

Strengthening character education in fostering a wise attitude using social media

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Abstract

Today's rapidly developing technological advances, not only bring convenience and comfort to people, but also contribute to many worrying problems. The development of social media with the ins and outs of a virtual world that is free without limits will have a negative impact if it is not used wisely. The existence of technological developments that make it easier to access social media should have a positive impact and bring benefits, especially for students, but it is often misused so that it has negative impacts and problems that ultimately weaken the character of the nation's children. . Therefore, strengthening character education is an important thing to do. The values of religious character, nationalism, independence, integrity, and gotong royong do not stand and develop alone, but interact and develop dynamically to form personal integrity. Armed with a good character, an individual will be better at speaking and communicating through social media. Individuals who have a strong character will be wiser in using social media.

Keywords: character, education, social media.

Introduction

Character education is a system that aims to build a civilized, moral, noble, and tolerant nation. Character education is one form of national education that aims to shape the nation's character, namely a character that is guided by the values of Pancasila. Life skills in their development require planned and continuous training in order to become personal characters in their social skills skills (Suryanto, Degeng, Djatmika, & Kuswandi, 2021). The development of national character that has been implemented and pursued in various ways does not seem to have been carried out optimally (Deng, Kiramba, & Viesca, 2021). This can be seen from the increasing number of crimes that occur in various parts of Indonesia, violations of the law, violations of human rights, juvenile delinquency, pornography, pornography and others that are increasingly pervasive in various sectors of people's lives. Meanwhile, the entry of the industrial revolution 4.0 provides new challenges in the world of education in balancing character education with global changes. The era of the industrial revolution 4.0 that we are experiencing today has undergone many changes in various ways. This condition has brought the nation into the vortex of media hegemony and a revolution in science and technology (Y. Liu & Butzlaff, 2021; Naismith, Lee, & Pilkington, 2011). Advances in technology are not only able to bring a lot of convenience and comfort for the community, but also provide quite worrying problems. Advances in science and technology can reduce or even eliminate human values or dehumanization (Kurniawan, 2014). Technological advances also cause anxiety, namely the existence of loneliness and isolation which is characterized by reduced values of togetherness and friendship.

If we look at the development of social media, this concern is very reasonable. Virtual world life is very free without limits (Young & Nichols, 2017). What is happening today, almost everyone from various circles has used a smartphone or gadget. There are various types of social media, ranging from WhatsApp, Facebook, Instagram, Twitter, Youtube, even the one that is currently popular, namely Tiktok. It is natural that social media is used for positive things, but unfortunately there are still many people who use social media incorrectly (Bastiaansen, Ferdinand, & Koot, 2019; Bautista, Toh, Mancenido, & Wong, 2018; Cho, 2019). Social media has become a means of pornography, bullying, blasphemy, and cornering others with disturbing and difficult to account for hate speech (Demir, 2018; Meiklejohn et al., 2012; Poots & Cassidy, 2020). Citing the opinion of Lickona (2012),

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the signs of the times that a nation must be wary of because it can bring destruction are (1) increased violence among adolescents and children, (2) worsening use of language and words, (3) strong influence peer group against violence, (4) increased self-destructive behavior, (5) increasingly blurred moral guidelines of good and bad, (6) decreased work ethic, (7) low respect for parents and teachers, (8) low sense of belonging responsibility of individuals and citizens, (9) the spread of dishonesty, (10) the existence of mutual suspicion and hatred among others. Especially if this happens among students, of course this is very worrying.

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The events above make us aware that we need the right way to solve this problem. The focus of solving these problems lies in efforts to develop personality and character formation which are carried out in an integrated manner (Bautista et al., 2018; Suryanto, Degeng, et al., 2021). This is the reason why character education is very necessary in this digital era, because if an individual already has a good personality and character, then he or she will be wiser in using things, including using social media.

Character building

Education is a determining factor in shaping the good and bad of the human person. Education is the process of changing one's attitudes and behavior through teaching efforts. In Law Number 20 of 2003 it is stated that education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential in obtaining spiritual intelligence, having noble character that is useful for themselves, society or others. Public. individual national identity and the entire content of reality, both material and spiritual, which play a role in determining the nature, destiny, and form of humans and society (Demir, 2018; Meiklejohn et al., 2012). Education is not just a process of transferring knowledge, but more than that, the transformation of values and the formation of individual personalities with all its aspects is also the task of education to make it happen (Bautista et al., 2018; Fidalgo, Thormann, Kulyk, & Lencastre, 2020). The main role of education lies in the formation of individual or community awareness and personality.

Character is a term that comes from the Latin *kharax*, *kharakter* and the Greek *charrassein* which means to carve, to make sharp. According to the Big Indonesian Dictionary, character is defined as character, character, psychological traits, morals or character that distinguishes a person from others. Meanwhile, in the Sociological Dictionary, character is defined as a special feature of the basic structure of a person's personality. Character is a trait possessed by humans, which affects the thoughts, behavior and habits and character of the human being. According to Kamisa, character is psychological, moral, and character traits that can make a person look different from others. Character can be interpreted as having character and personality (Suryanto, Warring, Kartikowati, Rorimpandey, & Gunawan, 2021). Meanwhile, according to Griek (Zubaedi, 2013: 9) argues that character can be interpreted as a guideline for all human nature that is permanent, so that it becomes a special sign to distinguish one person from another. Based on some of the definitions above, it can be interpreted that character is a characteristic of a person in behaving that distinguishes himself from others.

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Character education according to Dharma Kesuma (2011) is an effort to educate children so that they can make wise decisions and practice them in everyday life, so that they can make a positive contribution to their environment. Meanwhile, another opinion was put forward by Gaffar, that character education is a process of transforming life values that are grown and developed in a person's personality so that it is integrated into the behavior of that person's life. Meanwhile, Komara (2018) states that the purpose of character education is to develop various abilities and potentials of students in making good and bad decisions, maintaining moral values and implementing them in everyday life, both at home, at school and in the community.

Ki Hajar Dewantara firmly stated that the purpose of character education is to "understand-feel-act", which means to understand, realize and act or live. What is meant by character education is a form of education and teaching that focuses on behavior and actions in living and implementing character values (Nayak, 2019; Suryanto, 2020). These character values then become the basis for thinking, acting, and behaving in everyday life. Based on some of the descriptions above, it can be drawn an understanding that character education is education that aims to develop the personality and noble character of students by teaching moral, moral and ethical values that apply in society, and applying them. values in everyday life. -day, both in terms of relationships with fellow human beings and in relationships with God. Character education is the habit of doing good, being honest, responsible and wise in making decisions. Therefore, character education cannot be expected to immediately give instant results, but it requires time and practice that is long enough to achieve the ideal character as expected.

There are five main character values where the five values are interrelated to form a value network that must be developed as Strengthening Character Education (R.I., n.d.), the five values are: *Religious*; Religious character is reflected in one's devotion to God Almighty as seen from behavior in carrying out the teachings of the religion adopted, tolerance and respect for differences in religion and other beliefs, maintaining harmony in life and being able to cooperate with adherents of other religions. religious, friendly, sincere, not imposing their will, loves the surrounding environment and cares about the preservation of the environment in which they live (Ahmad, Pachauri, & Creutzig, 2017; Fernet, Guay, & Senécal, 2004; Suryanto, 2020; Suryanto, Degeng, et al., 2021). *Independent*; Independent is an attitude that does not depend on other people or parties. Independent character is reflected in the behavior of a person who uses all his energy, thought and time to realize hopes, dreams and ideals. While the sub-values of independent character are hard work, toughness, fighting power, professional, brave, creative and love to learn. *Nationalist*; Nationalist character can be judged from the way of thinking, acting, and acting that shows loyalty, concern, and high appreciation for the language, physical, social, cultural, economic and political environment of the nation and places the interests of the nation and state. above personal or group interests. The nationalist character also reflects the attitude of having high appreciation for the nation's culture, maintaining the nation's cultural wealth, being willing to sacrifice, disciplined, achieving and achieving, loving the homeland, obeying laws and regulations, respecting cultural, ethnic and religious diversity. *Integrity*; Integrity character is a behavioral value based on efforts to make oneself as a person who can always be trusted, both in words and deeds, has a high commitment and loyalty to human and moral values, includes an attitude of responsibility as a citizen, and is consistent in words and actions. action. action based on truth, and respect for individual dignity; *Gotong royong*, Gotong royong reflects the act of appreciating the spirit of cooperation, establishing communication and friendship, helping people in need, having solidarity, anti-discrimination, anti-violence. These character values are not values that develop by themselves, but are values that develop together and interact dynamically with each other to form a personal unity.

Social media

Social media or social networks are information technology media used as a means of communication. Social media is a means of connecting regardless of distance, meaning that it can be accessed anywhere and anytime (Carpenter, Morrison, Craft, & Lee, 2020; Demir, 2018; Jenkins, Zaher, Tikkanen, & Ford, 2019). Social media invites anyone who is interested to join by giving contributions and input openly, commenting and sharing information in a fast and unlimited time. A social network is a site where one can create a personal web page and connect with everyone who is a

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member of the same social network to share information and communicate (Zubaedi, 2013). The characteristics of social media are as follows: 1). The message conveyed is not only for one person but can be accessed by many people; 2). Messages are delivered freely without having to go through a gatekeeper or selection system; 3). Messages tend to spread more quickly and are even more difficult to control; 4). The recipient of the message determines the interaction time.

Impact of Social Media.

The development of social media is currently very rapid, this is because the role of technology cannot be separated from human life (Deutsch, Smith, Kordts-Freudinger, & Reichardt, 2015; Lep, Babnik, & Hacin Beyazoglu, 2020; Stankevičiūtė, 2021). Various kinds of social media can be accessed by users, ranging from Youtube, Whatsapp, Twitter, Instagram, LinkedIn, Facebook, Tik Tok and others. Most users already know the function of the various features presented in a social media application, including the benefits of social media that can be explored more deeply to get some of the benefits of using social media (Lep et al., 2020; Seery, Andres, Moore-Cherry, & O'Sullivan, 2021; Young & Nichols, 2017). If social media is used properly, many benefits can be obtained, so social media has a positive impact. The benefits of using social media in education include: 1). As an effective communication channel between educators and students; 2). As a distance learning network (online) and increasing learning independence for students; 3). Improve adaptability; 4). Access to information and help gain broader knowledge to improve academic achievement; 5). As a means to improve literacy, communication and reading skills; 6). As a source of learning and research materials; 7). Expansion of the network of friends and self-motivation.

In addition to the positive benefits and impacts that can be obtained from the use of social media, there are also negative impacts if social media is not used properly (Demir, 2018; DES Ireland et al., 2010). The negative impacts of social media include: 1) Social media can make a person more individualistic and selfish and insensitive to the surrounding environment; 2) social media makes people lazy to communicate in the real world, this causes the level of language understanding to be disturbed; 3). Mass media causes dependence, causing students to be lazy to study; 4). Social media can be used for crime, fraud, hate speech, defamation, online gambling and prostitution, kidnapping and others. Meanwhile, according to the results of research by A. Rafiq (2020) regarding the impact of social media on social change in society, the results obtained that the negative impacts of social media are: 1). Social media can distance close people and vice versa and risk ignoring those around them; 2). The habit of communicating through social media which tends to be more free causes people to be lazy to communicate in the real world; 3). Social media makes people addicted to the internet because of the ease and practicality of using social media; 4). Vulnerable to bad influence from others due to lack of selection of information and people in social media environment.

Given the various negative impacts that can be caused by inappropriate use of social media, it is certainly a concern for our education world (Adedeji, Popoola, & Ong, 2017; Indriartiningtias, Subagyo, & Hartono, 2019), especially now that there are many problems arising from the inappropriate use of social media by students, such as: 1). Decreased motivation and student achievement due to impaired concentration due to social media addiction; 2). Pornography is rife in student circles which is marked by many profile photos that are not in accordance with ethics and moral values; 3) decreased physical activity of students due to sitting too long playing social media which causes health problems; and various other issues of concern.

Character Education Cultivates Wise Attitude Using Social Media

The existence of technological developments that make it easier to access social media should have a positive impact and bring benefits, especially for students, but it is often misused so that it has negative impacts and problems that ultimately weaken the character of the nation's children. (Aburizaizah, Kim, & Fuller, 2016; J. Liu, Shindo, & Matsumoto, 2019; Young & Nichols, 2017). The more widespread dissemination of information on social media and the ease of accessing various kinds of information without limits are strong reasons for the need to strengthen character education in students. This reason is strengthened by seeing the fact that most of our students currently have social media such as whatsapp, facebook, instagram, twitter, tik-tok and others, and they can access various kinds of information that are not even filtered which may contain elements negative. Not infrequently

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because of their limited knowledge of the ITE Law and social media ethics, they easily spread hoax news, hate speech or even display inappropriate photos just to attract public attention. The opportunity for these violations is minimized by strengthening character education that prioritizes character values originating from Pancasila, namely religious, nationalism, independence, integrity, and mutual cooperation. This needs to be instilled early. Armed with good character, an individual will be better at speaking and communicating through social media (Fjelkner-Pihl, 2021; Gogol et al., 2014; Smith & Bond, 2019). Individuals who have a strong character will be wiser in using social media.

Conclusion

Strengthening character education is a must in the midst of the digital era which has resulted in many social media applications today. The fact that happens is the amount of information received in cyberspace. Some of these technology applications accommodate everyone to do and access any choice easily and freely without the limitations of space and time. Opportunities for violations in the use of social media can be minimized by strengthening character education that prioritizes religious character values, nationalism, independence, integrity and mutual cooperation. A social media user can have an important role in the movement of information on social media. Thus, a wise attitude is needed in running social media so that the use of social media is more directed, useful and has a positive impact on its users.

Suggestion

The use of social media in Indonesia needs to be limited by strict rules so as not to harm oneself, society, nation and state. The role of the government is very much needed in terms of these restrictions. Strengthening character education must be carried out by all elements, namely family, school and community.

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