

# Management of Character Education Strengthening Strategies in Students

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**ABSTRACT--** *Management of Student Character Education Strategies in schools. An education system that focuses on religion, by integrating science and religion, using strategic management analysis in an effort to shape the character of students, and human character in general. Form superior individuals, become complete human beings, who are able to show their own self-image. All students are able to complete everything he answers, become a different person and excel in intelligence and intelligence, intelligence intelligence, and spiritual intelligence, from the intelligence of the character, from intelligence that will form an educated character, become a strong and superior person. The aim is to make students aware of being superior, independent, of character, responsible to themselves, their parents, society and their people. The Research Method collects data obtained through informants, to obtain complete and accurate information, which consists of principals, teachers and primary data managers of secondary data. The results of character education carried out in schools and in the community, carried out by students, teachers and others, in developing character education, training, preparation, and habituation are required. Conclusions made through discussion of the Environment, strategic planning, strategic implementation and evaluation that supports strengths, weaknesses, opportunities and defense, in determining strengths into opportunities, utilizing opportunities to overcome weaknesses, using strengths to protect and exploit weaknesses and challenges.*

**Keywords--** *Strategic Management, Character Education, Students*

## I. INTRODUCTION

The moral crisis of students that hit the world of Education at this time, is experiencing many factors such as exemplary crises, pigur crises, role models crises and other crises, then there is a moral and moral decline for students. (Sanusi, A. Iriantara ,Y. 2016). As for the existing educational institutions always prioritize intellectual intelligence, prioritize science, knowledge and social relations but lack of giving an adequate portion of the religious spiritual aspects to the occurrence of drought in the spiritual learners. This results in the behavior of students becoming wild, mischievous, violent, and frequent brawls between students, acts of violence, alcoholism, drugs, sexual promiscuity.

The author realizes that this happens because many students are out of control, due to the imbalance between general education and religious education, between school education and association outside of school, between family rules that curb and freedom outside the home. So the author tries to examine the strengthening of character

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education with descriptive qualitative methods, illustrating the results of these studies. (PPK Development Team. 2017). *According to law Number 20 of 2003 concerning the National Education System, it is explained that: Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, morality nobility and skills needed by him, the people of the nation and the state.*

By referring to and based on law Number 20 of 2003, concerning the National Education System. (Siswinarti, Putu Ratih. 2017). That education as a conscious and planned effort, namely conscious in seeking interest in giving teaching and education to students, is planned, organized by making concepts along with the stages so that the implementation is in accordance with the development of students, as well as in a harmonious process easily understood and run with joy without coercion, so students are able to cultivate character education in their daily lives and lives, both in the school environment and in the community.

Violence against children often occurs as well as in the Indonesian Child Protection Commission. (Tabi'in, A. 2017). In his note, the number of violence against children continues to increase every year. In 2018, there were 223 boys who became victims with various modes, a picture that was concerned for morals. students, which must be immediately anticipated by strengthening the character education of students.

Free promiscuity in adolescents and in school-aged children, both junior and senior high school level equals, who are actively attending school is a deep concern for the world Education is happening now, especially with consuming so many victims in boys, as well as in girls, carried out by individuals as the Education profession and non-education profession. (Sauri Sofyan. 2016). While the data for abuse of illegal drugs in school-age children, in the blaming of the use of drugs continues to increase. Students who are involved in juvenile delinquency at this time that occur in big cities are no exception in the city of South Tangerang, delinquency brawls between schools, drug use, illegal intercourse, all of which are descriptions of behavior that afflicts adolescents as students, being a homework for Education, parents, religious leaders and other figures must work together to overcome this problem.

Management of Character Education Strengthening Strategies Students are efforts to optimize potential abilities, interests and talents for students who have average intelligence. (Mulyasa, E. 2016). The goal is that they can develop themselves according to their talents, interests and uniqueness. This guarantee is stated in Law No. 20 of 2003 concerning the national education system article 5 paragraph 4 which states "Citizens who have the potential for intelligence and special talents are entitled to special education". In article 12 paragraph 1 point b, states "Every student in each Education unit has the right to receive services according to their talents, interests and abilities.

In the data above there are many deviations that are involved in deviant moral behavior among young people and students who are included in school age. Interest from young people as students to try new things, in this case moral deviance behavior, such as violence, persecution, bullying, drugs, sex aberrations that occur a lot in the community. (Mulyasa.E, 2015). The law which is realized through the character education education program of students, who are talented, intelligent and superior, this program is an integral part of the school program, the purpose of which is to develop the potential of students in a full and optimal manner. So the School organizes superior class programs, but it is a conventional school which in the school there is a special class intended for students who are classified as excellent, both in the academic field of exact, language, social, religious, sports and arts and other fields. (Sutarman. Haryono, E.H. Salim, A. 2017). *According to; Sanusi Ahmad in Sutarman. Et al.*

2017. in the *Rausyan Fikri UMT Journal*. *Human Life by cultivating Education and Systems of Islamic values, as well as the system of values of Human life which consists of 6 values; 1). Theological Value, 2). Value of Ethics, 3). Esthetic Value, 4). Logical Value / Rational / Science / Technology, 5). Physiological Physical Value, 6). Teleological value*

In the analysis and statement of Sanusi Ahmad above regarding the character in the implementation in daily life, as humanity, we always cultivate a character education that performs systematically on the Islamic values system. (Sanusi, Achmad. Iriantara, Yosol. 2015). Doing a system of values for human life consists of six systems of 6 values, namely; 1). Theological Value, 2). Ethic Value, 3). Esthetic Value, 4). Logical Value, Rational, Science, Technology, 5). Physiological Physical Value, 6). Teleological value

So in this case the author tries to examine, analyze the behavior of students in efforts to strengthen character education in which there is guidance related to strengthening character education, such as moral, moral and religious, to be able to familiarize and realize character education, within the school environment and society in general. (Chorinawati, Aprilia. 2017). Word of the Prophet sallallaahu'alaihi wasallam which means: Indeed I was sent only to perfect morality (HR. Al-Bayhaqi in al-Sunan al-Kubrâ)

Character is an ethic that is needed by all people in relationships, interactions, community, or related to religion, as well as community order imposed by a group of people, as well as morals, characters copied by the Prophet Muhammad, who have been sent to the earth to perfect morals, characters the good one.

## II. METHOD

The study conducted data collection to be obtained through the informants, as the initial informants were selected purposively. the object of research that controls the problem under study (key informants). (Moleong, Lexy, J.2017). Further information is requested from the informant as a preliminary to show other people who can provide more accurate and complete information, then the informant is asked to return to show information in the form of other detailed and detailed data.

The research subjects consisted of several personnel who provided information for the completeness of the data needed by researchers, namely the principal, educators and committees. (Subagyo, Joko. 2015). Determination of the number of research subjects does not use random samples and also does not use a large population and sample, the study uses samples selected according to the research paradigm. Research subjects continue to develop in accordance with the functions and completeness of the required data, the source of the data needed is two groups namely, primary data and secondary data, so that the research is valid and quality, the data collected must be complete, namely primary data and secondary data

a. Primary data were obtained from the principal, teachers, education staff, and school committee. (Sugiyono, 2016). This primary data is in the form of words, attitudes or actions obtained through interviews, observations and observations, both directly and indirectly, in gathering accurate data, it is necessary and that there is a relationship with strategies to strengthen student character education.

b. Secondary data obtained from documents in the form of tables, notes, minutes of meetings, photographs, video recordings, the internet, to be able to enrich and support primary data, while secondary data is supporting data needed in research

### **III. RESULT AND DISCUSSION**

Character Education that must be implemented both in school and in the community. (Sahlan, Asmaun. Prastyo, A.T. 2016). Which is carried out by students, educators and other professionals, who work hand in hand to cultivate character education, training methods, workshop methods, in an effort to build character education for students.

#### ***1.1 Student Parent Seminar***

Related to the character education program at school, how to run and carry out character education at school, as well as how to arrange programs and implement them, from ideas to actions. (Aditia, H.R, Hamiyati, R. 2016). This program equips and provides insight into Education about child psychology, how to educate children by understanding the child's mind mechanism to create successful children, as well as practical tips in understanding and overcoming children who are having problems with their behavior.

#### ***1.2 Workshop on Students***

Specially designed for students aged 12-18 years. (Ramang, D, Sutarman. 2018). This workshop aims as therapy, which is expected to be able to change and mentally guide students to take part in a therapy workshop, after participating in the workshop program, students can change and be able to be positive and independent.

#### ***1.3 Student Parent Seminar***

Parents need to recognize their children and treat children better, so that children are more successful in their lives. (Arifin, D. Permadi, D. 2016). In this seminar parents will learn very positive basic knowledge to study various theories of child and family psychology. Understand the concept of dealing with children's problems at home and at school, and more easily understand and understand the ways of thinking of children, couples and other people.

#### ***1.4 Building Character Students***

Character will be awakened as a result of understanding and relationships that must be experienced by every human being namely relationship triangle, relationship with oneself, relationship with social environment and surroundings, relationship with God spiritually, each of these relationships will give meaning, understanding, confidence, the way students understand that the relationship will determine, treat it in the world. (Basuki. 2018). Negative understanding will affect negative treatment as well and positive understanding will treat the world positively as well.

Based on the above views on various objectives and concepts of learning that must be implemented, forming character traits of students who are continuous, increase knowledge of religion and its implementation, which can be used in the family and community environment. (Busro. Muhammad. dan Suwandi. 2017). Various activities in forming character of students in the School environment. Management of Character Education Strengthening Strategies for Students, able to provide character strengthening for students, increase academic potential, develop

potential and abilities optimally, familiarize and cultivate mental attitudes, mutual cooperation, mutual respect for friends, which show attitudes and strengthening character education.

Management of Student Character Education Strengthening Strategies, becomes a tool in tackling the negative impacts of various adverse effects for students, including students with many academic problems, stress, disrupted learning processes, students' personal problems. (Deswandi, Mirza. 2015). So in the process of strengthening character education must be able to influence the positive so that the learning outcomes of students increase, both the output and outcome of students.

The mental, emotional development of students. (Sutarman 2019). The Management of Character Education Strengthening Strategies must and needs to be carried out continuously. which directs students to be able and independent in the right time, to provide education services to students who have extraordinary abilities and intelligence, to realize the ability to be optimal in the process of strengthening the character education of students, to improve spiritual, intellectual and emotional intelligence equally as form of character education

Strengthening character education of students must follow all subjects held in the national education system. (Efendi. 2016). As for the technical in taking the main subjects, while the subjects that are not the main can be studied alone, but there are still difficulties in the centralized Education system, because the number of lessons is very much, not in accordance with talents and interests, it must improve strengthening character education in accelerating 13 subjects contained in the national curriculum. Students are burdened with heavy lessons because they have to learn all subjects in a short and solid time.

The learning success factors of students are influenced by internal factors of ability, willingness, sincerity, external factors namely family, school environment, community environment. (Hermawan. 2017). So from that education program carried out by the government in the form of regular programs or acceleration in shaping strengthening character education of students, namely providing services especially for students who are talented and have intelligence above the average needs to be considered in their emotional development of students can be balanced. Declining learning outcomes of students because it is influenced by emotional factors, situations and conditions, tension. Then Strategic management is able to direct students to be noble, virtuous, independent and taqwa as a form of strengthening character education, which is balanced in emotion and spirituality can motivate oneself towards learning, increase in accordance with the development of potential students.

#### ***a. Strategic planning***

The Strategic formulation is the development of a long-term plan, in the formulation Strategic it is important to implement it because of limited resources and other resources. (Hermawan. 2017). In order to achieve the desired goals a Strategic should be developed so that the objectives of the institution are in accordance with the organization's capabilities.

Strategic planning focuses on the problem of formulating the vision, mission, Strategic and goals of education, which begins with environmental observations, analyzes the internal and external environment, and SWOT analysis on the educational institutions studied. (Irawan, Andi. 2017). Focusing steps and formulating strategies, establishing vision, school mission by involving the community and other stakeholders, conducting assessments, responding to changes, determining the direction of goals. Formulated in the form of semester, annual, and three-year work programs at the two School institutions.

### ***b. Strategic Implementation***

Based on the research findings and interpretations that have been stated above. (Husien, Latifah. 2017). The implementation of the Strategic in the two educational institutions, that the principal has the basic skills needed to implement the management process of the school institution, namely 1). technical ability to use the knowledge, methods, techniques, and tools needed to carry out the required tasks, educational experience and other capabilities 2). Social ability, able to influence others, understanding, motivation in applying effective leadership c). Conceptual ability in understanding the complexity of school institutions and adjusting each work unit into the operations of the organization as a whole.

### ***c. Strategic Evaluation of Character Education Research Results***

The research findings and interpretations can be analyzed that the evaluation of the two educational institutions has been carried out in a planned, programmed and professional evaluation, with valid management in accordance with the principles, so that evaluations that measure and assess the results of the education process can be carried out effective, to find out students experience changes that occur. (Kurnianto, Fajar. 2017). The two school institutions have carried out evaluations in accordance with the prevailing theories and regulations, in the Educator Performance Assessment, while for the principal added with the additional task of providing an assessment and supervision of teacher performance. carried out through supervision and examination of learning administration in accordance with the results of the implementation of the education system in achieving the intended objectives.

### ***d. Control of Character Education Research Results***

Control is an important aspect in an institution, control functions to direct and ensure that the program is implemented in accordance with the planned so that there is no deviation. (Lefudin. 2017). Control as supervision of each program that will and is being carried out, because supervision is an integral part of the evaluation , is a process of observation of all activities that ensure that all work being carried out in accordance with a predetermined plan. As a function of the institution, overseeing absolute duties as managerial positions, from top managers to low managers who directly control, are technically held by all operational officers.

### ***e. Strengthening Education Student Character Education in Schools***

Strengthening character education in achieving satisfying and exceeding the wants and needs of students and school institutions. (Marzuki dan Lysa Hapsari. 2015). Because Penguatan is in accordance with what is required or standardized, according to the 2015 PP no. 13, that which is said to be of quality, if it meets 8 national education standards. As for measuring these standards, an assessment is conducted through tiered accreditation, which is 4 years.

The results of the study found that in these two schools, meeting normative and administrative standards had a very good quality in character education strengthening, (Mulyasa, E, Noah Muhammad, 2016). Because the accreditation assessment results reached A. Then the two schools met the minimum standards, namely 8 national

education standards, namely graduation standards, content standards, process standards, educator standards and education staff, management standards, infrastructure standards, financing standards, and assessment standards.

#### ***f. Six-Value System Analysis of Character Education Research Results***

In the reality of everyday life often faces many problems, both good and bad become so complex. (Pranata, Alvira. 2016). Problems of life that are very difficult to be the cause, with moral choices that are not easy to separate between black and white, in complex life with rapid change, competition difficult to avoid, the exchange of values and culture that cannot be stopped, the development of philosophy, science, technology, has acculturated an increasingly developed and developing culture, the process of cultural globalization that has an impact on the moral aspects of national culture.

In the view of the six values system that is able to answer the chaotic problem in the world of education, the achievement of educational goals and the lack of understanding of strengthening character education of students, because in its implementation, from planning, implementation, control and evaluation does not apply the six-value system principle. (Putri, Ikhwanul Bekti trian. 2017). When principals, educators, education staff, school committees and stakeholders in the process of planning, implementing and evaluating do not instill theological values, the indicators are faith, monotheism, confidence, worship, special, so what happens is not optimal, not satisfying even a lot of irregularities which harms educational institutions and the wider community. This happens because it ignores the norm and loses faith in Allah, so that in carrying out its duties it is not sincere, corruption, extortion and other bad things.

## **IV. CONCLUSIONS AND IMPLICATIONS**

### ***4.1. Conclusions***

Based on the findings of the writing discussed earlier, in accordance with the objectives of the study it can be concluded as follows:

a. Research is carried out through several stages, namely; environmental observation, Strategic planning, Strategic implementation and evaluation and control of strategies. Using SWOT analysis, which identifies strengths, weaknesses, opportunities and threats, in determining strengths into opportunities, utilizing opportunities to overcome weaknesses, using force to avoid threats and minimize weaknesses and avoid threats.

b. Findings on documents regarding the SWOT matrix carried out by the two institutions. in implementing the superior school program, as has been designed by educational institutions namely from the administrative aspects, aspects of educators, aspects of educational power, aspects of participant education, aspects of learning culture and aspects of infrastructure.

c. Strengthening the two school institutions has not been academically and non-academically optimal. judging from the achievements of the two schools as a Model, it has good reinforcement according to 8 national education standards, but in fact it has not shown optimal reinforcement of character education because its management has not implemented Strategic management optimally and deeply.

#### **4.2. Implications**

Based on the conclusions of the research and writing, the implications can be formulated and what needs to be done in management strategies is strengthening the character education of students, using the theory and analysis of management strategies in the management, namely:

a. Formulation and use, strategic preparation using SWOT analysis that is in accordance with the stages that have implications for strategic formulation and programs, then the stages and application of matriculation in SWOT will not be significant because it is incorrect.

b. Planning in Strategic management that begins with environmental observations and analysis of the internal environment and external environment, which uses SWOT analysis, which has implications for the determination of vision, mission, goals, and programs that are right on target

c. The program must be supported by an adequate budget and in accordance with standard operating procedures, as well as professionally controlled resources that have an impact on its implementation, if the allocated budget is inadequate and resources are unprofessional in managing its budget, the planned program will not be effective and efficient.

d. Evaluation of the entire planning and implementation process as an important step in measuring education objectives, through a sustainable program, in strengthening character education. and programs that must be carried out on the next, to achieve a strengthening of quality and cultured character education

e. Control with a correct supervision system will have implications for achieving the objectives to be achieved. However, if in control through unclear supervision there will be deviations so that the implication is not achieving goals and failing

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