Character Education Strategies In The Millennial Era

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ABSTRACT

Character education is becoming an increasingly important aspect in facing moral and ethical challenges in the millennial era which is characterized by social complexity and technological advances. In this context, developing effective character education strategies is a top priority in modern education. This research aims to explore character education strategies that are relevant and effective in facing the dynamics of the millennial era, as well as to analyze their impact on student character formation. The research approach used in this study is literature analysis. Data was obtained through a review of various literature sources, including scientific journals, books and research reports relevant to the theme of character education in the millennial era. The results of the literature analysis show that effective character education strategies in the millennial era include a collaborative approach between schools, families, communities and other institutions, integration of technology in learning, and strengthening traditional values. The collaborative approach ensures consistency and depth in character formation, while the integration of technology enables the delivery of character values in a way that is attractive and relevant to the millennial generation. Strengthening traditional values such as integrity, honesty, empathy and responsibility remains an important foundation in character education in this era.

KEYWORDS | Character education, millennial era, collaborative strategy.

INTRODUCTION

Character education is becoming increasingly important in this millennial era given the complexity of the moral and ethical challenges faced by the younger generation. The millennial era is characterized by rapid technological development, globalization that expands information horizons, and significant social and cultural changes. (Triposa, 2021). In the midst of these changes, character education becomes a vital foundation to form individuals who have integrity, responsible leadership, and readiness to contribute positively to society. The millennial era

brings significant social and cultural changes, where traditional values are often swayed by globalization and technological advances. (Luthfiyah et al., 2020). Millennials are often exposed to diverse influences from social media, entertainment and popular culture that may not always promote positive values.

Millennials are faced with complex moral and ethical challenges, including issues such as cyber crime, online radicalization, and environmental change. Character education is crucial in equipping this generation with the necessary knowledge, skills and attitudes to face these challenges wisely and responsibly. The development of information and communication technology has fundamentally changed the educational landscape (Syafaat & Shohib, 2021). Character education in the millennial era is not only concerned with traditional values such as honesty and hard work, but also requires an understanding of digital ethics, emotional intelligence in using technology, and the ability to adapt to rapid change. Amidst the complexity of global challenges, moral leadership is becoming increasingly important. Millennials need to be equipped with leadership skills based on values such as empathy, cooperation, and justice to become agents of positive change in society.

Source: https://www.kominfo.go.id/

Findings of News Hoaxes in Indonesia for the Period 2018-2023

During the first quarter of 2023, the Ministry of Communication and Information recorded an increase in the number of hoax cases to 425 from 393 cases in the same period the previous year. The Ministry's Information and Sensitivity Analysis (AIS) team identified 147 hoax cases in January 2023, which then decreased to 117 cases in February and increased again to 161 cases in March. Since January 2018, the AIS Team has identified a total of 11,357 hoax cases until March 31, 2023. Based on this data, it becomes clear that the surge of unverified information in the digital age is a serious challenge for Indonesia. Unresolved internal issues complicate the situation. In addition, the emergence of moral problems that haunt the Indonesian nation such as sexual harassment, injustice, violence, acts of terrorism, corruption, and social conflicts, further complicate social conditions. This is reflected in the decline in public trust in the performance of the government and other institutions.

It is important to realize that moral and social problems that are increasingly rampant cannot be solved instantly. Joint efforts from various parties, including the

government, non-governmental organizations, and individuals in society, are needed to overcome the root of the problem. Character education is key in facing this challenge, by strengthening moral and ethical values in society and building awareness of the importance of integrity, justice and togetherness as a solid foundation for nation building. (Wicakasono, 2021).

Character education in the millennial era is not only the responsibility of schools and formal education institutions, but also involves the active role of parents, communities and other stakeholders. Collaboration between various parties is needed to create a supportive environment for solid character building in the millennial generation. By understanding this background, it is important for us to develop a relevant and effective character education strategy to face the challenges and opportunities in this millennial era. This strategy should include a holistic approach that integrates traditional values with an understanding of contemporary social, cultural and technological dynamics.

RESEARCH METHODS

The research method used in this study is an in-depth and comprehensive literature study. The research will collect literature from various trusted sources, such as scientific journals, textbooks, research reports, and official documents from relevant educational and government institutions. (Sugiyono, 2017). Literature analysis will be conducted to identify character education strategies that have been developed and implemented in various contexts, both on a local, national and global scale, especially those relevant to the millennial era. The research will synthesize the findings from the literature study to identify patterns, trends and principles underlying character education strategies in the millennial era. A qualitative approach will be used to understand the social, cultural and technological contexts that influence the character formation of the millennial generation. In addition, the research will also consider the perspectives of relevant stakeholders, such as educators, parents, students and community leaders, through in-depth interviews and other qualitative data analysis. By combining the literature study approach and qualitative analysis, this research aims to generate an in-depth understanding of effective and relevant character education strategies in facing the challenges of the millennial era.

RESULTS AND DISCUSSION

Various studies have highlighted various aspects related to character education, ranging from the implementation of programs in schools, the role of technology in character education, to the role of family and society in shaping individual character. One common finding in previous research is the importance of a holistic approach in character education in the millennial era. Research by (Widiantoro & Ningrum, 2020) (Widiantoro & Ningrum, 2020) shows that a successful character education program involves various components, including the formal curriculum, extracurricular activities and integrated learning in the daily environment. This approach allows students to develop strong character through various learning experiences.

Study by (Noviani et al., 2023) suggests that technology can be an effective tool in conveying values and teaching character skills to millennials. Through digital platforms, students can access character education content that is interactive and relevant to their daily lives, enabling more engaging and relevant learning. Research by (Amaludin & Huda, 2023) highlighted the negative impact of social media and popular culture on millennials' character development. Excessive exposure to unhealthy or immoral content can affect the understanding of right values and reinforce negative behaviors.

Study by (Ariatama et al., 2022) shows that support and role models from the social environment have a major influence on individual character formation. Therefore, collaboration between schools, families and communities is key in ensuring the effectiveness of character education in the millennial era. Overall, the results of previous research highlight the complexity of challenges and opportunities in character education in the millennial era. By understanding these findings, we can develop more effective and relevant character education strategies in shaping millennials who have integrity, responsible leadership and readiness to contribute positively in society. One aspect that continues to be debated is the role of schools in character education. Several studies highlight the importance of a thorough and structured curriculum in teaching moral and ethical values to students. In a study by (Setiawan, 2023) found that a successful character education program requires a strong integration of formal lessons, extracurricular activities, and a supportive school environment. However, challenges in implementing this curriculum often arise in the form of limited resources, resistance from certain parties, and incompatibility with individual needs.

The role of the family is also an important focus in the discussion of character education in the millennial era. Research by (Pipit Widiatmaka, 2022) shows that a supportive family environment and good role models are very influential in shaping individual character. Therefore, successful character education programs often involve active participation from parents in supporting and reinforcing the values taught at school. While technology provides access to vast information and educational resources, research has also highlighted the dangers of exposure to inappropriate or harmful content for individuals' moral and social development. Therefore, a thoughtful approach to integrating technology in character learning is crucial to minimize the risks and maximize the positive potential.

Collaboration between schools, families and various social and cultural institutions is key in creating an environment that supports the formation of strong character in the millennial generation. Strengthening local communities can also be an effective means of strengthening moral values and improving the quality of character education. Broadening horizons and collaboration between research fields are essential in developing effective and relevant strategies to shape millennials who have integrity, responsible leadership, and readiness to contribute positively to society. By understanding and taking steps to address these challenges, we can build a strong foundation for a better future for future generations.

Integration of Character Curriculum in Learning

Character education has become an important topic in discussions about the future of education, especially in the millennial era characterized by social, cultural and technological complexities. The integration of character curriculum in learning is a major highlight in an effort to form a generation that has solid moral values and strong ethics. The millennial era is characterized by significant social, cultural and technological changes. The millennial generation is in a complex situation, where traditional values are often swayed by globalization and the rapid development of information technology. (Anisyah et al., 2023). Amidst this complexity, character education becomes a vital foundation in equipping this generation with integrity, responsible leadership, and readiness to contribute positively to society.

The integration of character curriculum in learning is based on the concept that education is not only about the mastery of academic knowledge, but also about the formation of positive characters and attitudes. This approach emphasizes that values such as integrity, honesty, empathy, responsibility and courage should be explicitly taught and applied in the learning environment. This concept highlights the importance of educating students to become individuals who are not only intellectually intelligent, but also moral and responsible. The character curriculum approach is also based on the principle that character building is a shared responsibility between the school, family and community. This emphasizes the importance of collaboration between various stakeholders in supporting student character building. The character curriculum does not only cover formal subjects, but also involves extracurricular activities, cross-subject learning and the overall school environment.

Integration of character curriculum in learning has significant benefits for students, schools, and society as a whole. (Syapika, 2023) :

1. Character education helps shape quality individuals with strong morals and ethics. By internalizing values such as honesty, discipline and hard work, students become better able to face moral challenges and make good decisions in everyday life.
2. The integration of the character curriculum also contributes to a positive school climate. By implementing values such as mutual respect, cooperation and tolerance, the learning environment becomes more inclusive and safe for all students. This creates a supportive atmosphere for students' personal and academic development.
3. Character education also has far-reaching impacts in society. Students equipped with strong moral values are more likely to become responsible citizens and contribute positively to society. They are more likely to engage in volunteer activities, help others, and serve as agents of positive change in their neighborhoods.

Despite its great benefits, the integration of character curriculum in learning is also faced with a number of challenges that need to be overcome. One of the main challenges is resistance to change from certain quarters. Implementing a character curriculum often requires changes in teaching and learning approaches that can be uncomfortable for some teachers and administrators. Schools often face constraints in terms of time, manpower and budget to effectively implement character

education programs. These limitations can hamper schools' efforts in providing rich and meaningful character education experiences for students. Another challenge is ensuring consistency and sustainability of character education programs. Programs that are only implemented sporadically or are not well integrated in the school curriculum tend to have limited impact in shaping students' character. Therefore, a strong commitment from all stakeholders is needed to maintain the sustainability of character education programs. To overcome the challenges in integrating character curriculum in learning, a holistic and integrated approach is needed, namely as follows (Naashiruddin, 2023) :

1. It is important to raise awareness and understanding of the importance of character education at all levels of society. This can be done through extension campaigns, training for teachers and parents, and active participation from the mass media in supporting character education.
2. Support from the government and educational institutions is key in ensuring the sustainability and success of character education programs. The government can provide support in the form of policies, budgets and incentive programs for schools that are successful in implementing character education. In addition, education institutions also need to strengthen cooperation with various community organizations, non-governmental organizations and industries to support the provision of resources and the development of quality character education programs.
3. By building strong partnerships between schools, families, communities and other institutions, it will be more possible to create a supportive environment for student character building.

The integration of character curriculum in learning is an important step in strengthening the moral and ethical foundations of the millennial generation. By strengthening values such as integrity, honesty, empathy, and responsibility, character education helps shape quality individuals who contribute positively to society. Although faced with a number of challenges, with commitment, cooperation and collaboration from all stakeholders, the integration of character curriculum in learning can be the key to creating a better future for future generations.

Collaborative Character Education

Collaborative character education is becoming increasingly relevant in the contemporary era of education where moral and social challenges are increasingly complex. This approach emphasizes the importance of collaboration between schools, families, communities and other institutions in shaping student character. Collaborative character education is an approach that places cooperation between various stakeholders as the core in the process of shaping student character. This approach emphasizes that character education is not only the responsibility of schools, but must also involve the support and active participation of families, communities, and other social and cultural institutions.

This concept emerged as a response to the understanding that character building is a shared responsibility between the various social environments in which students live. By involving all stakeholders in the character education process, a

consistent and supportive environment for students' moral and ethical development is expected to be created. The implementation of collaborative character education involves a series of steps and strategies that involve various stakeholders. One common approach is the development of character education programs that involve the active participation of schools, families, and communities. (Khosi'in & Nursikin, 2023).. Such programs may include activities such as seminars for parents, collaborative projects between schools and community organizations, and extracurricular activities that emphasize character learning.

Open and transparent communication between all relevant parties can help ensure that character values taught at school are also supported and reinforced at home and in the community. Collaborative character education has a number of significant benefits for students, schools and the community as a whole. This approach allows for a cohesive and consistent learning environment. By involving all stakeholders in the character education process, moral and ethical values taught at school can be reinforced and applied consistently across students' various social environments. Collaborative character education can also increase parental involvement in their children's education. By involving parents in character education programs, schools can strengthen parental support in shaping their children's character at home. This creates synergy between education at school and at home, which can lead to better results in student character building. (Hasanah & Sulistyaningrum, 2023).

By working together in their efforts to shape student character, schools and communities can complement and strengthen each other's efforts. This creates a supportive environment for students' moral and ethical development and strengthens the bond between school and community. One of the main challenges is the lack of awareness and commitment from various stakeholders regarding the importance of character education. Some parents and community members may not be aware of their important role in shaping students' character, resulting in less support for schools' efforts in character education.

The lack of coordination and communication between schools, families and communities is also a challenge that needs to be overcome. Without good communication, character values taught at school may conflict with values taught at home or in the community. This can reduce the effectiveness of students' character building efforts and create conflicts between different social environments. Another challenge is the lack of adequate resources and support to implement collaborative character education programs. Schools often face limitations in terms of time, energy and budget to effectively engage all stakeholders in student character building. Therefore, there is a need for greater support from the government, educational institutions and the community in supporting collaborative character education efforts.

In realizing collaborative education, it is necessary to take the following steps so that character education can be built in the current millennial era (Tanjung, 2023):

1. It is necessary to raise awareness and understanding of the importance of character education and the role of each stakeholder in the process. This can

be done through extension campaigns, training and capacity building programs involving all relevant parties.

2. Schools can form character education committees involving representatives from various stakeholders to ensure that all parties are involved in the planning, implementation and evaluation of character education programs. Open and transparent communication between all relevant parties is also important to ensure consistency in the delivery of character values.

Collaborative character education is an important approach in shaping students' character in the contemporary education era. By involving all stakeholders in the character education process, this approach creates a cohesive and consistent learning environment, increases parental involvement in their children's education, and strengthens the partnership between school and community. Although faced with a number of challenges, with commitment, cooperation and collaboration from all relevant parties, collaborative character education can be a powerful instrument in shaping positive character and attitudes in future generations.

CONCLUSION

Character education in the millennial era is not just a concept, but a commitment to shape a generation with character and responsibility. In an increasingly complex and globally connected world, moral and ethical values are becoming increasingly important in guiding individuals through the challenges they face. Character education strategies in the millennial era place a focus on developing values such as integrity, empathy, honesty, and responsibility, and ensuring that these values are not only taught at school, but also reflected in students' daily behavior in various social environments. In the face of complex challenges, collaborative character education, integration of technology in learning, and strengthening traditional values are highlighted. Collaboration between schools, families, communities and other social institutions is key in ensuring that character values are applied consistently and deeply in students' lives. The integration of technology as a supporting tool opens up new opportunities in delivering character values in an interesting and relevant way for millennials who are accustomed to technology.

By strengthening the moral and ethical foundations of the millennial generation, character education in this era not only shapes individuals with character, but also creates a solid foundation for a better future. Through collaboration, innovation and shared commitment, character education in the millennial era is an important milestone in building a more just, empathetic and responsible society. Thus, let us continue to move forward with a strong determination to shape a generation that is not only intellectually smart, but also moral and ethical, as a foundation for sustainable and meaningful progress for the world we live in.

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