

# **Application of 3 Magic Words for Early Childhood Social Character Formation in Ra Ar-Raudah Binjai**

**Mutiara Chairanda, Rita Nofianti, Rika Widya**

## **Abstract**

Early childhood education is not an education that focuses only on academic learning, but in early childhood education, students aged 4-6 years will focus more on moral education, manners and character. Because at that age range, children are in the golden age phase, which is more likely to imitate than to think critically. From this study, the researcher will share how the application of 3 magic words can form the character of early childhood. Here the researcher uses a qualitative method. Through this method, the researcher collected data using interviews with educators and observation for 3 months. With this 3 months, the researcher carried out 3 stages, namely, the introduction, habituation, and reinforcement stages. From there, the results obtained that most of Ra. Ar raudah can apply the 3 Magic words well so that they form a more positive social character. Like students who tend to be more accountable, honest and have high empathy. This can be seen from how their social interaction with their friends and the environment around the school. Even so, there are still a small number of students who are not used to applying the 3 magic words because basically children still have a sense of ego that dominates them.

**Keywords:** 3 Magic Words, Social Character, Early Childhood

Mutiara Chairanda<sup>1</sup>

<sup>1</sup>Islamic Religion & Humanities Study Program, Universitas Pembangunan Panca Budi, Indonesia  
e-mail: [mchairanda@gmail.com](mailto:mchairanda@gmail.com)<sup>1</sup>

Rita Nofianti<sup>2</sup>, Rika Widya<sup>3</sup>

<sup>2,3</sup>Master of Islamic Religion & Humanities, Universitas Pembangunan Panca Budi, Indonesia

e-mail: [rita@dosen.pancabudi.ac.id](mailto:rita@dosen.pancabudi.ac.id)<sup>2</sup>, [rikawidya@dosen.pancabudi.ac.id](mailto:rikawidya@dosen.pancabudi.ac.id)<sup>3</sup>

2nd International Conference on Islamic Community Studies (ICICS)

Theme: History of Malay Civilisation and Islamic Human Capacity and Halal Hub in the Globalization Era

<https://proceeding.pancabudi.ac.id/index.php/ICIE/index>

## Introduction

Education is the basis for children to build character in finding a positive identity (Marwany et al., 2023). The main factor in the formation of a child's character starts from the family and school environment. Character formation is needed from an early age, so that their social development can develop optimally.

Character education at school is not something easy to do, moreover, a school environment that is different from the child's home environment will make children feel confused and less familiar with the rules that apply at school. As is the case with RA Ar-raudah, which is a school that stands in a village environment where the habits of the people there are still said to be minimal in character education.

Character education aims to help children recognize and apply values such as honesty, responsibility, discipline, respect, care and hard work. father, in everyday life. (Zannatunnisya 2023)

The lack of character education in the child's social and family environment, children will tend to be rigid when taught to apply the 3 magic words at school. Because character education in the school environment is only character education in early childhood but not the first character education in children. That way, the school certainly approaches by applying the 3 magic words in the form of "Sorry, Please and Thank You" which the children do simply.

Early childhood character education should be carried out through recognition, habituation or example, and consistent reinforcement so that social values, such as manners reflected in the use of "sorry, please, thank you" can be embedded in children. Salma Rozana, 2021)

This simple approach with 3 magic words is carried out in daily activities, both while playing and studying. The application to children can also be done to their closest friends first or to anyone they feel comfortable and safe. However, giving good examples of application to children also has a great influence on their habituation in the formation of their social character.

Through these 3 magic words, children can use them as a habituation of existing social values, such as respect, empathy, cooperation, and gratitude. The use of these words is considered a foundation of social and cultural ethics that helps shape positive behavior. Through these 3 Magic words, children are able to learn to understand the feelings of others, respect the rights of others, and appreciate the help given by others.

According to Lawrence J. Schweinhart in his book, character education at an early age is indeed the right start because at this age it is a very important period of development in human life. The growth and development of children during this period will take place very quickly and will be decisive for the characteristics or character of children in adulthood (Endang Kartikowati and Zubaedi, 2020).

The formation of children's character begins from early childhood, commonly known as the golden age, where the stage begins from the age of children 0-6 years old. At such a vulnerable age, they will learn a lot related to social activities, independence, to the process of maturation with good and bad behavior. They will get it from imitating what is done and done in the home environment and school environment.

The role of parents or teachers is the main point where the role not only pays attention to the development of children, but also the formation of character which is reflected in the attitude, personality, and behavior of each child (Aprily et al., 2023).

Parental parenting (modeling, habituation, strengthening) is one of the main factors in early childhood character formation; Interventions in schools should be combined with home parenting for consistent outcomes. (Rita Nofianti:2024)

The important role of parents towards children is seen from how they instill moral and religious values in children so that positive characters will be formed such as concern for the environment in children, because in essence children like to imitate the adults around them. (Asmidar 2023)

In fact, the formation of children's characters, which is often overlooked, will affect many important aspects in children's growth and development, such as the child's inability to master values related to right and wrong (Rika Widya, 2022).

The main cause of the inhibition of character formation in good early childhood is due to the many negative phenomena that are often seen and heard in daily life. This can also be seen from several cases, where when children are fighting with their friends, they tend to speak rudely to express the emotions they are facing. This will trigger them to imitate according to their own surroundings.

The formation of such negative children's characters will later be changed and replaced with more positive characters. Where the role of schools is very important in teaching children about moral values and religious values. So that a good (positive) character in the child will be formed optimally in accordance with the child's development. In this educational institution, children will know how to ask for help from peers or older people (teachers), admit their mistakes by apologizing, and how to thank others.

Therefore, efforts in character formation in early childhood can be done by speaking good words while communicating, such as by applying 3 magic words, namely sorry, please and thank you, which can be habituated in daily life with the aim that children's character can be formed. This character formation is made so that in the future children will become accustomed to speaking and behaving well in daily life both in the school environment and at home.

## Literature Review

According to Daniel Goleman, the use of polite words such as sorry, please, and thank you indicates a high level of emotional intelligence. This helps a person manage emotions, understand the feelings of others, and create a more positive environment. Because using three words Magic has very extraordinary benefits such as in increasing more optimal self-awareness. where the key in the sentence will help the child to communicate and maintain social relations better (Priyanto, 2021:58).

The word Sorry according to the Great Dictionary of the Indonesian Language (KBBI) has the meaning of blaming someone for a mistake that has been made, as an expression of content to do something, and as a word for a person's liberation from punishment. An apology is also a person's act of degrading his or her speech through an acknowledgment of mistakes and a change in a sense of responsibility for his mistakes (Rio Reynaldy, 2023).

Apologizing can also mean asking for forgiveness and mending relationships that may have been disrupted by the mistake. Sorry is a phrase commonly used in a variety of situations, including personal, professional, and social relationships

The word please according to the Great Dictionary of the Indonesian Language (KBBI) has the meaning of a favor that is conveyed politely. Asking for someone's help by using the word please is certainly a form of child character formation in a high social attitude (Umi Karini and Agung Slamet K, 2022).

When someone asks for help or help with the word "help", it will certainly cause a sense of empathy and sympathy in the interlocutor. In addition, the word "Please" also indicates a polite attitude in terms of communication and shows that one appreciates the help that may be given. Saying "help" means acknowledging our own limitations and acknowledging that help from others will be essential. By saying the phrase "Help" one seeks to build a positive relationship and create an environment where people cooperate and support each other in social interactions.

The word Thank You according to the Great Dictionary of the Indonesian Language (KBBI) has the meaning of an expression of affection and gratitude for someone's good deeds. The word of gratitude conveyed by someone can also be the closing word when doing social interactions as a good impression or happy between each other (Lilis A.Z and Valentina E, 2020).

By saying "thank you," we not only convey words, but also show gratitude and humility for the help of others. And of course it will leave a positive impression on the person who has provided help

Based on a series of studies conducted by Marian Radke-Yarrow and Carrolyn Zahn-Waxler at the National Institute of Mental Health which was also conveyed by Daniel Golman (1997) that the formation of children's social character formed through these three magic words certainly not only fosters good social character in children, but also discipline attitudes and also levels of empathy and good emotions in children that are formed naturally as well (Priyanto, 2021:59 ).

The importance of forming a strong character for children is certainly aimed at ensuring that when children enter their social life they can behave in accordance with the values or norms that exist in society. So through this study, the author is interested in conducting a qualitative method regarding the method of applying the application of pronouncing 3 Magic words (Sorry, please, and thank you) in the formation of children's social character in early childhood.

The process of character learning in educational institutions can be carried out by instilling good values in children and applying them in daily life. Character education is a guide to children to have good attitudes and behaviors in accordance with religious teachings and norms in society (Cahyaningrum et al., 2017; Ramdhani & Yuliasri, 2018).

To form the character and personality of children in the future, at this stage children must learn to understand basic values such as honesty and responsibility (Rozana Salma, 2024). Positive character values will develop the child's individual behavior to go in a better direction according to the passage of the child's learning time in assessing every event (Rita Nofianti:2024)

## **Research Methodology**

The type of research method used is the qualitative method, where data collection uses interviews and observations. This study aims to analyze how 3 magic words can shape the social character of everyday children by making 3 magic words (sorry, please, and thank you) as a method of forming children's character.

Meanwhile, this study uses a series of methods by collecting, understanding and summarizing different views from one literature to another so that conclusions can be drawn and find out the similarities (Nadya A.N, at.all, 2023).

In qualitative research, the development of conceptualization, categorization, and description is carried out based on the "events" found during field activities. So, it can be concluded that qualitative research is a type of research that aims to understand the phenomena experienced by the research subject.

## **Results**

Character formation in the application of the 3 magic words "sorry, please and thank you" was carried out at Ra Ar-Raudah Jl. Gaharu Kel. Where the researcher focuses on the 2025-2026 stanbuk students totaling 80 students aged 4-6 years.

In the process of this research, of course, the researcher conducts observations, light interviews with teachers (educators), and observations of children's learning and play activities. From the results of temporary observations, it can be seen that most children are not used to using 3 magic words such as "sorry, please and thank you" in daily life.

So the first step that the researcher takes, of course, is direct observation and conducting open interviews with teachers (educators) at Ra Ar-Raudah Binjai. The results of the interviews with the teachers are as follows.

"For the lego Class children themselves, it is not clear who has applied the 3 magic words in their daily lives. Moreover, we as teachers have not taught them 3 magic words because at the beginning of the school period, children are still focused on getting to know the school environment first so that children become comfortable." (Umi Nadya)

"Me and my friends here have actually not taught children about the 3 magic words, but from my vision for the Flower of Hope class, there are already some who often use the word please when asking for the provisions to be opened." (Umi Duma)

"Initially, the children in Star Class were not used to saying 3 magic words, but a little I taught them like saying thank you when I helped them or when they were given snacks by their friends. That's all that has just been introduced to Stra class children so far. If it's for apologies and please, there isn't yet." (Umi Jannah)

"I think the 3 magic words are important to be taught to children from the beginning, for that we can apply the noble words together because from my vision and observation so far children are still taboo with the 3 magic words, especially for the Rainbow class itself." (Umi Risa)

It can be seen from the results of the open interview at the beginning, it has been illustrated that students at RA Ar-Raudah are not used to using 3 magic words in their daily activities. Apart from the fact that there has been no habituation, but because it has not been taught in the early days of schooling. In addition, the teachers (educators) also strongly agreed and gave a positive response to the application of 3 magic words to the students in Ra Ar-Raudah.

Not only that, researchers also found several times that most of the students prefer to directly take their friend's goods or snacks without asking permission first and not saying thank you when given something by their friend. Apart from that, it was also found that students still had difficulty pronouncing the word help when they needed help. Likewise, when students make mistakes, they tend to remain silent and find it difficult to admit their actions.

With that, the researcher chose 3 months as the research time to see how the application of 3 magic words can shape the character of early childhood. Where for these 3 months the researcher divided each month into 1 stage. For the stages that the researcher applied as follows:

### **1. Introduction Stage**

In the first month, the researcher invited students to get to know 3 magic words through a song titled "sorry, please and thank you", where this song was sung before the learning activities began. Like when the line lines line up before students enter their respective classes.

In addition to accustoming children through singing, the researcher also explained to children that the 3 magic words are sentences that need to be applied when making mistakes to others or when they are in need of help from others, as well as saying thank you to people who have given help or gifts.

### **2. Habituation Stage**

In the second month, after Shiva knows and understands the word "sorry, please, and thank you" through a song. So the researcher invites students to get to know the 3 magic words by role-playing, where students will be divided into several groups and given simple scenarios such as playing in the school yard, or role-playing in class.

Before the game starts, the researcher will work with the teachers to give directions to the child before the game starts. Where some children will be given a role to make a simple mistake such as throwing garbage carelessly and then the teacher who sees it will reprimand, then students will be directed to apologize and pick up garbage and throw it in the trash. In which in playing this role, students have also been given examples first by teachers (educators) and the same is true by saying the words please and thank you.

### **3. Amplification Stage**

In the third month, the researcher gave reinforcement to the child by singing the song "sorry, please, and thank you" every morning and continued to monitor the students'

discipline in practicing the 3 magic words in daily life. And also the researcher still invites students to role-play with different themes such as in the market or at home once a week.

During this research process, researchers and teachers at Ra Ar-raudah also always provide direct examples every time they interact with students to improve their discipline by imitating positive things in their teachers directly. For example, like the teacher who asks the student to delete the whiteboard by saying "Son, please remove the whiteboard," and after that the teacher also thanks the student who has helped him by saying "Thank you, Nak for helping Umi". So in this way it turns out to be quite effective, because early childhood tends to imitate the behavior of the adults around them.

After 3 months of this research was carried out, the researcher conducted another interview with the teachers (educators) to see the development of the application of the 3 magic words in Ra Ar-Raudah. It turns out that students at Ra Ar-Raudah tend to understand and be able to apply the word "please and thank you" better than the word "sorry". This can be seen from how children behave in the school environment.

The results obtained are that only about 30% of children can understand and practice the word "sorry" habitually, 30% of children still need to be reminded and strengthened in saying the word "sorry" and 40% of children still cannot say the word "sorry" when making a mistake.

In addition, the researcher found that there are around 70% of children who understand and can practice the word "help" in a habitual manner, 10% of children still need to be directed and reminded while another 20% of children are still reluctant to say the word please.

For the word "thank you" there are about 60% of children who have begun to understand and get used to saying it, there are about 30% of children who still need to be reminded and there are only 10% of children who are still reluctant to say the word "thank you".

## **Discussion**

### **5.1 Application of 3 words of Ajaiab in the Formation of Early Childhood Social Character**

The application of the 3 Magic words in early childhood certainly requires several stages such as the Introduction Stage, the Habituation Stage and the Reinforcement Stage in the child. From this stage, of course, the researcher sees that children will process slowly to start getting used to using the 3 magic words "Sorry, Please and Thank You" in daily life.

Through these 3 stages, researchers can also easily apply light approaches to children such as inviting children to sing and role-playing. After that, the child will feel comfortable and used to apply the 3 Magic words "Sorry, help and thank you". Moreover, the researcher also made a habit of *driri snediri* when interacting with children. So that children will remember and imitate what they see.

That way, researchers see that during three months many children experience changes in social behavior for the better. Where students look more polite in speaking, appreciate friends more, and begin to understand about good and bad. They also seem to be easier to work with, less easily angered, and more willing to admit mistakes.

The formation of social character formed through these 3 magic words also helps children to learn to control emotions. For example, when a child makes a mistake and is taught to ask for "sorry," the child will learn to take responsibility for his actions. When they can use the word "help" then they also learn to appreciate the help of others and recognize that they need others. While when they get used to saying "thank you," they will learn to be grateful and appreciate every kindness received.

The application of the 3 magic words "sorry, please, and thank you" in RA Ar-Raudah Binjai has been proven to be able to have a positive influence on the development of early

childhood social character. Through continuous habituation, children begin to show a change in attitude for the better, which is not only beneficial for themselves but can also make a positive impression on others.

## 5.2 Obstacles in Applying the 3 Magic Words in Early Childhood.

The obstacle faced by the researcher for 3 months in implementing the 3 words of Ajaib in early childhood is the lack of parental role in disciplining children. It can be seen from how children when making a mistake, children will tend to choose to be silent without taking any action. This makes children look more selfish, and lack a sense of responsibility. In fact, if they are invited to have a one-on-one talk, they admit that what they did was a mistake.

Apart from the lack of parental roles, it turns out that the home environment and the child's play environment also quite affect the child about how he behaves. This is also an obstacle for researchers to familiarize early childhood in applying the 3 words Aiaib. Where early childhood is a reliable imitator, and they certainly don't care if it's a positive thing to imitate, it's a negative thing.

It is their imitation attitude that sometimes becomes a big challenge for researchers to change a negative thing that they have imitated from the outside to eliminate and imitate something much more positive, namely by applying the 3 words ajab. That way, researchers more often approach such children directly to be given direction and guidance right away when they make mistakes.

The researcher also realized that students who were reluctant to use the 3 magic words in their daily activities at school were certainly due to differences in habits between home and school. Because for them, such habits are rarely heard and rarely spoken in their home environment. And there is also a lack of support from the home environment or the children's play environment so that children are still indifferent or reluctant to implement it.

## Conclusion

Based on the results of the three-month study in Ra Ar-Raudah, it can be concluded that the application of the three magic words "sorry, please, and thank you" goes through 3 stages with introduction, practice and reinforcement carried out by researchers for 3 months. By singing and role-playing can have a positive impact on the formation of children's social character after an early age. The results of the study show that students experience more positive behavioral changes such as they become more polite, more appreciative of friends, able to control emotions, can distinguish between what is allowed and what not to be done and they are more happy to perify the people around them. Because the positive impact resulting from the application of these 3 Magic words is not only felt by those who do it but also by the people around them.

Meanwhile, for some students who have not been able to apply the 3 Magic words such as "sorry, please and thank you", this is not a failure of themselves but the difference in the environment they experience makes them indifferent when practicing the 3 Magic words. However, that way, basically they understand enough that the 3 Magic words are important to apply.

## References

- [1] Aprily, N. M., Rosidah, A. K., & Hashipah, H. (2023). Maaf, Terima Kasih, Tolong Dan Permissi: Empat Kata Ajaib Dalam Pembentukan Karakter Sosial Anak. *As-Sibyan: Jurnal Pendidikan Anak Usia Dini*, 8(1), 123-132.
- [2] Cahyaningrum, E. S., Sudaryanti, S., & Purwanto, N. A. (2017). Pengembangan nilai-nilai karakter anak usia dini melalui pembiasaan dan keteladanan. *Jurnal Pendidikan Anak*. 6(2), 203-213.
- [3] Kartikowati, E., & Zubaedi, M. A. (2020). *Pola Pembelajaran 9 Pilar Karakter Pada Anak Usia Dini dan Dimensi-Dimensinya*. Jakarta:Prenada Media.

- [4] Kartini, U., & Kusmanto, A. S. (2022). Efektivitas Generasi Unggul Terhadap Penerapan Inovasi Berkarakter Profil Pelajar Pancasila.. *Jurnal Pendidikan Dasar Dan Sosial Humaniora*, 1(8), 1463-1476.
- [5] Ningrum, N. A., Hidayat, N., Liusnimun, T., Tanjung, F. F., & Ismi, Z. S. (2023). Analisis pemikiran feminisme dalam pandangan Islam. *Innovative: Journal Of Social Science Research*, 3(2), 13041-13051.
- [6] Nofianti, R., Panggabean, H. S., & Rambe, A. (2024). Parenting Dalam Pembentukan Karakter Islami AUD Melalui Kegiatan Merdeka Belajar. Penerbit Tahta Media.
- [7] Marwany, M., Kurniawan, H., Imroatus, I., & Lestari, Y. A. (2023). Nilai Kepemimpinan Bagi Anak Usia Dini Dalam Buku Umar Bin Khattab Jagoanku. *As-Sibyan: Jurnal Pendidikan Anak Usia Dini*, 8(1), 1-12.
- [8] Parapat, A., & Agustia, N. R. (2022). Internalisasi karakter peduli lingkungan dalam keluarga masyarakat pesisir. Medan: Tahta Media Group.
- [9] Priyanto. (2021). Penguatan Budi Pekerti Peserta Didik Melalui Pengembangan Empati di NEGERI 3 MREBET. *DHABIT : Jurnal Pendidikan Islam*, 1 (1), 57-62.
- [10] Reynaldy R (2023) Analisis Ungkapan Maaf Dalam Anime Bocchi The Rock! Karya Sutradara Saitou Keiichirou. Sekolah Tinggi Bahasa Asing JIA.
- [11] Nofianti, R., Panggabean, H. S., & Rambe, A. (2024). Parenting dalam pembentukan karakter Islami AUD melalui kegiatan merdeka belajar. Medan: Penerbit Tahta Media.
- [12] Rozana, S., Harahap, A. S., Astuti, R., Ubaidillah, Widya, R., Tullah, R., Anwar, A. M., & Mahardhani, A. J. (2021). Strategi taktis pendidikan karakter anak usia dini. Tasikmalaya: Edu Publisher
- [13] Widya, R. (2022). Permainan Tradisional Berbasis Multimedia. Yogyakarta:Jejak Pustaka.
- [14] Widya, R., Rozana, S., Ependi, R., & Zahrita, Z. (2024). PSIKOLOGI PERILAKU ANAK USIA DINI: Mengatasi Temper Tantrum Pada Anak Usia Dini. PT. Sonpedia Publishing Indonesia.
- [15] Yuliasri, N. A., & Ramdhani, S. (2018). Pengembangan Pembelajaran Tematik Integratif Untuk Meningkatkan Nilai Karakter Anak Usia Dini. *Jurnal Golden Age*, 2(01), 44-58.
- [16] Zulfa, L. A., & Ekafebriyanti, V. (2020). Sastra Anak Sebagai Media Pengenalan Nilai Sosial Di Masa Pandemi. *MARDIBASA: Jurnal Pembelajaran Bahasa dan Sastra Indonesia*, 1(1), 197-221.
- [17] Zannatunnisya, Parapat, A., Harahap, A. S., & Rambe, A. (2024). Pendidikan karakter untuk anak usia dini: Integrasi nilai spiritual. Medan: PT Sonpedia Publishing Indonesia.