

THE EDUCATIONAL VALUES ANALYSIS OF THE BESTSELLING BOOK “RICH DAD, POOR DAD” BY ROBERT T. KIYOSAKI

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Abstract: Rich Dad, Poor Dad by Robert T. Kiyosaki has garnered widespread attention and acclaim since its publication, becoming a cornerstone in the world of educational value in the context of literature. This research aims to conduct a comprehensive analysis of the educational values embedded within the pages of this best-selling book. Through a qualitative examination of the book's content, themes, and instructional methodologies, this study seeks to identify and evaluate the key educational principles advocated by Robert T. Kiyosaki. Furthermore, it aims to explore the practical implications of these principles on readers' educational values, mindset, and behavior. Drawing upon relevant educational theories and frameworks, such as experiential learning and value-based learning, this research will provide insights into the book's effectiveness as an educational tool. Additionally, it will examine category of the educational values and collections of selected texts surrounding Kiyosaki's teachings, addressing concerns related to 18 educational ethics released by Indonesian Ministry of Education, educational value disparities, and the applicability of his advice across diverse contexts. Ultimately, this research contributes to the ongoing discourse of value-based education and personal development literature, offering a nuanced understanding of the educational values encapsulated within the book Rich Dad, Poor Dad by Robert T. Kiyosaki and its impact on readers' educational knowledge and practices.

Keywords: educational value; rich dad poor dad; Robert T. Kiyosaki; 18 characters

INTRODUCTION

The qualitative research of “The Educational Values Analysis of the Bestselling Book “Rich Dad, Poor Dad” by Robert T. Kiyosaki,” delves into the pedagogical merits that are connected to 18 characters for student who release from Indonesian Ministry of Education. The Kiyosaki's book above, has garnered widespread acclaim for its educational wisdom and insights.

Nilai-nilai karakter berlandaskan budaya bangsa	
1. Religius	10. Semangat kebangsaan
2. Jujur	11. Cinta tanah air
3. Toleransi	12. Menghargai prestasi
4. Disiplin	13. Bersahabat/komunikatif
5. Kerja keras	14. Cinta damai
6. Kreatif	15. Gemar membaca
7. Mandiri	16. Peduli lingkungan
8. Demokratis	17. Peduli sosial
9. Rasa ingin tahu	18. Tanggung jawab

Pesert Kurikulum Belajar Remedial

“18 karakter menurut Kemendikbud merupakan konsep yang menekankan pentingnya pembentukan dan

pengembangan karakter siswa. Khususnya bagi generasi Z dan Alpha yang tumbuh di era digital sering kali diidentifikasi dengan kecakapan teknologi yang luar biasa. Namun, perhatian terhadap karakter generasi Z dan karakter generasi Alpha juga perlu mendapat perhatian (Yayasan Bangun Kecerdasan Bangsa, 2024).”

Kind of Literature That the Writer Will Analyze

Unlike fiction, which is based on imaginary events and characters, non-fiction literature is grounded in real-life experiences, facts, and information. “Seeking an answer, literary theorists have analyzed the stylistic features characteristic of fiction and the genres into which works of fiction may fall. But while stylistic or generic features may certainly count as evidence that a work is fiction rather than nonfiction, they cannot be definitive of fiction.” (Talbot, 2021)

In the case of the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki, Kiyosaki draws from his personal journey and observations to impart educational wisdom and insights to his readers. Most definitions of literature have been criterial definitions, definitions based on a list of criteria which all literary works must meet. However, more current theories of meaning take the view that definitions are based on prototypes: there is broad agreement about good examples that meet all of the prototypical characteristics, and other examples are related to the prototypes by family resemblance (Meyer, 2018).

That is why the writer chose the Kiyosaki's book above because the book is full of educational value and of course the book is one of the bestsellers. In this research, it is aimed to determine the school managers', teachers' and students' characteristics of Education 4.0 according to opinions of educational experts (Himmetoglu et al., 2021)

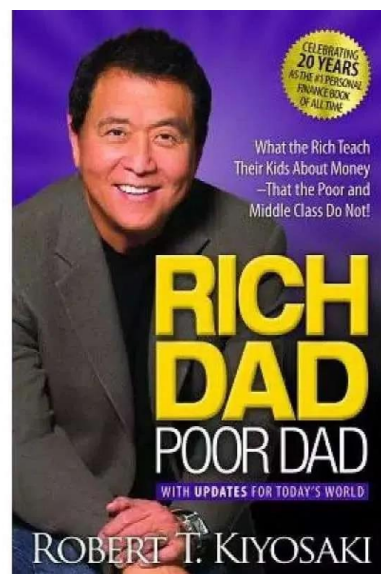
Who Is Robert T. Kiyosaki

Robert T. Kiyosaki is an American entrepreneur, investor, motivational speaker, and author best known for his bestselling book series about advices to financial resource. Born on April 8, 1947, in Hilo, Hawaii, Kiyosaki's early life and upbringing greatly influenced his perspectives on finance and success. "The importance of characters in fictional audiovisual productions has received much emphasis in research on media entertainment. However, despite the centrality of characters, analysis of the factors that influence their design is a topic that has scarcely been approached (Igartua & Marcos Ramos, 2015)

Why the Writer Interested in That Book

The writer might find the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki interesting because it offers a fresh perspective on intelligence and intellect that shows some degree of learning throughout

this book. A research objective, also known as a goal or an objective, is a sentence or question that summarizes the purpose of your study or test. In other words, it's an idea you want to understand deeper by performing research.



Through the contrast between his "Rich Dad" and "Poor Dad," Kiyosaki presents profound insights into the mindset, habits, and strategies that contribute to educational independence and prosperity. Education, discipline that is concerned with methods of teaching and learning in schools or school-like environments as opposed to various nonformal and informal means of socialization (e.g., rural development projects and education through parent-child relationships) (Shimahara et al., 2024).

METHOD

Qualitative Content Analysis

The book *Rich Dad, Poor Dad* by Robert T. Kiyosaki will be analyzed qualitatively to identify instances of educational values and categorize them based on their category and assignment of each 18 educational characters for students according to Ministry of National Education regulations (Kemendiknas). Narrative complexity should be managed systematically during the creation process because it heavily influences the levels of understanding and the interest of recipients. Existing research has tended to depend on impressionist criticism or to deal with

narrative complexity at general and superficial levels (Kwon et al., 2016).

The chapter gives an overview on theoretical background and specific techniques of qualitative content analysis. Its role in qualitative research is described, central elements of definition introduced, and basic characteristics discussed. The importance for educational research is outlined, and the historical and methodological background described (Mayring, 2022).

Qualitative Thematic Analysis

The theme conveyed by the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki will be assessed to determine the category of 18 educational characters for students according to Ministry of National Education regulations (Kemendiknas). This book will be sorted out based on their possible source of educational values, allowing for an analysis of this book over the 8th semester period. The aim of this paper was to discuss how to understand and undertake thematic analysis based on descriptive phenomenology. Methodological principles to guide the process of analysis are offered grounded on phenomenological philosophy. This is further discussed in relation to how scientific rigour and validity can be achieved (Sundler et al., 2019).

RESULTS AND DISCUSSION

The table below presents all the 66 selected quotes from the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki, along with their corresponding educational values. Each quote has been analyzed to highlight the key lessons it conveys regarding the 18 educational characters for students according to Ministry of National Education regulations (Kemendiknas).

The relevance of their research between Indonesian Character Education and Ibnu Athaillah Character Education: "*Pendidikan karakter di Indonesia mengedepankan 18 nilai pendidikan karakter, diantaranya religius, jujur,*

toleransi, disiplin, kerja keras, kreatif, mandiri, demokratis, rasa ingin tahu, semangat kebangsaan, cinta tanah air, menghargai prestasi, bersahabat / komunikatif, cinta damai, gemar membaca, peduli lingkungan, peduli sosial, tanggung jawab (Nuryadin et al., 2022).

Applying all 18 educational characters for students according to Indonesian Ministry of National Education regulations (Kemendiknas) in text analysis, provides a structured framework for evaluating the underlying messages and lessons presented in the text. By examining values such as responsibility, creativity, honesty, and discipline, the writer gain insights into the author's intent and the potential impact on readers. The purpose of research is to enhance society by advancing knowledge through the development of scientific theories, concepts and ideas. A research purpose is met through forming hypotheses, collecting data, analysing results, forming conclusions, implementing findings into real-life applications and forming new research questions (DiscoverPhd's, 2020).

For instance, analyzing the educational value of responsibility, based on 18 educational characters for students according to Indonesian Ministry of National Education regulations (Kemendiknas), helps to highlight the significance of educational value and personal accountability, emphasizing how these principles can lead to long-term success and stability. This approach not only deepens the writer's understanding of the book's content but also allows the readers to critically assess how these values can be integrated into educational curricula to foster experienced, educationally intelligent individuals.

Overall, applying all 18 educational characters for students according to Indonesian Ministry of National Education regulations (Kemendiknas) in text analysis, enriches the writer's interpretation and underscores the practical relevance of these lessons in real-life contexts.

Questions of the Research

Here are the following 3 questions that

the writer must find any meaningful goals for fulfilling this research:

1. What does the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki has an educational value and meet to 18 educational characters for students according to Indonesian Ministry of National Education regulations (Kemendiknas)?
2. What are the educational values appearing inside the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki?
3. What kind of educational values that are

exist on the book *Rich Dad, Poor Dad* by Robert T. Kiyosaki?

This study aims to find out the extrinsic elements (describing religious values and moral values and describing the cultural and social values contained in the novel *Under the Same Sky* By Helga Rif . After research was conducted on the novel *Under the Same Sky* By Helga Rif, found several extrinsic elements contained in the novel, extrinsic elements contained that is about the background of the author (Nasution, 2021).

Table 1. The Four Examples of Findings.

No	Educational Quotation	Page	Type of Educational
1.	"After all, I was trained to be Marine Corps officer, emotionally calm under pressure, prepared to kill, and spiritually prepared to die for my country."	xix	Patriotism Character (Karakter Cinta Tanah Air)
2.	"Both men were successful in their careers, working hard all their lives. Both earned substantial incomes. Yet one always struggled financially."	1	Achievement Respecting Character (Karakter Menghargai Prestasi)
3.	"For example, one dad would say, "The love of money is the root of all evil." The other said, "The lack of money is the root of all evil."	2a	Religion Character (Karakter Religius)
4.	"As a young boy, having two strong fathers both influencing me was difficult. I wanted to be a good son and listen, but the two fathers did not say the same things."	2b	Tolerance Character (Karakter Toleransi)

CONCLUSION

In conclusion, the results of this research underscore all the 18 educational characters for students according to Indonesian Ministry of National Education regulations (Kemendiknas) presented in the text, promoting a balanced approach to personal, moral, and educational development. Through its emphasis on educational literacy, ethical behavior, and personal responsibility, the book provides valuable lessons that extend beyond educational success to encompass broader educational and moral principles.

This study aims to analyze the intrinsic elements of the novel "Sesuai Rasa" by Catz Link Tristan and their relationship to learning in high school. The presence of researchers in this study is very important, because researchers are data collectors and research instruments (Missi Missi & Ati Rosmiati, 2022)

In summary, the analysis of educational values seen in the book Rich Dad, Poor Dad by Robert T. Kiyosaki, it offers readers a comprehensive approach to personal and educational development. By fostering these values, this book is an invaluable resource for educators, students, and anyone seeking to improve their educational values and personal growth. This comprehensive approach to educational value is essential for nurturing well-rounded individuals who can contribute positively to their communities and society.

Internet-based learning is mostly done because of the industrial revolution and COVID-19 so it has an impact on shifting the students' character. The systematic literature review research purpose was to analyze and provide an overview related to learning based on character and moral education in the student's character development (Suciati et al., 2023).

For this result, in which the entire questions that were formulated by the writer as mentioned in the question of the research, then all of the research questions

were answered accurately, referring to the research findings based on the writer's statement.

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