosocial character in children is strongly influenced by moral references, such as moral-themed stories, that are exposed to them. This study investigated whether a moral-themed story entitled *Petualangan Baros (The Adventure of Baros)* could stimulate prosocial intentions in children. Participants were 4th graders aged 9-10 years old ($N = 106$) who were divided into experimental group ($N = 57$) and control group ($N = 49$). Participants in experimental group were exposed to the story using read aloud method (i.e., being read), while participants in control group were not given any treatment. Prosocial intentions were measured before (pre) and after (post) treatment, using scenario-based prosocial intention questionnaire. ANOVA Mixed Design analysis demonstrated that there was significant positive effect of the treatment on prosocial intentions ($F = 6.33$; $p = .01$) with effect size of 60%. Further examination of the means, however, showed that prosocial intention scores did not increase on the experimental group; rather it was stagnant (M pre-test = 127.29, $SD = 15.93$; M post-test = 128.23, $SD = 16.98$; $t = -.46$; $p = .64$). On the other hand, prosocial intentions in control group decreased significantly between pre-test and post-test (M pre-test = 122.51, $SD = 16.52$; M post-test = 116.78, $SD = 21.41$; $t = 3.31$, $p \leq .01$). It is discussed that social desirability may have largely contributed to this pattern of prosocial intention scores.*

Keywords: *moral-themed story, prosocial intention, moral education, children*



STIMULASI INTENSI PROSOSIAL MELALUI CERITA BERTEMA MORAL

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INTISARI

Perilaku prososial mendasari kemampuan untuk menjadi bagian dari masyarakat. Pembentukan karakter prososial sangat dipengaruhi oleh referensi moral, contohnya cerita bertema moral, yang diterima anak. Penelitian ini bertujuan untuk menguji apakah cerita bertema moral yang berjudul *Petualangan Baros* dapat menstimulasi intensi prososial pada anak usia sekolah dasar. Subjek penelitian merupakan siswa kelas IV SD berusia 9-10 tahun ($N = 106$) yang dibagi ke dalam kelompok eksperimen ($N = 57$) dan kelompok kontrol ($N = 49$). Kelompok eksperimen diberi perlakuan dengan dibacakan buku cerita *Petualangan Baros* menggunakan metode *read aloud*, sementara kelompok kontrol tidak diberi perlakuan apapun. Intensi prososial diukur sebelum (*pre*) dan sesudah (*post*) perlakuan menggunakan kuesioner intensi prososial berbasis skenario. Analisis menggunakan ANOVA *Mixed Design* menunjukkan cerita bertema moral berpengaruh positif terhadap intensi prososial anak ($F = 6,33$; $p = 0,01$) dengan sumbangan efektif sebesar 60%. Meski demikian, uji beda menunjukkan bahwa intensi prososial pada kelompok eksperimen tidak mengalami kenaikan (M *pre-test* = 127,29; $SD = 15,93$; M *post-test* = 128,23; $SD = 16,98$; $t = -0,46$; $p = 0,64$) sementara intensi prososial pada kelompok kontrol mengalami penurunan yang signifikan (M *pre-test* = 122,51; $SD = 16,52$; M *post-test* = 116,78; $SD = 21,41$; $t = 3,31$; $p \leq 0,01$). Pola perubahan skor intensi prososial ini kemungkinan besar terkait dengan adanya faktor *social desirability*.

Kata kunci: cerita bertema moral, intensi prososial, pendidikan moral, anak-anak