



# The Importance of Positive Culture In Students' Character Education In The Digitalization Era

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## **Abstract**

*Character education has become an increasingly important topic in the digital era due to changes in the way we learn and interact brought about by technological advances. In this era, moral and ethical values taught through character education provide an important foundation for students to be able to build good relationships and interact ethically in social and professional life. Integrity, responsibility, empathy, and respect for others are important values to develop in character education. Character education in the digital era plays an important role in helping students develop the ethical and moral values needed to succeed in life. However, the challenges faced in introducing character education in the digital era are the ever-growing digital content and the influence of social media that can damage moral and ethical values. Therefore, character education must be implemented with the right approach and relevant content so that students can understand these values and apply them in their daily lives. Teaching about character education can be integrated into the curriculum in schools and reinforced through online learning and the use of other technologies. Technology can be an effective tool to help students learn about moral and ethical values. Character education is becoming increasingly important in the digital era because technological advances have brought changes to the way we learn and interact. In this era, moral and ethical values taught through character education provide an important foundation for students to be able to build good relationships and interact ethically in social and professional life. To face the challenges in introducing character education in the digital era, it is necessary to carry out proper integration into the curriculum in schools, the use of relevant technology.*

**Keywords:** *Positive culture, character education.*

## **Abstrak**

Pendidikan karakter menjadi topik yang semakin penting di era digital karena adanya perubahan cara belajar dan berinteraksi yang diakibatkan oleh kemajuan teknologi. Di era ini, nilai-nilai moral dan etika yang diajarkan melalui pendidikan karakter memberikan landasan penting bagi siswa untuk mampu membangun hubungan yang baik dan berinteraksi secara etis dalam kehidupan sosial dan profesional. Integritas, tanggung jawab, empati, dan rasa hormat terhadap orang lain merupakan nilai-nilai

penting yang perlu dikembangkan dalam pendidikan karakter. Pendidikan karakter di era digital berperan penting dalam membantu siswa mengembangkan nilai-nilai etika dan moral yang dibutuhkan untuk meraih kesuksesan dalam hidup. Namun, tantangan yang dihadapi dalam memperkenalkan pendidikan karakter di era digital adalah konten digital yang terus berkembang dan pengaruh media sosial yang dapat merusak nilai-nilai moral dan etika. Oleh karena itu, pendidikan karakter harus dilaksanakan dengan pendekatan yang tepat dan konten yang relevan agar siswa dapat memahami nilai-nilai tersebut dan menerapkannya dalam kehidupan sehari-hari. Pengajaran tentang pendidikan karakter dapat diintegrasikan ke dalam kurikulum di sekolah dan diperkuat melalui pembelajaran daring dan penggunaan teknologi lainnya. Teknologi dapat menjadi alat yang efektif untuk membantu siswa mempelajari nilai-nilai moral dan etika. Pendidikan karakter menjadi semakin penting di era digital karena kemajuan teknologi telah membawa perubahan pada cara kita belajar dan berinteraksi. Pada era ini, nilai-nilai moral dan etika yang diajarkan melalui pendidikan karakter memberikan landasan penting bagi peserta didik untuk mampu membangun hubungan baik dan berinteraksi secara etis dalam kehidupan sosial dan profesional. Untuk menghadapi tantangan dalam memperkenalkan pendidikan karakter di era digital, perlu dilakukan integrasi yang tepat ke dalam kurikulum di sekolah, pemanfaatan teknologi yang relevan.

**Kata kunci:** Budaya positif, pendidikan karakter.

## A. Introduction

Character education in the digital era plays an important role in helping students develop the ethical and moral values needed to succeed in life. However, the challenges faced in introducing character education in the digital era are the ever-growing digital content and the influence of social media that can damage moral and ethical values. Therefore, character education must be implemented with the right approach and relevant content so that students can understand these values and apply them in their daily lives.

Teaching about character education can be integrated into the curriculum in schools and reinforced through online learning and the use of other technologies. Technology can be an effective tool to help students learn about moral and ethical values in an interactive and engaging way. The use of online learning platforms can enable students to engage in discussions and activities that promote moral and ethical values, so the role of technology in character education in the digital era is very important.

Parents and the community also have an active role in helping students acquire moral and ethical values in the digital era. Parents can help supervise the use of social media and explain moral and ethical values to their children. In addition, the community can also play a role in teaching moral and ethical values through social and cultural activities. Thus, collaboration between schools,

parents, and the community can help optimize character education in the digital era to improve the quality of students' lives in the future.

Not only that, character education must also be supported by a conducive environment in schools and the community. This can be achieved through various activities, such as extracurricular activities, seminars, and workshops. In extracurricular activities, students can engage in activities that support moral and ethical values, such as social activities, environmental activities, or religious activities. Meanwhile, in seminars and workshops, students can learn from experts about moral and ethical values and how to apply them in everyday life. In addition, it is important to realize that character education is not the responsibility of just one party, but a shared responsibility of all parties.

Teachers, parents, communities, and students themselves must work together to create an environment that supports the development of good character. By building awareness and cooperation from all parties, character education can be more effective in developing moral and ethical values in the digital era.

In the digital era, it is important for students to understand ethical and moral values in order to interact ethically and build good relationships. In order to overcome the challenges faced in introducing character education in the digital era, the right approach and relevant content are needed. The use of technology such as online learning platforms can be an effective tool in helping students learn about moral and ethical values in an interactive and interesting way. However, not only schools, the role of parents and the community is also important in helping students acquire moral and ethical values in the digital era. Therefore, collaboration between schools, parents, and the community can help maximize character education in the digital era to help students succeed in the future.

Character education is becoming increasingly important in the digital era because technological advances have brought changes to the way we learn and interact. In this era, moral and ethical values taught through character education provide an important foundation for students to be able to build good relationships and interact ethically in social and professional life.

Based on the background above, the problems in this service are: how are the benefits of character education for students in the digital era and what are the challenges to character education for students in the digital era.

## **B. Research Methods**

This Community Service Method is carried out by providing socialization about the importance of positive culture in student character education in the digital era.

## **C. Results and Discussion**

In this rapidly developing digital era, character education is becoming increasingly important, regarding the important role of character education in

facing the challenges that arise in today's digital era, several cultures need to be applied to students, including:

### 1. Forming Good Digital Ethics

With the increasing use of digital technology, it is important for character education to form good digital ethics in the younger generation. Digital ethics include responsible, ethical, and safe behavior in using technology, such as respecting the privacy of others, avoiding cyberbullying, and using social media wisely. Forming good digital ethics is crucial for students as they navigate an increasingly interconnected and digital world. Here are some essential components and strategies to instill good digital ethics in students:

#### 1) Understanding Digital Footprint

**Education on Presence:** Teach students about their digital footprint—how every action online leaves a trace and the long-term consequences of their digital actions.

**Activities:** Encourage them to research their own digital footprint by searching their names and reflecting on the implications.

#### 2) Privacy Awareness

**Privacy Settings Training:** Educate students on the importance of privacy settings on social media and how to protect their personal information.

**Discuss Consequences:** Talk about the risks involved in oversharing or interacting with strangers online.

#### 3) Responsible Online Communication

**Netiquette Guidelines:** Teach students about netiquette, stressing respectful communication online, including the importance of tone and context in digital interactions.

**Diverse Perspectives:** Encourage them to consider how their words might affect others, especially in diverse online communities.

#### 4) Critical Evaluation of Information

**Media Literacy:** Equip students with skills to critically evaluate sources of information and recognize misinformation, fake news, and biased content.

**Fact-Checking Activities:** Include activities where students compare sources, fact-check news articles, and discuss how misinformation can spread.

#### 5) Cyberbullying Awareness

**Discussion and Resources:** Engage in discussions about cyberbullying, its effects, and the responsibility each student has to prevent and respond to it.

**Reporting Procedures:** Teach students how to report cyberbullying incidents and support peers who may be victims.

#### 6) Copyright and Intellectual Property

**Understanding Fair Use:** Educate students about copyright laws, plagiarism, and the importance of giving credit for others' work.

**Creative Projects:** Involve students in projects where they create original work and practice proper citation techniques.

#### 7) Encouraging Empathy and Respect

**Empathy Exercises:** Incorporate activities that foster empathy, such as discussing scenarios where individuals have been negatively affected by unethical digital behavior.

Peer Mentorship: Encourage older students to mentor younger ones in establishing ethical practices online, promoting a culture of respect.

8) Modeling Ethical Behavior

Lead by Example: Instructors and mentors should model good digital ethics in their own online interactions, demonstrating respect and integrity.

Share Personal Stories: Share real-life examples and personal experiences that highlight the importance of ethical behavior online.

2. Developing Empathy and Tolerance

In a digital era full of diverse information and views, character education can help develop empathy and tolerance in students. This involves the ability to understand and appreciate the perspectives of others, and accept differences as part of a rich and meaningful life. Developing empathy and tolerance in students is essential for fostering a positive and inclusive environment, especially in our diverse and digitally connected world. Here are some effective strategies to nurture these qualities:

1) Diverse Storytelling

Literature and Media: Use diverse books, films, and stories that showcase different cultures, experiences, and perspectives. Encourage discussions about the characters' feelings and motivations.

Personal Narratives: Invite guest speakers from various backgrounds to share their personal experiences, helping students connect emotionally with different perspectives.

2) Role-Playing and Simulations

Empathy Exercises: Create role-playing activities where students can step into someone else's shoes. For example, they could simulate a day in the life of a classmate from a different background or a person facing a specific challenge.

Debate Different Perspectives: Encourage debates on social issues while assigning students varying viewpoints to help them understand different perspectives deeply.

3) Community Service Projects

Service Learning: Organize community service projects that allow students to engage with diverse populations. This firsthand experience can foster appreciation and understanding of different circumstances and cultures.

Reflection Sessions: After projects, hold reflection sessions where students can discuss what they learned about others and themselves.

4) Mindfulness and Reflection

Journaling: Encourage students to keep journals where they reflect on their feelings, challenges, and the emotions of others. This practice can enhance their ability to recognize and articulate their feelings and the feelings of those around them.

Mindfulness Practices: Incorporate mindfulness exercises that promote self-awareness and emotional regulation, helping students to process their own emotions and respond empathetically to others.

5) Conflict Resolution Training

**Teach Skills:** Provide training in conflict resolution strategies, emphasizing understanding, listening, and compromise. This builds tolerance towards differing opinions and promotes peaceful resolution of disagreements.

**Peer Mediation Programs:** Implement peer mediation programs where students can practice resolving conflicts among themselves, fostering empathy and understanding.

6) **Celebrate Diversity**

**Culture Days:** Organize events celebrating various cultures represented in your school community, including food, music, and traditions. These experiences can deepen students' understanding and appreciation of diversity.

**Respect and Tolerance Campaigns:** Run campaigns that promote respect, kindness, and inclusion, encouraging students to embrace differences.

7) **Encourage Open Dialogue**

**Safe Spaces:** Create an environment where students feel safe to express their thoughts and emotions without judgment. Regular discussions about social issues can help students articulate their feelings and develop empathy.

**Active Listening Skills:** Teach students the importance of active listening, where they focus on understanding others rather than just waiting to speak.

8) **Use Technology Wisely**

**Online Empathy Projects:** Encourage students to participate in online forums or projects that connect them with peers from different backgrounds. This can enhance their cross-cultural understanding.

**Video Projects:** Have students create videos that promote messages of empathy and tolerance, which can be shared within the school or online platforms.

### 3. Developing Empathy and Tolerance

In a digital era full of diverse information and views, character education can help develop empathy and tolerance in students. This involves the ability to understand and appreciate the perspectives of others, and accept differences as part of a rich and meaningful life. Developing empathy and tolerance in students is vital for creating an inclusive and harmonious community where everyone feels valued and respected. Here are some focused strategies to foster these qualities:

1) **Empathy-Building Activities**

**Role-Playing:** Engage students in role-playing exercises where they must think from another person's perspective. For example, they can act out scenarios involving different cultural, socioeconomic, or personal backgrounds, which can help them understand others' feelings and experiences.

**Perspective-Taking Exercises:** Use storytelling or case studies that highlight various perspectives on societal issues. Encourage students to discuss how different individuals might feel or react in those situations.

2) **Diverse Literature and Media**

**Curate Diverse Reading Lists:** Select books and articles that feature diverse characters and cultures. After reading, facilitate discussions that encourage students to reflect on the experiences of the characters and connect them to real-life contexts.

- Film and Documentary Screenings: Show films or documentaries that provide insight into different cultures and social issues. Follow up with discussions that explore emotional reactions and moral questions.
- 3) Service-Learning Projects  
Community Engagement: Organize volunteer opportunities with diverse communities. Working alongside individuals from different backgrounds can build understanding and appreciation for varied experiences.  
Reflection: After service activities, hold reflection sessions where students share what they learned about empathy and the challenges faced by others, deepening their insights.
  - 4) Mindfulness and Emotional Intelligence  
Mindfulness Practices: Introduce mindfulness exercises that help students become more aware of their own emotions and the feelings of others. Practices like meditation can improve emotional regulation and empathy.  
Emotional Check-Ins: Encourage students to express their feelings in a safe environment, fostering open communication and allowing them to practice empathy for one another.
  - 5) Conflict Resolution and Peer Mediation  
Conflict Resolution Workshops: Teach students strategies for resolving conflicts respectfully. Role-playing conflicts can help them practice empathetic communication skills.  
Peer Mediation Programs: Train students to serve as peer mediators, helping their classmates resolve conflicts and understand each other's viewpoints.
  - 6) Celebrating Diversity  
Cultural Exchange Days: Host events that celebrate various cultures through food, music, and traditions. This exposure can promote tolerance and appreciation for diversity.  
Awareness Campaigns: Implement campaigns that focus on themes of tolerance, kindness, and respect. This could include posters, discussions, and activities that highlight these values.
  - 7) Open Dialogue and Safe Spaces  
Facilitate Open Discussions: Create a classroom environment where students feel safe sharing their thoughts and feelings about social issues. Encourage respectful discussions about sensitive topics to help them navigate differing opinions.  
Active Listening Training: Teach students the skills of active listening, emphasizing the importance of understanding before responding. This practice fosters empathy in conversations.
  - 8) Technology and Empathy  
Online Empathy Projects: Utilize digital platforms to connect students with peers from diverse backgrounds or even partner classrooms in other countries. This exposure can enhance cross-cultural understanding.  
Empathy Apps: Explore apps and tools designed to promote empathy and connection. Some platforms feature storytelling or interactive experiences that encourage deeper emotional understanding.

#### 4. Building Self-Awareness and Self-Management Skills

With high exposure to digital technology, character education helps students build self-awareness about the impact of technology use on their mental and emotional well-being. This includes developing self-management skills, such as managing time wisely, controlling media consumption, and maintaining a balance between online and offline life. Building self-awareness and self-management skills in students is crucial for their personal development and success in both academic and social environments. Here are some effective strategies to cultivate these skills:

##### 1) Reflective Journaling

Encourage students to keep a journal where they regularly reflect on their thoughts, feelings, and experiences. Prompts can include questions like “What is something I did well today?” or “How did I feel in that situation?”

##### 2) Personality Assessments

Use tools like personality quizzes (e.g., Myers-Briggs, StrengthsFinder) to help students understand their strengths, weaknesses, and preferences. Discuss the results in class to promote self-discovery and acceptance.

##### 3) Goal-Setting Workshops

Host workshops that guide students in setting personal and academic goals. By identifying their aspirations and the steps needed to achieve them, students can better understand their motivations and areas for improvement.

##### 4) Mindfulness Practices

Introduce mindfulness activities, such as meditation or deep-breathing exercises, to help students become more attuned to their emotional states and reactions. This practice enhances self-awareness regarding their feelings and triggers.

##### 5) Feedback Sessions

Create opportunities for students to receive constructive feedback from peers and teachers. Learning how others perceive them can provide valuable insights into their behaviors and impact on others.

#### 5. Instilling Moral and Ethical Values

Character education in the digital era also plays an important role in instilling moral and ethical values in students. This involves learning about values such as honesty, integrity, responsibility, and altruism in the context of using technology, so that students can become responsible and moral individuals in their online lives. Instilling moral and ethical values is indeed fundamental to developing well-rounded individuals, especially in today's digital landscape. Here are some effective approaches to integrating these values into character education:

##### 1) Surveys and Discussions

Start by engaging students in discussions about moral dilemmas commonly encountered in the digital world, such as cyberbullying, plagiarism, and digital privacy. Encourage them to share their thoughts and reflect on the implications of their choices.

##### 2) Role-Playing Scenarios



Use role-playing exercises to help students navigate ethical dilemmas. This can enhance empathy and decision-making skills as they explore different perspectives and outcomes.

- 3) **Integrate Technology with Ethics**  
Teach students how to assess the ethical implications of technology use. Discuss case studies on companies that have faced ethical challenges, highlighting the importance of responsible decision-making in the tech industry.
- 4) **Digital Citizenship Programs**  
Implement programs that emphasize the principles of digital citizenship, including respect, responsibility, and integrity. This can help students understand their rights and responsibilities in online environments.
- 5) **Service Learning Projects**  
Encourage students to participate in community service projects that address social issues. This experiential learning can deepen their understanding of ethics and the impact of their actions on others.
- 6) **Guest Speakers and Workshops**  
Invite professionals who work in fields related to ethics and technology to speak with students. These interactions can inspire students and provide real-world context to ethical discussions.
- 7) **Positive Role Models**  
Highlight stories of individuals or organizations that exemplify strong moral character and ethical behavior in the digital realm. This can motivate students to emulate those values in their own lives.

#### 6. Encouraging Creativity and Innovation

While digital technology offers many benefits, character education is also important in encouraging creativity and innovation in this era. This includes developing critical, collaborative, and creative thinking skills in utilizing technology to create innovative solutions to various challenges faced by society.

Absolutely, character education plays a vital role in shaping how students use digital technology as a tool for creativity and innovation. By integrating character education with technology skills, students can learn to approach problems not only with technical proficiency but also with ethical considerations and collaboration. Here are some ideas that could reinforce this concept:

- 1) **Project-Based Learning**  
Create projects that challenge students to use technology to address real-world issues. This fosters critical thinking and collaboration while allowing them to innovate solutions.
- 2) **Ethics in Technology Workshops**  
Host workshops that explore ethical dilemmas in technology. This helps students understand the impact of their digital actions on society and encourages responsible use of digital tools.
- 3) **Collaborative Platforms**

Utilize platforms like Google Workspace or Microsoft Teams for group projects. This encourages collaboration and communication skills while teaching how to work together effectively in a digital environment.

4) Innovation Challenges

Organize hackathons or innovation contests where students can brainstorm and develop tech-driven solutions for community issues. This can inspire creativity while emphasizing teamwork and character values.

5) Mentorship Programs

Partner with local businesses or organizations to provide mentorship opportunities for students. They can learn how to navigate challenges in creative ways and apply their skills in real-world contexts.

#### D. Conclusion and Suggestion

From the results and discussion of the community service, it shows that Community Service Activities on the importance of positive culture in character education for students in the digital era continue to grow, character education has an increasingly important role in forming a strong, responsible, and moral young generation. By focusing on establishing good digital ethics, developing empathy and tolerance, empowering independence and courage, and instilling moral and ethical values, character education helps students to face complex challenges in this digital era wisely and responsibly.

This activity is very interesting and right on target, this is reflected in their enthusiasm in participating in counseling and asking questions about many things in the discussion forum (question and answer).

It is suggested to all parties that further community service activities like this be held so that students understand the importance of positive culture in character education in the digital era.

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