The Efficiency of Learning Media in Building Student Character

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ABSTRACT

At present the role of the teacher is very important for the creation of character in students. There are several elements that can support the formation of character learning for students. One of them is the accuracy in choosing learning media by the teacher in the learning process. This study aims to build student character by using appropriate and effective learning media. The method used in this study is a quantitative method using a survey model with Google Forms and in-depth interviews with one of the students. The results of this study can explain that implementing the efficiency of learning media in building character in students will present an effective and optimal learning process. The conclusion of this study is that the selection of appropriate instructional media will influence and have an effect on the learning process, which in building the character of current students really needs efficient media so that students can easily understand and apply it in the school, family and community environment. The limitations of this study are that researchers can only conduct research at the intermediate level, due to short time constraints, the researcher hopes that future researchers can conduct research at a higher level and in more depth.

Keywords: Character, Media, learning, efficient

INTRODUCTION

At this time education is becoming an interesting topic of discussion. Whether it's among schools, seminar forums, discussions on campus and in various electronic and print media (Ding & Chang, 2018; O’Toole & Kannass, 2018; Pahayahay & Khalili-Mahani, 2020). Character education, now and in the future is trending and booming, as an effort to improve the character of the younger generation in particular and this nation
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in general (Hansman et al., 2018; B. T. Li et al., 2019; Sung et al., 2019). The effects of globalization that are happening now are making educators in Indonesia forget about character education in schools. In fact, character education is a very important foundation and needs to be instilled in students from an early age. Until now, it can be said that the world of education in Indonesia has not encouraged the development of national character (B. T. Li et al., 2019; van der Linden et al., 2019; Żuk, 2018). This is caused by the standards in education are not returned to the character of students (Rose, 2020; Żuk, 2018). So that it can be said that education in schools has not been able to maximally present humanity in students effectively.

In the world of education, the behavior of cheating seems to be an act that is considered normal. Like cheating, imitating a friend's work or cheating when doing daily tests. Even in carrying out exams students also commit a lot of cheating such as making small notes that they can see at any time and there are also many other forms of cheating that students are doing now (Dendir & Maxwell, 2020; Harper et al., 2019; Medway et al., 2018). So it can be said as if in the world of education, honesty has become a rare trait. Of course this is a serious concern by the minister of education. As the President of the Republic of Indonesia said in his speech: 'Character building is very important (Audhkhasi et al., 2018; Kaledina et al., 2018; Pasichnyi et al., 2019). Education in Indonesia wants to develop students who are moral, virtuous, and well-behaved. However, this also cannot be separated from a society that has a good and noble civilization. Because education is not only fully carried out in schools, but also takes place at home and in society.

This phenomenon certainly raises its own concerns for educators (Darling-Hammond et al., 2020). What will happen if students have high scores but it turns out that their mentality and behavior are not good. In fact, there is no correlation between the high marks obtained by education and their behavior in society. This is what later emerges the figures of smart people who manipulate stupid people or smart people who oppress weak people (Gerber et al., 2018; Himmerich et al., 2019; Montalban et al., 2018). Therefore, since 2010, the government through the Ministry of National Education (Kemendiknas) has launched the implementation of character education for all levels of education. (Naghavi, 2019; Tchamyou, 2020; Yassour et al., 2018), from elementary school to university. This program was created because so far the world of education has been considered to be less successful in delivering the nation's generation to become moral and dignified individuals.

Looking at the current state of education, it appears that schools in Indonesia generally really need educators (Kraft et al., 2018; MacIntyre et al., 2020; Mishra et al., 2020). In quantity and having adequate character quality as the main support in forming students with character (Guo et al., 2018; Wagner, 2019; Zhang & Chen, 2018). To meet these problems, educators have a very important role in order to attract students to have superior character, that is, to make students who are intelligent, interactive, disciplined, honest and responsible (Roy et al., 2018; Yang et al., 2018). Therefore, the concept of education must have a clear position, namely good and superior behavior can be formed
through character education. So that this is what students can apply in the learning process and also in social interaction both within the scope of the school and in the social environment.

However, this is not effectively carried out by a teacher without learning media to build this character (Figueiredo & García-Peñalvo, 2018; Kalegina et al., 2018; Shanahan et al., 2019). Effective learning will bring success in the learning process, by using appropriate learning media and in accordance with the objectives, the characteristics of students through the media used (Azlan et al., 2020; Puri et al., 2020; Stiegliitz et al., 2018). To build student character can not only be done with the will, desire, and limited knowledge possessed by an educator (Chua et al., 2022; Ormanci et al., 2022). Educators must pay attention to what needs are in accordance with the characteristics of each student. For this reason, educators need to master the psychological approach, namely by entering their world. Through this approach educators can also achieve the initial objectives of the learning process. Based on the above phenomenon, nowadays students with very important character in the world of education, not only that in the family and community environment. But things like this are not easy to do in the world of education now, because there are many things that affect student learning patterns.

In the world of education now, the level of willingness of students towards learning has begun to decline, one of the reasons is because students do not like or like the learning media used by the teacher (Jogeza et al., 2021; McGrew, 2020; Moreira-Fontán et al., 2019). One example of media that makes students bored is writing pads and markers. Students use half of their study hours to write off what is on the blackboard, even though this is not the way students learn today. This kind of process has a negative impact on students, especially on character education, because students no longer like the way they learn. Of course this is a big enough problem for the world of education, especially for educators (Orgill et al., 2019; Pressley, 2021; Uerz et al., 2018). Because the quality of an education is determined by the character of the students. Therefore, educators must now update the media that will be used in learning (Baltrusaitis et al., 2019; Kang et al., 2021). Because the right media will have an attraction for students to carry out the learning process, so that students can learn effectively, comfortably and calmly.

Based on the results of relevant research related to this study conducted by Teni Nurritta, in 2018 in her article entitled Development of Learning Media to Improve Student Learning Outcomes she said that learning media is a tool that helps the learning process so that the messages conveyed become more accurate and educational goals / learning can be achieved effectively and efficiently. Learning media has many impacts on the organizational design of educational institutions. In achieving student character efficiency, in character education in schools, all management must be involved including the components of the education, namely curriculum content, learning and assessment processes and the work ethic of all citizens and the educational environment. Character building can also be called a character that fosters noble education from students who have knowledge, feel knowledge, and also apply the moral values of that character.
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The reason for the researcher in using this title is because he saw the many problems in building student character with the efficiency of learning media. Where the application of learning media to build a student character can be done with various kinds of appearance and introduction of media in learning. To build good student character and apply noble character and have a high sense of courtesy towards others. Because basically the character that must be possessed by a person in order to be able to face and also live with the surrounding environment. Besides that, in making learning media to build a character, it is also necessary to introduce and also study technological sophistication, so that you are not left behind by the era that utilizes technology. Aagr students are more interested in creating good character, teachers must provide examples and actions that students should emulate.

RESEARCH METHODOLOGY

This type of research is to use a quantitative survey model method, using an online-based Google form and in-depth interviews with one of the students (Chu et al., 2020; Son et al., 2020). Research using this quantitative method is a process to find knowledge and information by using data in the form of numbers as a tool to find out information about what is being researched. For this reason, researchers are trying to understand and describe the understanding obtained through a survey process between researchers and the subjects to be interviewed (“2020 Alzheimer’s Disease Facts and Figures,” 2020; Yousefpour et al., 2019). Researchers use analysis from informants so that researchers can understand what really happened (Wallin et al., 2019). By utilizing the basic theoretical foundations that are owned, it makes researchers more aware of the truth that occurs in the field visited. In this study, it did not provide detailed questions, but the questions given to the subject were general questions first, after that was done then made the fishing subject to speak as a whole. This method has a deductive mindset, by understanding a phenomenon by using general concepts to explain phenomena that are specific then in the quantitative method it is hoped that researchers can find clues to the problem in depth and thoroughly.

This study aims to present the results of the research process conducted by means of interviews so that researchers can obtain clear information in an observation. In this method the researcher uses data analysis techniques by using numbers and amounts in his research. Researchers by using online-based communication with Google form and via WhatsApp. This strategy was chosen because researchers get more accurate and more concrete information about subjects who experience the process directly. In this study, it requires an observation made by researchers, namely in order to get a real realistic picture between characters and humans in order to understand the problems that really occur. In capturing a truth, it is not only by examining one subject, but also needing an approach to many people, because everyone has different views, so they cannot grasp the truth as a whole. Thus the research received is data analysis in nature, this is what causes the research results obtained from the results of research using this quantitative method to have the possibility to experience changes.
The aim of this research is to explore the character formation patterns of students in junior high schools in order to build student character (Z. Li et al., 2018; Mitra et al., 2019). Marsall, Gretchen B. Rossman, stated that the basic methods relied on by qualitative researchers to collect information are, participation in settings, direct observation, in-depth interviews, document review. To obtain accurate data regarding the object of research, the authors will use the 'characteristics of quantitative research, data collection techniques through interviews. Interviews were conducted to obtain data regarding the junior high school teacher's understanding of the patterns of student character formation. interviews can be addressed to these students via the Google Form. Judging from the data source, this research data source uses secondary data sources, secondary data sources, namely sources that do not directly provide data for data collection, for example through other people, documents, Google Forms (Mangaroska & Giannakos, 2019). Methods of data collection using open questionnaires and targeted interviews. Which aims to dig up specific information through a series of questions submitted by researchers to respondents. Interviews were developed through character components which included descriptions of the concept of character education in schools. The character values developed and the approach methods used by the teachers in implementing these character values.

Next is about data analysis techniques. Data analysis is the process of finding and organizing interview transcripts, and other materials that have been collected by the researcher. Analyzing activities are followed by analyzing data, organizing and dividing it into units that can be managed properly again. Seeking and discovering what is meaningful and what is researched and can be reported systematically. In other words, this data is a description of someone's statements about experience or an attitude or belief that is in accordance with the program. This data analysis was carried out in quantitative research carried out since the beginning of the research using Google Form media, one of which was until the end of the study by interacting with the background and research subjects in the context of collecting the data. This data analysis technique also aims to direct, classify, sharpen, remove unnecessary and organize data so that the final conclusion is.

RESULT AND DISCUSSION

Based on research through in-depth interviews with students helping to build character in students through the Google form that the implementation of student character education in schools can be carried out properly. by being recommended in every school to make learning media for character education in students. The purpose of forming that character is in addition to forming a superior personality as well as forming discipline and student achievement. Forming a character that is instilled correctly with the right method can build high character and moral values. Character values can improve personal qualities such as being a trusted person, having integrity, high spirited, tough, mutual respect, being fair and responsible. As a generation student who reflects the nation must have good character. The values applied in the school are expected to be absorbed
and realized into daily activities. Here the role of an educator is very important in shaping the character of students so that the formation of these characters is in accordance with what is expected and can build a positive side for the nation and the State, especially himself.

In accordance with the title discussed by the researcher about learning media shaping the character of junior high school students, it is equally known that the use of learning media in shaping student character has high relevance, meaning that it has conformity with the nature of character formation in students. Learning will be optimal if in forming character in students it is accompanied by learning media that is easy for students to grasp, accompanied by illustrations such as learning media that can shape character in students according to the character that should exist in these students, can provide an overview to students about the character of a good student like what. Students no longer only think abstractly but can also describe concretely through the illustrations of the learning media provided. Learning media can also be said as one of the important things to shape the character of students. In the learning process the role of learning media can be used as a learning resource that can stimulate students' thoughts, feelings, attention, and willingness so that it can encourage them to build better character than before.

In the current generation, students must be able to think critically with various events in life, students must be able to sort out which ones are good and which are not in accordance with the formation of a desired character, not only knowing the basics, but also having to examine in depth what will be accepted and applied in everyday life. In the learning media provided by an educator, we as students must be able to properly understand what it means so as not to cause new problems if you misunderstand what is given, you can do this by paying close attention to what is given so that it doesn't happen. error in the comprehension process. This includes building good character, appreciating what people give us by taking seriously what is conveyed. Here the role of the educator is really very important to form character in children, the teacher must be able to collaborate with all learning media properly so that the students who are given the teaching can digest well what has been delivered. Especially in this day and age someone will be very easily influenced by something new. If there is not an educator who will control it all then the student will fall into new problems. So that in a learning process learning media is also needed to support and help the effective running of character building in students.
Based on the results of the graph above, it can be seen how the respondents think that effective learning media builds student character. Where many respondents chose different answers, some chose strongly agree, agree, and disagree. Research conducted by researchers, namely through online surveys using Google forms with 80 people who responded and the answers that were chosen by many respondents strongly agreed, that effective learning media builds student character. In the data obtained, 45 students chose to strongly agree, 42 students chose to agree, and 4 students chose to disagree. From these results it can be revealed that many students strongly agree when viewed from the graph above. So that it is true that effective learning media greatly influences the formation of student character, therefore educators need to prepare learning media so that students in schools have good character.

Based on the results of the graph shown above, it can be seen that teachers must have efficient media to build student character. From this answer it can be seen that many students strongly agree that teachers must have efficient media to build student character. Where teachers have efficient media will achieve optimal learning outcomes. Because the media will affect the comfort and discomfort of students learning at school. This can be seen based on the answers given by students, that 80 respondents who gave opinions
strongly agreed totaling 54 people, and 36 people chose to agree. So from these results it can be said that an educator must have efficient media to create an optimal learning process. Of course, this is a special concern for teachers, especially teachers in junior high schools.

Based on the graph above, it can be seen from the results of the answers from the respondents that each respondent has a different answer. Among them there are respondents who answered strongly agree with the statement above, and some also agree. Therefore character greatly determines the quality of education in a school to have good responses from the audience. This can be said to be good because of the 80 people who responded, there were 62 respondents who gave answers that strongly agreed, and there were 29 who agreed. Therefore, schools in Indonesia, especially the junior high school level, must form the character of their students. Because intelligence and intelligence alone will not produce quality students in a school. Therefore educational institutions need to pay attention to this in carrying out education, especially for teachers who take the role of teacher and homeroom teacher.
Based on the results seen from the graph above, it can be seen that character can be formed through learning media. The results of the answers given by respondents were very different, some gave answers that strongly agreed, agreed, disagreed, and disagreed. Respondents who answered strongly agreed were 29 people, agreed 46 people, disagreed 13 people, and disagreed 3 people. Judging from the graph, many respondents gave affirmative answers, therefore this is of course a serious concern for educators, especially in junior high schools. So schools need to make changes to the learning system, namely by using learning media. This is because students use Android more often in life. So the teacher must be more interactive in using Android in order to present effective learning media. Because for now there are so many applications that can be used by teachers to create learning media. So that it will have a good influence on the learning process.

From the results of the graph above, it can be seen that in the learning process students must have good character. In which many respondents gave answers that strongly agreed on the necessity of character in the learning process. That is, in this graph there are 55 out of 80 respondents who gave answers that strongly agree. So from here it is necessary for educators to know that good character needs to be instilled in students. As is the case now there are many cases that are not good in the learning process at school, one example is when holding daily tests many students commit fraudulent acts, because students think high scores are needed in learning. Even though it is character that determines the success of a learning process for students. Therefore, the cultivation of good characters needs to be instilled in students from an early age, especially students in junior high schools. This will be a good foundation for students to continue their education to the next level.
Judging from the results of the graph above, it can be seen that the absence of characters will affect the learning process. Where many of the respondents gave good answers, namely agree and strongly agree. Of the 80 respondents, there were 39 people who agreed and 46 people strongly agreed. As for the answers that do not agree there are 4 people and 2 people do not agree. Therefore it can be said that character has a major influence on student learning. Having a character will make it easier for teachers to deliver lessons and students can easily accept and understand the material presented by the teacher. Whereas if there is no good character embedded in students, then the learning process will have a bad effect, namely students will get bad grades. This will certainly be detrimental for the students themselves, not only that it is also detrimental for their parents. Because parents send their children to junior high school with the aim of forming good character in their children. Therefore the teacher needs to pay attention to how the character of students is formed during the learning process.
Based on the results of the answers given by each respondent, there are various answers. This can be seen based on the graph that from 80 respondents there were 52 people who gave a view that agreed with the statement that students liked the learning media used by the teacher. Some even gave views that strongly agreed on this matter, namely as many as 27 people. This argument will give an appreciation to the teacher. Because this is one form of teacher effort in creating efficient learning. That is, the teacher no longer plays a full role in the learning process, because the media that students like makes learning conducive. However, this statement did not fully provide good support, including 8 respondents who gave answers that did not agree and 4 people who gave answers that did not agree. But this is not a barrier factor for teachers to create efficient media, because students who like learning media are much more than students who don't and don't like them less. This is a form of development of the times, namely the teacher does not fully speak when delivering lessons.

Based on the results of the graph above, it can be seen that 60 out of 80 respondents gave a view that strongly agreed that schools should facilitate learning media for students. Whereas in the argument that agreed there were 27 respondents, the argument against the school having to facilitate learning media was a serious concern by the school. With adequate learning media facilities, it will help the process of forming character in students. One example that we can see is in technology-based learning media. Because students are now in the 5.0 era, that is, everything is new and sophisticated. Students can learn to use computers in the laboratory so that they become students who are updated with the times. Through this process, of course, it will present an advanced and interactive character soul to students. So that students can compete with other schools to get achievements. This will have a good impact on students and also give appreciation to the school.
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Based on the graph above it can be seen that student character will be formed through the teacher and also the learning media. Here it can be seen that many students agree and strongly agree that through the teacher and also the media will build character in students. This can be used as a guide by researchers that the role of the teacher and also the media is very important in the student learning process. Thus, teachers must be persistent in providing character education to students, of course, with the support of efficient media. For example, when the teacher displays a lesson, the teacher uses media that can attract students. Therefore the teacher must be able to work with the school in order to obtain adequate media facilities. So that collaboration between teachers and the media will support the speed of character formation in students. It is different with a small number of respondents who give arguments that do not agree, maybe there are other ways or one of these that can build character in students.

From the survey results above, it can be concluded that the implementation of building character in junior high school students can be carried out well. Educators must be able to instill comprehensively with delivery that is easily understood by students. The teacher's way of forming character in students can be done through an in-depth approach to students and providing good examples to students, controlling and supervising the course of student learning. Supervision also needs to be done, so that the process continues as expected, and control will determine the extent of the effort made by the teacher. Because students do not fully study at school, but a lot of time is spent outside of school, such as at home, with friends and the community. Of course this is not fully implemented without continuous supervision and control by a teacher. So teachers need to work together with parents and the surrounding environment so that the efforts made at school do not produce futile results. That way the efficiency of learning media will provide convenience for educators in building student character, especially in junior high schools.
Based on the results of the graph above, it can be revealed that the teacher exemplifies good character to students and gets a good response from students. Namely the answers given agree and strongly agree. Of course, through these results the teacher must display good character in front of students, this happens not only in the classroom but also outside the classroom and even in the community. And also teachers with character are a reflection of Junior High Schools, meaning that here students tend to build character more easily by paying attention to the character of a teacher. With interactive media alone, it will not be able to shape the character of students if the teacher does not immediately practice it. Because one action will be easier to follow than a thousand words and various other forms of media. Therefore this is an important thing that must be owned by a teacher.

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The importance of building character in junior high schools, because of the rapid competition for achievements in the world of education, this can be attributed to
increasingly advanced developments. An important role for this character education is to formulate character education as a reference for humans to show relationships between individuals with various dimensions, both from within and from outside themselves, so that these individuals can absorb a freedom and are also increasingly responsible for the growth that occurs. Based on moral and religious values. Character building is also a planned effort to make it easier for students to understand and apply dynamic values in life globally, whether related to God, humans or the environment. And also in the process of building this character can be applied some religious values, independence, discipline, responsibility, care for the environment and active communicative.

In the process of building this character, efficient media will become a fortress against the entry of cultures that are not in accordance with religious norms. Because efficient media can not only be used in the school environment but can also be used at home. That way students will be trained from an early age in quality, mental strength, and good morals to become a strong foundation so they don't fall into negative currents in today's era. Building character has a very high meaning compared to other activity processes, because the formation of character will present superior and quality students. This effort can be carried out comprehensively and holistically. When good character is present in the soul of a student, it will give the student a ticket to achieve success. Success starts from elementary education, if it is good from youth then it will provide a great opportunity to become students with character in the future. This will have a good effect on the speed of the process of student success in studying.

CONCLUSION

The selection of efficient media in building the character of junior high school students is an effort made by teachers to help students learn and apply the values of life globally, both related to God, humans, the environment, and the influence of the times. Building character through learning media is very important to be applied by teachers, because religious values, independent nationalism, and integration have very important roles and must be a concern so that what is the goal of a teacher can be realized properly. Building character through learning media requires supervision and control from a teacher and student guardians, because the media used is not only at school but can also be used at home. Therefore, teachers must now be able to present efficient and interactive learning media. Students can form good character through teachers and also learning media. Not only that, but in building student character the teacher must have good character so that it becomes a stimulus for students to do this. For this reason, the role of the teacher and the media is very supportive in building character in junior high school students.

Based on the title raised by the researcher, the efficiency of learning media in building the character of junior high school students can be applied properly and correctly through special guidance at school. The purpose of conducting this research is to find out to what extent students have character in junior high schools and how many students like the learning media used by the teacher. And in this study it can be seen to what extent the
teacher presents interactive media in supporting the learning process. By using data analysis techniques using survey methods or making a questionnaire that is useful for collecting data related to the research theme. This data was obtained through 80 people who provided perspectives, especially by students who were in education. So based on the results of research using a survey via Google form, it shows that the efficiency of learning media in building student character can be implemented well in junior high schools.

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