



An Assistance of Building Children Character through Social Education Poster at Karyamukti Village

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Abstract

The character was a very important aspect in assessing the quality of human resources and becomes the basic foundation in developing social skills in the future. This article aimed to give an assistance of building the children character through media social of education posters at Karyamukti Village, Sekampung District, the East Lampung Regency. One of the media that can be used to improve the children development was visualization media. The researchers used Asset Based Community Development (ABCD) that utilizes the potential asset of students at community. The subject was 20 children at Karyamukti Village. Four stages activities in analyzing program involved preparing program, arrange the program, describing material, and evaluation program. The result showed that the implementation of this activity was effectively and received a large enough participation from the children and the benefits either form children and parents. The successful activities can be seen from the enthusiasm and following of the children to build their own character in participating in this educational poster activity

Keywords: Children Character, Social Education Poster, Building Children Character

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INTRODUCTION

Advances in science and technology, especially information technology, greatly affect the preparation and implementation of learning strategies. The children shared information by using learning media that make a more direct contribution to knowledge and practice in learning process (Williamson, Eynon, & Potter, 2020; Sari, et al., 2019). It can not only simplify and streamline the process of delivering information about learning or parenting, but also can make the process of delivering learning information more interesting and fun, especially using media.

Media is one component of delivery information that plays an important role in the process of delivering material content, so that it can attract children's learning motivation (Widodo, 2018; Arief & Isnain, 2020; Gaol, R. L., & Sitepu, A. (2020). Then, the conducting of community service activity is making social education posters to build children's character. The use of social education poster

media that would be carried out in learning activities with children to build children's character can generate new desires and interests, generate motivation and stimulation for the material presented and even bring psychological effects on children.

The important of this research is posters media as a powerful and influential public art, can give an interesting information to pay attention to and distribute information to a wide, diverse public (Brett, et al., 2019). It is very important to design a poster that considers key element in poster design for impactful results. The use of social education poster media is greatly help the effectiveness of the learning process and delivery of messages and lesson content at that time (Chotimah, Masitoh, & Daryosunarjo, 2021; Syed Hussein, & Mohd Shuib, 2018; Lestari, et al., 2021). The media poster combines visual elements such as lines, pictures and words to attract attention and communicate messages (Hubenthal, O'Brien, & Taber, 2011). In addition to arousing children's motivation and interest, teaching media can also help children improve understanding, present data in an interesting and reliable way, facilitate data interpretation, and condense information assisted by several pictures to make it more interesting.

Some previous research asserted that one of the educational media that can be used to convey information is a poster that is informative, animative, and easy to understand (Zukmadini et al., 2020). Other research also found that media posters are not only used for educating children but also as education and dissemination of prevention and control COVID-19 (Caesaron, et al., 2021). Media posters have brought convenience and benefits from all fields, including the prevention of child sexual violence (Arsyati, et al., 2017). Furthermore, Health education education regarding obesity by using poster media can provide significant influence in increase knowledge on children (Sagita et al., 2021). While the current research only focus by using poster media to build the children character through an assistance activity, especially 20 students at Karyamukti Village. Because, the children are unique individuals, and have their own characteristics. Every child born has a very amazing potential to be developed (Amodia-Bidakowska, Lavery, & Ramchandani, 2020; Hasanah, & Deiniatur, 2020). Almost every day we are treated to news about the immoral actions of children and adolescents. One after another, television and newspapers reported on bullying, rape in which the victims and perpetrators were children, brawls between schools, beatings, theft, and pornography which turned out to be mostly teenagers and children. The above conditions of course worry various parties, especially parents and educators. There are ten signs of human behavior that indicate the direction of the destruction of a nation, namely increasing violence among teenagers, entrenched dishonesty, increasing disrespect for parents, teachers and leader figures, increasing suspicion and hatred, and worsening language use decreased work ethic, decreased sense of responsibility for individuals and citizens, increased self-destructive behavior, and increasingly blurred moral guidelines (Sholeh, Muhammad, & Susandi, 2022; Hafizallah, 2020).

Every parent wants their children to be smart and well-behaved in everyday life, so that they will become superior and resilient children in facing various challenges in the future. It should be realized that this kind of superior generation will not grow by itself. They need a fertile environment that is

intentionally created for that, which allows the potential of children to grow optimally so that they become smarter, and well-behaved. In this case, parents play a very important role. A child can be said to have a strong and good character if he has succeeded in absorbing the values and beliefs that have been instilled in the character building process and used as moral and spiritual strength in his personality to carry out his duties and obligations to manage nature so that it is beneficial for the good of himself, his family, and society. Character education is an effort that must involve all parties, either parents, families, schools, and the community. Character formation and education would not succeed as long as there is no continuity and harmony between educational environments.

Character is defined as *habits* such as habits in thinking, habits in taste and habits in behavior. A person's character is influenced by genetics *and* the surrounding environment. From the process of character formation, it will affect the way the individual views and his environment and give reflecting in his daily behavior. There are six pillars of character, for instance

1. Trustworthiness, a form of character that makes a person: integrity, honest and loyal.
2. Fairness, a form of character that makes a person have an open mind and does not like to take advantage of others.
3. Caring, a form of character that makes a person have a caring attitude and concern for others and the social conditions of the surrounding environment.
4. Respect, a form of character that makes someone always respect and respect others.
5. Citizenships a form of character that makes a person aware of laws and regulations and cares about the natural environment.
6. Responsibility, a form of character that makes a person responsible, disciplined, and always doing things as well as possible.

Poster media can be used as a means to communicate ideas, evaluations and clinical innovation projects, this study also develops learning methods that can be applied in the learning process using poster media. Poster is an image medium. In the world of education, posters (placards, paintings, mounted pictures) have received considerable attention as a medium for conveying information, suggestions, messages and impressions, ideas and so on (Fierda Zahara Jannah, 2016). Hence, This article aimed to build the children character at Karyamukti Village, Sekampung District, East Lampung Regency through media social of education posters.

METHODS

This article used Asset Based Community Development (ABCD) method, by maximizing potential asset and working together with multi stakeholders (Ennis & West, 2010). The facilitator cooperates with several multi-stakeholders in implementing the assisted program (Mathie, A., & Cunningham, G. 2003). The facilitator cooperates with several multi-stakeholders (teachers, parents, school principle, in implementing the assistance of program.

The subject of this research was 20 participants at Karyamukti Village Sekampung District, East Lampung Regency. An assistance of children characters activities conducted during the Covid-19 pandemic through social education poster which provide information, messages, impressions or ideas that are formed in visualization media. The facilitator was also distributed posters on social media and conducting discussion about the material education poster.

The data collection techniques used observation, documentation and conducting the program. While the data analysis technique is carried out through four stages namely; preparing program, arrange the program, describing material and evaluation program (Feuer, M. J., Floden, R. E., Chudowsky, N., & Ahn, 2013).

RESULT AND DISCUSSION

Conducting community service through social education posters for children can help the local community, especially children at Karyamukti Village Sekampung District, East Lampung Regency. The educational poster program is expected to be an answer to the lack of understanding in building children's character from small things that are usually done in everyday life. The poster theme that would be used in social education poster activities is about negative body image.

This community service activity started from an application for permission to the village head at Karyamukti, Sekampung District, East Lampung Regency and the children's parents. This activity is conducted on once a week, starting from July 22 to September 1, 2021. This form of service activity is in the form of directing children through social education posters to build the character of children who participated in this activity. The community service program on social education posters about negative body image was attended by 20 children from Karyamukti Village, Sekampung District, East Lampung Regency. The activity process ran effectively according to the activity schedule and all the children who participated in the social education poster activity about negative body image.

There are several stages carried out by students to achieve the goals until the results of community service lectures, namely:

1. Preparation

Stage The preparation stage begins with taking care of a permit letter to the Tanjung Village Head and a letter of assignment to carry out community service activities.

2. Arrange the program

The next stage is arrangement of programs. This community service activity would be carried out on July 2021 at the learning park. The Social Education Poster Activity in Karyamukti Village, Sekampung District, East Lampung Regency is compiling materials that would be made posters to help character building for children. Then arrange the time or schedule activities.

3. Describing material about social education poster

The third stage is the describing material though distribution of social education posters. The stages of implementing children's character building activities through social education posters are carried out in the form of

posters that are distributed on social media. The discussion of educational posters this time is about negative body image.

Figure 1. Social education poster about negative body image



At this stage explaining about negative body image to children and children begin to write gradually about negative body image. This explanation activity is carried out in stages so that children easy to understand about the content of social education posters that have been given.

Figure 2. Explaining to the children of negative body image material



The question and answer on this stage is conducted face-to-face and adheres to the health protocol that has been recommended by the village head when asking for permission. For this stage, children are not familiar with educational posters. Negative social body image is welcome to ask questions then we will discuss according to questions such as causes and solutions.

Figure 3. Discussions (Question and Answer)



4. Evaluation

The next stage of activity is evaluation. Evaluation activities are carried out to find out to what extent the activities are beneficial for the children of Karyamukti Village, Sekampung District, East Lampung Regency. Constraints faced by children in building their own character when knowing posters social education and discussed during the activity.

Figure 4. Evaluation Activities



The role of parents in building the character of a child is very important, especially in a pandemic situation like this, help from parents is needed because educators can only monitor children through mass media. But because there are still many parents who are busy making a living, they teach. In this case, there are two groups of parents, namely feeling fine to accompany children in building good character even without the help of educators and the second being objecting to accompanying children to building children's character during this Covid-19 pandemic. The community of Karyamukti Village predominantly works as farmers or farm laborers, so it is difficult to always help children in building their character, as explained in the second point, namely parents who object to accompanying

children in times like this because they do not understand how to teach their children. Barriers or problems in building children's character During the pandemic, of course, it comes from two directions, namely the parents and the children themselves.

The following are some of the difficulties faced by parents: the first is the difficulty in dividing time, between working and assisting to build children's character, potential, and creativity and the second is not mastering how to teach children in the realm of character which is usually done or assisted by teachers at school. And there are some difficulties faced by children among them, namely children do not understand what to do because someone has to think first if they want to do something such as thinking about causes and consequences, if children have to look for material about building character on themselves it is still very less effective without them. assistance from parents or adults because technology advances very rapidly, it is still difficult to understand and do what they get from the results, such as negative body image information. So there needs to be adults who help in building children's character. The way of receiving information for children is different, such as some who can only understand through hearing or sound media, reading (seeing information on social media, books etc.), watching, or from direct examples) this also includes obstacles in the development of children's character.

This educational poster community service activity can be accepted by children and increase their knowledge and sense of responsibility. With this activity, the children must be able to maintain ethics with others and can learn to respect someone so that there is no judging or bullying with their friends due to different body postures, different hairstyles, different skin colors, and so on. The implementation of this activity was carried out in an effective and orderly manner and received considerable participation from the children of Karyamukti Village, Sekampung District, East Lampung Regency. From some of the difficulties faced by parents and children, it can be a solution, namely social education posters for efforts to build children's character through social media to fight the spread of the Covid-19 Virus. Social education posters for efforts to build children's character through social media can be a solution because they can help children understand themselves from home. Students have high enthusiasm to help children in building the character of learning from home, which only relies on social media as a place for learning from information conveyed through posters.

The finding of this research showed that the response of children in educational poster activities in an effort to build children's character is greatly increasing, children who initially did not know about information they had never received, through social education posters they became aware which was distributed through social media to share educational posters in which there is understanding and lots of pictures that can create illusions for children and make posters much more interesting to read. Then the children also began to apply what had been conveyed through educational posters.

Other findings Puspitasari, et al., (2021) reveals that the use of poster media can train children's character for responsibility through planting media with storytelling methods and training for motivation so that it can be applied in daily life, good to use in the school dormitory as well as society. Childrens character

values can develop, for instance gratitude and give thanks, praise one another, empathy, conflict resolution, honesty, discipline, responsibility. Social education posters are very necessary because they can help children and parents find out information, messages and ideas (Christenbery, & Latham, 2013; Coskun, I& Eker, 2018). Other finding was also concluded that after using poster media, give positive impact, especially for cognitive development on early childhood 4-5 years old (Indriyani, 2018). Hence, poster media are not only important to convey certain impressions, but it can able to influence the motivation of children behavior, to serve to influence students in learning activities.

Different findings to Subianto, Anto, & Akbar, (2018) concluded that using posters and design media can help schools deliver priority programs. Using media that is adapted to its era will seem contemporary and interesting. Interesting media will get the attention of all elements in the environment schools, especially students. The use of language is also pragmatic. so that the language seems flexible or not rigid. Furthermore, Social education poster activities in an effort to shape children's character can be enjoyed by parents of children and students and also become more useful for the environment (Puspitasari, et al., 2021; Wardani, & Winarni, 2021).

The contribution research showed that educational poster community service activity can build children character and increase their knowledge and sense of responsibility. The character values on children, for instance responsible, honesty, discipline, empathy, was also given an impact, especially for their parents. Poster media gave children interest in the messages to be conveyed, seeking support for an idea.

CONCLUSION

Using poster media made easier for children to understand about character building. The success of this activity can be seen from the enthusiasm and enthusiasm of the children to build their own character in participating in this educational poster activity. In addition, the children are also able to follow the positive things contained in the poster (material) and want to ask questions when they do not understand the material from the content in the poster. They did not hesitate to ask questions if they did not understand. The implementation of this service activity went smoothly without any major obstacles. The children got an impact of their good character values such as responsibility, discipline, and empathy. With this educational poster activity for children, it is hoped that it can become a forum for children so that they can grow up a good values starting with applying ethics and courtesy, and can be a motivation for children to grow up self-confidence.

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