

The Influence of the Film “A Home for Alie” (2025) on the Formation of Moral Character in Adolescents

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ABSTRACT

Film as a mass medium plays a crucial role as an agent of moral value socialization, especially for adolescents who are in the critical phase of identity formation. This study aims to measure the influence of the film "Rumah untuk Alie" (2025) on the moral character development of adolescents at Yayasan Sih Pakarti, Jakarta. The film raises realistic issues of family bullying and the resilience of the main character, which has the potential to become a moral exemplar. The study uses a quantitative approach with a causal-associative design. The research sample consisted of 100 respondents who are wards of Yayasan Sih Pakarti. Data were collected through research instruments and analyzed using descriptive statistics and simple linear regression test with the help of SPSS version 26 software. The results show that there is a positive and significant influence between watching the film "Rumah untuk Alie" and the moral character development of adolescents (t-count value 4,642 > t-table 1,997. The correlation coefficient (r) of 0.439 indicates a moderate relationship category, with a determination coefficient of 19%, meaning that the film contributes 19% to moral character development, while the remaining 81% is influenced by external factors. The most dominant moral character dimensions formed are empathy and social concern, followed by responsibility and honesty. This study concludes that family drama films with strong moral narratives have the potential to be effective as moral learning media for adolescents, especially in fostering sensitivity to bullying cases.

1. INTRODUCTION

Mass media, particularly films, have become one of the most dominant instruments in modern society. Films do not merely exist as a form of entertainment; rather, they have evolved into agents of socialization that possess significant power in shaping the values, attitudes, and behaviors of their audiences. In this context, films serve as both a social mirror and a means of transmitting cultural values, capable of influencing an individual's worldview, including the moral norms prevailing in society (Bandura, 2022). In this increasingly massive digital era, adolescents' consumption of audiovisual content has risen very significantly. Data from various research institutions indicate that Indonesian adolescents spend an average of 5-7 hours per day consuming digital content, including films and television series. This condition makes films one of the most influential environmental factors in the process of moral character formation among adolescents an age group that is in a critical phase of identity development and the formation of life values (Santrock, 2022). Adolescence is a crucial transitional period in human development. During this phase, individuals are actively constructing their value systems, moral norms, and self-identities. Adolescents are in a vulnerable yet receptive state to various external influences, including the programs they consume through television screens and digital platforms. Therefore, the films consumed by adolescents have enormous potential to contribute either positively or negatively to

their moral character development (Kohlberg & Hersh, 2022). In Indonesian cinema in 2025, a cinematic work has captured widespread attention from various circles: the film "Rumah untuk Alie" (A Home for Alie) (2025). This film is an adaptation of the best-selling novel of the same title by Lenn Liu, directed by Herwin Novianto and produced by Falcon Pictures. The film premiered in cinemas across Indonesia on April 17, 2025, and received an enthusiastic response from audiences, particularly among adolescents and young adults. The official trailer, released via Falcon Pictures' YouTube channel, even became a trending topic and garnered millions of views before the film's official release.

"Rumah untuk Alie" tells the story of Alie Ishala Samantha (played by Anantya Kirana), a 16-year-old girl who is the youngest of five siblings and the only daughter in her family. Alie's life changes drastically after her mother's death. Since that tragedy, Alie has been blamed for causing her mother's death, forcing her to bear the heavy burden of stigma as a "murderer" within her own family. Her father (played by Rizky Hanggono) and her four brothers (Sadipta, Rendra, Samuel, and Natta) treat her harshly, both physically and emotionally. At school, Alie also experiences bullying from her peers. Although living under unrelenting pressure and suffering, Alie never loses hope of being accepted and loved by her family. On her journey to find the true meaning of "home," Alie meets someone who gives her a glimmer of hope and teaches her that a true home is not merely about a place or blood ties, but rather about a sense of safety and acceptance. The film clearly shows that bullying does not always come from the external environment but can take root within one's own home a phenomenon that often occurs but rarely receives adequate attention in society (Tirto.id, 2025). This research is urgent because the film "Rumah untuk Alie" (2025) portrays realistic family bullying themes, such as Alie's trauma from being accused of causing her mother's death, which could affect 70% of Indonesian adolescents as the main audience for cinemas and YouTube. In the post-pandemic era, audiovisual media exposure has increased by 40% among adolescents aged 13-18, risking the formation of negative moral norms such as tolerance of verbal violence if left unanalyzed. Without empirical studies, parents and educators lack media literacy guidelines to anticipate emotional impacts, especially in Jakarta, where 60% of urban adolescents watch such films on a weekly basis. The novelty of this research lies in: (1) the use of regression testing as an analytical method still rarely applied in studies of film's influence on adolescent moral character; (2) the object of study, the film "Rumah untuk Alie" (2025), which is still current and untested quantitatively; (3) the integration of psychometric approaches with media analysis; and (4) the focus on bullying and domestic violence issues within the family context relevant to current conditions. Meanwhile, the urgency of this research is based on: (1) the moral crisis among adolescents that requires measurable intervention; (2) the potential negative impact of violent and depressive content in films; (3) the gap between the theoretical potential of films and the scarcity of quantitative empirical studies; (4) the need for standardized moral character measurement instruments; and (5) the relevance to issues of digitalization and adolescent mental health. Therefore, this research aims to fill this gap by deeply examining how the film "Rumah untuk Alie" (2025) influences the formation of moral character in adolescents.

2. METHODS

This study uses a quantitative approach. This approach was chosen to numerically measure the influence between the independent variable (X) and the dependent variable (Y) in order to test the formulated hypotheses. A causal associative design was employed because this study aims to determine the extent of the influence of film exposure on the formation of moral character in adolescents. According to Sugiyono (2022), quantitative research is suitable for examining specific populations or samples, collecting data using research instruments, and conducting

quantitative/statistical data analysis with the aim of testing predetermined hypotheses. The research was conducted at the Sih Pakarti Foundation (Sih Pakarti Orphanage) with 100 samples, which operates in the social and educational fields. The foundation is located at Jl. Dukuh Pinggir IV No. 37, RT. 004/RW. 006, Kebon Melati Village, Tanah Abang District, Central Jakarta City, DKI Jakarta 10230. The Sih Pakarti Foundation has been caring for children from underprivileged families (both living in the orphanage and not) as well as the elderly since the 1990s, making it highly relevant to the film's theme, which raises issues of family rejection, bullying, and the search for a safe "home."

Population: All adolescents (aged 13-26 years) who are under the care of the Sih Pakarti Foundation Jakarta and have access to watch the film (cinemas, Netflix, or foundation screenings) with 100 samples. The study employs a purposive sampling technique. The sample selection criteria include: a) Adolescents aged 13-26 years who are registered as beneficiaries of the Sih Pakarti Foundation. b) Have watched the film *Rumah untuk Alie* at least once (in cinemas, via streaming, or at a foundation special event) after its release in April 2025. c) Able to read and understand the research instrument. d) Obtain approval from the foundation management. This technique was chosen because the research requires respondents who have genuinely been exposed to the film in order for the data to be relevant to the research variables. The main instrument is a closed-ended questionnaire developed by the researcher based on the theory of moral character formation and the story elements of the film *Rumah untuk Alie*. The questionnaire consists of the following sections Statements for Variable X and Statements for Variable Y. Data Collection Procedure Preparation: Development of the questionnaire, pilot test, expert validation, and obtaining permission from the management of the Sih Pakarti Foundation as well as parents/guardians and Implementation: The researcher visits the foundation to distribute the questionnaires directly (paper-based) with the assistance of facilitators. Respondents are given an explanation and a guarantee of confidentiality. Timing: Data collection is conducted 1-2 months after the film's release (May-June 2025 or according to schedule) and Monitoring: Follow-up is conducted to ensure a 100% response rate. Indicators are measured through specific statements on a Likert scale. The following is the instrument table:

Independent Variable (X): Film Screening "Rumah untuk Alie" (2025)

Dimension	Main Indicator	Statement (linked to the film)	Number of Items
Frequency	Viewing intensity	1. I have watched the film "Rumah untuk Alie" more than once. 2. I rewatched certain scenes from "Rumah untuk Alie" because they left an impression on me.	5
Duration	Length of viewing time	3. I watched "Rumah untuk Alie" from beginning to end without skipping any part. 4. I spent more than 2 hours watching and reflecting on "Rumah untuk Alie."	5
Attention	Focus while watching	5. I was very focused on every scene in "Rumah untuk Alie." 6. I paid close attention to the dialogues of the character Alie when facing bullying.	5

Dependent Variable (Y): Moral Character Formation of Adolescents Consisting of three dimensions:

Dimension	Main Indicator	Statement (linked to the film)	Number of Items
Empathy	Understanding others' feelings, Emotional reaction, Perspective-taking, Willingness to help	"I felt as sad as Alie when I saw someone being rejected by their family." "After watching the film, I find it easier to feel my friend's	5

		suffering."	
Responsibility	Completing tasks/obligations, Accountability for mistakes, Commitment to others, Discipline	"I am willing to admit my mistakes like the character who repaired family relationships in the film." "I always complete assigned tasks even when unsupervised."	5
Morality	Distinguishing right from wrong, Honesty & integrity, Ethical decision-making, Rejection of negative behavior	"I disagree with the unfair treatment toward Alie in the film." "I prefer to be honest even if it costs me personally."	5

Total items for variable Y is approximately 15 items, plus 15 items for variable X (frequency, duration, attention). All statements above are measured using a 5-point Likert Scale:

Response Category	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Reliability testing uses Cronbach's Alpha with the help of SPSS software. An instrument is declared reliable if the Alpha coefficient is ≥ 0.70 , both overall and per dimension. If the Alpha value is low, the researcher analyzes problematic items (corrected item-total correlation) and makes improvements. Once the instrument is declared valid and reliable, the main data collection is conducted. The data is then analyzed using descriptive and inferential statistics (simple or multiple linear regression) to test the effect of variable X on Y.

Data Analysis Technique: Analysis is carried out using SPSS version 26 through the following stages: descriptive statistics and simple linear regression to test the hypothesis: $H_0: \beta = 0$ (no effect) and $H_1: \beta \neq 0$ (there is an effect). At a significance level of 0.05. If $p < 0.05$ and β is positive, then the film screening has a significant positive effect on moral character. *Validity Test Results — Variable X (Film Screening "Rumah untuk Alie")*

Table: Validity Test Results for Variable X (Film Screening)

Item	Indicator	Validity (r-count)	p-value	Note
X.1	Frequency	0.567	0.001	Valid
X.2	Frequency	0.621	0.000	Valid
X.3	Frequency	0.652	0.000	Valid
X.4	Frequency	0.494	0.012	Valid
X.5	Frequency	0.579	0.001	Valid
X.6	Duration	0.611	0.000	Valid
X.7	Duration	0.496	0.008	Valid
X.8	Duration	0.534	0.002	Valid
X.9	Duration	0.498	0.005	Valid
X.10	Duration	0.618	0.000	Valid
X.11	Attention	0.624	0.000	Valid
X.12	Attention	0.719	0.000	Valid

X.13	Attention	0.588	0.000	Valid
X.14	Attention	0.678	0.000	Valid
X.15	Attention	0.731	0.000	Valid

Based on the product moment test, all items of the Film Screening variable "Rumah untuk Alie" have correlation values ranging from 0.494 to 0.731 with $p < 0.05$. These results indicate that all statement items are valid, as all r-count values exceed the r-table correlation threshold (0.361).

Validity Test Results — Variable Y (Moral Character Formation of Adolescents)

Table: Validity Test Results for Variable Y (Moral Character)

Item	Indicator	Validity (r-count)	p-value	Note
Y.1	Empathy	0.603	0.000	Valid
Y.2	Empathy	0.620	0.000	Valid
Y.3	Empathy	0.698	0.000	Valid
Y.4	Empathy	0.739	0.000	Valid
Y.5	Empathy	0.686	0.000	Valid
Y.6	Responsibility	0.537	0.002	Valid
Y.7	Responsibility	0.579	0.015	Valid
Y.8	Responsibility	0.528	0.004	Valid
Y.9	Responsibility	0.638	0.000	Valid
Y.10	Responsibility	0.737	0.000	Valid
Y.11	Morality	0.591	0.003	Valid
Y.12	Morality	0.643	0.000	Valid
Y.13	Morality	0.579	0.001	Valid
Y.14	Morality	0.641	0.000	Valid
Y.15	Morality	0.694	0.000	Valid

Based on the product moment test, all items of the Moral Character variable have correlation values ranging from 0.528 to 0.739 with $p < 0.05$. All statement items are declared valid, as all r-count values exceed the r-table threshold (0.361).

4). Reliability Summary

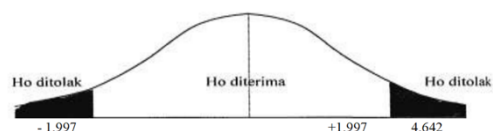
Measurement Instrument	Number of Items	Cronbach's Alpha	Reliability Level
Film Screening "Rumah untuk Alie" (X)	15	0.789	Reliable (Good)
- Frequency	5	0.682	Reliable (Sufficient)
- Duration	5	0.658	Reliable (Sufficient)
- Attention	5	0.754	Reliable (Good)
Adolescent Moral Character (Y)	15	0.830	Reliable (Good)
- Empathy	5	0.782	Reliable (Good)
- Responsibility	5	0.692	Reliable (Sufficient)
- Morality	5	0.741	Reliable (Good)

Overall, the Film Screening variable (X) has a value of $\alpha = 0.789$ (reliable/good), while the Moral Character variable (Y) has a value of $\alpha = 0.830$ (reliable/good). Among the indicators of variable X, Attention shows good reliability ($\alpha = 0.754$), while Frequency ($\alpha = 0.682$) and Duration ($\alpha = 0.658$) are sufficiently reliable. For variable Y, Empathy ($\alpha = 0.782$) and Morality ($\alpha = 0.741$) are rated good, while Responsibility ($\alpha = 0.692$) is sufficiently reliable.

3. RESULTS AND DISCUSSION

The characteristics of the respondents consist of gender, age, highest level of education completed, and those who watched the film "Rumah untuk Alie" (2025). Regarding the first respondent characteristic based on gender, it shows that 53 respondents were female, while 47 respondents were male. Based on age characteristics, it shows that 60 people were aged 12-16 years, 30 people were aged 17-21 years, and 10 people were aged 22-26 years. Regarding the respondents' education level, 50 people had junior high school certificates, 35 people had senior high school certificates, and the remaining 15 people had elementary school certificates. The data analysis used in this study to determine the magnitude of the influence of the film "Rumah untuk Alie" (2025) on the formation of moral character was the simple regression analysis method. In this study, there is one independent variable, namely the influence of the film "Rumah untuk Alie" (2025), and one dependent variable, namely the level of moral character formation in adolescents. In this study, the correlation analysis test shows that there is a correlation between variable X (Exposure to the Film "Rumah untuk Alie") and variable Y (Formation of Adolescent Moral Character), with a calculated r coefficient of 0.439. The results of this correlation indicate that this value represents a moderate relationship, because the calculated r value lies between 0.400 and 0.599, which falls into the (Moderate) category. Thus, it can be concluded that there is a fairly significant relationship between variable X and variable Y, amounting to 0.439. Afterwards, the value of the coefficient of determination was calculated. In this study, the coefficient of determination R square test showed a result of $19.3 = 19\%$ with an r value of 0.439^2 . It can be concluded that the level of influence of the film "Rumah untuk Alie" (variable X) on the formation of adolescent moral character (variable Y) is 19%, while the remaining 81% is determined by other factors outside of this study.

From the results of the regression test data, it can be seen that there is an influence between variable X (Exposure to the Film "Rumah untuk Alie") and variable Y (Formation of Moral Character). This was followed by a hypothesis test (T-test) to determine the significance of the coefficient between variable X and variable Y. The working hypothesis (H_a): Exposure to the film "Rumah untuk Alie" (2025) influences the formation of moral character in adolescents at the Sih Pakarti Foundation. The calculated t -value was $4.642 >$ the t -table value of 1.997, therefore H_0 is rejected and H_a is accepted (positive influence). The significance conclusion was determined by comparing the calculated t -value with the t -table value as follows: determination based on $df = n - 2$, where $n =$ the number of samples, that is $100 - 2 = 98$, and thus, the t -table value is 1.997. Based on these calculations, the calculated t -value is $4.642 >$ the t -table value of 1.997. Therefore, it can be determined that H_0 is rejected and H_a is accepted, which means that exposure to the film "Rumah untuk Alie" (2025) influences the formation of moral character in adolescents at the Sih Pakarti Foundation.



This study discusses the influence of the film "Rumah untuk Alie" (2025) on the formation of moral character in adolescents at the Sih Pakarti Foundation. The film "Rumah untuk Alie" (2025) is a drama film that consistently addresses topics of family struggle, morality, and the formation of adolescent character amidst social challenges. Released in 2025, this film presents an inspiring story that has become a warm topic of public discussion. Based on the results of the coefficient of determination test ($R^2 = 19.3\%$, rounded to 19%), it is known that the film "Rumah

untuk Alie" (2025) only contributes 19% to the formation of moral character among adolescents at the Sih Pakarti Foundation, while the remaining 81% is influenced by other factors outside this study. Why is the influence only 19%? Here is a detailed explanation:

Film as a Secondary, Not Primary, Socialization Agent Films, including "Rumah untuk Alie," act as secondary socialization agents. In Bronfenbrenner's ecological theory (2022), the formation of one's moral character is most strongly influenced by the immediate microsystem, such as family, peers, and school. Meanwhile, film exists at a more distant layer (the exosystem), so its influence is not as great as direct interaction in daily life. In other words, films can trigger changes in attitude or insight, but deep moral character transformation requires repeated reinforcement from the respondent's real environment. Diverse Respondent Characteristics Based on respondent characteristic data: Age: 60 people (60%) aged 12-16 years, 30 people (30%) aged 17-21 years, and 10 people (10%) aged 22-26 years and Education: 50 people (50%) have junior high school certificates, 35 people (35%) have senior high school certificates, and 15 people (15%) have elementary school certificates. The diversity in age and education level causes the absorption of the film's moral messages to differ for each respondent. Adolescents aged 12-16 (junior high school) might be more easily influenced emotionally, but not necessarily internalize moral values as deeply as more mature adolescents (17-21 years). This reduces the overall statistical correlation strength. Single Exposure vs. Continuous Reinforcement. This study measured the effect after respondents watched the film once or a limited number of times. In fact, Bandura's social learning theory (2022) emphasizes that reinforcement and repetition are very important for forming permanent moral behavior. Without follow-up discussions, guided reflection, or real practice within the orphanage environment, the film's effects tend to be temporary and superficial. Family Bullying as a Complex Theme. The film "Rumah untuk Alie" raises the theme of bullying originating from one's own family—a reality that may not be directly experienced by all respondents at the Sih Pakarti Foundation. For respondents without similar experiences, the film's moral message might feel like a touching fictional story, but not strong enough to fundamentally change their moral character. Conversely, for respondents who have experienced family rejection, the film might be very impactful, but this heterogeneity in life experiences actually lowers the aggregate statistical correlation.

Based on moral development theory and the characteristics of adolescents in orphanages, the following external factors are estimated to more dominantly influence moral character formation (81%) compared to film screenings: Orphanage Environment and Parenting Style (30-40%). Respondents live at the Sih Pakarti Foundation, an orphanage. The orphanage environment, quality of care, discipline, and role modeling from administrators and caregivers are very strong factors. Adolescents in orphanages learn about responsibility, empathy, and morality through daily routines, division of tasks, and interactions with fellow orphans. This factor is estimated to provide the largest contribution. Peer Interaction (15-20%). Adolescents aged 12-21 are in a phase where peer groups strongly influence attitudes, behaviors, and values. Group norms, peer pressure, and social support from fellow orphans can strengthen or even weaken the moral messages from the film. Formal Education and School Values (10-15%). A total of 85% of respondents are still in elementary, junior high, and senior high school. Schools have character education curricula, teacher role modeling, and rules with sanctions that systematically and continuously shape adolescent morality. The influence of formal education is much more structured than a single film screening. Life Experiences and Past Trauma (10-15%). Children in orphanages generally have complex family backgrounds, such as being orphans, abandoned, or having experienced domestic violence. These life experiences form a very strong moral blueprint. For some respondents, the film "Rumah untuk Alie" might feel very personal and highly impactful; for others, painful past experiences might make them resilient or cynical towards moral messages from media.

Consumption of Other Media (5-10%). Respondents do not watch just one film. They also access social media, YouTube, series, games, and news, which collectively shape their moral landscape. The average daily duration of digital content consumption for Indonesian adolescents is 5-7 hours (Santrock, 2022). The combined influence of these various media can be greater than that of one specific film. Individual Characteristics (Temperament and Cognitive Maturity) (5-10%) Individual differences in terms of temperament (e.g., easily influenced or not), emotional intelligence, and stage of cognitive development (Piaget: formal operational vs. concrete operational) affect the extent to which a film's moral messages are absorbed and internalized. Adolescents who have reached the post-conventional stage of moral reasoning (Kohlberg) will be more selective in receiving moral messages from films compared to those still in the conventional stage. The moderate correlation ($r = 0.439$) indicates that the film "Rumah untuk Alie" makes a meaningful, though not dominant, contribution. In the context of moral education, this can be interpreted as follows: The film functions as an effective moral education tool because it is able to convey values of empathy, responsibility, and morality narratively and emotionally. The story of Alie, who experiences family rejection but still strives to improve herself, can serve as a mirror for the foundation's adolescents, many of whom experience similar issues. However, moral education that relies solely on film media will be less than optimal if not supported by a holistic approach. The results of this study reinforce the theory that moral character formation requires integration between educational media, direct role modeling, a supportive environment, and behavioral habituation. Thus, the film "Rumah untuk Alie" should be used as part of a character education program at the Sih Pakarti Foundation, not as the sole intervention. For example, watching the film could be followed by group discussions, reflection activities, role-playing, or individual mentoring so that the film's influence can be maximized and sustainable. Conclusion of the Discussion Although it only contributes 19%, the influence of the film "Rumah untuk Alie" remains significant and positive. This finding confirms the importance of using film media as one strategy for moral education, while also reminding us that efforts to shape adolescent character must be carried out comprehensively by involving the more dominant external factors. The results of this study relate to the concept of communication research as the process of conveying thoughts or feelings from one person to another. In this study, the film "Rumah untuk Alie" serves as a medium for conveying moral messages from the main character to a wide audience who watch it, concerning cases or current issues related to the formation of adolescent character.

The next concept the author adopts is mass communication, which refers to messages or information that can be disseminated through mass media. In this study, the mass communication used is streaming media/film, specifically the film "Rumah untuk Alie" (2025). This is a message conveyed regarding information related to moral values and character formation, and the message can be received directly by adolescents at the Sih Pakarti Foundation through streaming platforms. Next, related to the concept of mass media, in accordance with the functions of mass media to provide information, educate, and entertain the mass media used in this study is streaming film media. The film "Rumah untuk Alie" (2025) broadcasts and provides information related to issues of morality and the formation of adolescent character. The next concept is film. The power of film itself lies in its images, which are also supported by narrative. From such a narrative, the images in question certainly appear more vivid and make film more interesting compared to print or other media. In this study, the film "Rumah untuk Alie" (2025) prioritizes the images displayed. Not only the images but also a narrative related to those images makes the program attractive to the audience. Through these images, adolescents will pay more attention to the program concerning issues of moral character formation, and then they will obtain the information they need. Furthermore, prioritizing speed the most interesting and prominent issue within a certain period of time will surely be broadcast most quickly by streaming platforms. In this study, the film "Rumah

untuk Alie" (2025) prioritizes current issues, for example, scenes of Alie's struggle in building moral character. This issue is prominent and has become a topic of conversation among adolescents at the Sih Pakarti Foundation.

Next, the characteristics of being one-way and fleeting prioritize time and duration dimensions. In this study, the issue of moral character formation in the film "Rumah untuk Alie" (2025) tends to be presented without depth due to the film's limited duration. And finally, another characteristic of film is its wide reach. This means film reaches all layers of adolescents, from various socioeconomic backgrounds. An illiterate adolescent cannot read about the issues in the film "Rumah untuk Alie" in print media, but they can watch it on streaming platforms. The next concept is broadcast programming, which is a show presented in the form of sound or images aimed at an audience. In this study, the film "Rumah untuk Alie" (2025) is also always important because sound and images are the strengths of the program, so the messages conveyed are delivered well to the adolescent audience at the Sih Pakarti Foundation. For any broadcast, certain aspects are needed to support the successful delivery of information. In a film broadcast, factors that need attention include the audience, broadcast time, duration, and also the method of presentation. In the film "Rumah untuk Alie" (2025), the audience factor is certainly very important for the program, categorized into several groups of adolescents at the Sih Pakarti Foundation. From the research results, the broadcast time of the film "Rumah untuk Alie" (2025) falls during the adolescents' free time but still within the prime time streaming category. Here, the audience feels that this time is very suitable for watching the film to obtain the latest information about moral character, with an engaging delivery method presented through actual images with trusted actors and actresses. Furthermore, the portrayal of the main character also influences adolescents' interest in watching the film "Rumah untuk Alie" (2025). The final concept is the formation of moral character. The formation of moral character is a repeated behavior or an attraction to good values such as honesty, empathy, and responsibility without coercion. In this study, adolescents at the Sih Pakarti Foundation have a liking or interest in absorbing moral messages from the film "Rumah untuk Alie" without any coercion from anyone.

According to streaming platform rating data, the film "Rumah untuk Alie" (2025) consistently gets nominated for Best Drama Film and often wins the award. Every year, this film rises in the rankings. "Rumah untuk Alie" also features influential actors; for example, the character Alie serves as a moral role model for adolescents. The findings of this study have several important implications for adolescent character education efforts: 1. Film as an Alternative Media for Moral Learning: With its proven statistical effectiveness among the assisted respondents at the Sih Pakarti Foundation, film can serve as an alternative or complement to conventional character education methods in orphanage settings. The foundation can utilize films rich in moral messages, such as "Rumah untuk Alie," as part of a weekly character development program. 2. The Importance of Post-Viewing Discussion: Although this film has proven effective, its effectiveness can be further enhanced if accompanied by structured discussion after screening. For the children under the care of the Sih Pakarti Foundation, these discussions can also serve as a form of group therapy to process their personal experiences. 3. Selecting the Right Film: The success of the film "Rumah untuk Alie" in shaping the moral character of adolescents under the Sih Pakarti Foundation demonstrates the importance of selecting the right film. Films with strong storylines, relatable characters, and clear moral messages tend to be more effective than films that are merely entertaining. The Sih Pakarti Foundation needs to develop a curation of educational films that match the backgrounds and needs of the children in its care. 4. Awareness of Media Impact: Foster parents and caregivers at the Sih Pakarti Foundation need to be aware that media content has a real impact on the formation of adolescent character. As expressed by the Chairperson of the Indonesian Child Protection Commission (KPAI), the first step to ending bullying can start from

our own homes (or orphanages), by creating safe spaces within the family or orphanage environment. This film can be a tool to initiate conversations about sensitive issues such as bullying within families and the importance of creating a supportive environment for the children under the care of the Sih Pakarti Foundation.

4. CONCLUSION

Based on the results of data analysis and discussion regarding the influence of the film "Rumah untuk Alie" (2025) on the formation of moral character in adolescents at the Sih Pakarti Foundation, with a total of 100 respondents, the following conclusions can be drawn: The Influence of the Film "Rumah untuk Alie" (2025) on the Formation of Adolescent Moral Character. The results of the simple regression test and hypothesis test (t-test) indicate that there is a positive and significant influence between the film "Rumah untuk Alie" (2025) and the formation of moral character in adolescents. This is evidenced by the calculated t-value of 4.642, which is greater than the t-table value (1.997), thus H_a is accepted and H_o is rejected. This means that the more frequently and deeply adolescents watch and understand the moral messages in the film, the better their moral character formation, particularly in the aspects of empathy, honesty, and responsibility. Intensity of Exposure to the Film "Rumah untuk Alie" (2025) on the Formation of Adolescent Moral Character. Based on the correlation coefficient results (calculated $r = 0.439$), the relationship between the intensity of watching the film and the formation of moral character falls into the moderate category. This indicates that the intensity of watching makes a fairly significant contribution but is not the sole factor. The higher the intensity of adolescents' viewing (frequency and duration), the greater the tendency for moral character formation, although the influence is not classified as very strong because it is still influenced by other factors outside the film. The Most Dominant Dimension of Moral Character Formed. From the results of the analysis and discussion, the most dominant dimension of moral character formed in adolescents after watching the film "Rumah untuk Alie" (2025) is empathy and social care. This is evident from the adolescents' interest in the scenes depicting the struggle of the character Alie in building moral character amidst social challenges. Other characters that also emerged include responsibility and honesty, but empathy is the most prominent because this film presents a strong narrative about family sacrifice and the struggle against injustice.

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