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# Youtube as a Media For Strengthening Character Education in Early Childhood

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**Abstract.** This study aims to analyze YouTube as a medium for strengthening character education in early childhood in the Azzainiyah Karanganyar Play Group Paiton Probolinggo. The analytical method used in discussing problems uses qualitative methods. With the results of the study show that YouTube as a medium for strengthening character education in Early Childhood plays an important role in children. With media they are easier to learn so that it gives a very big influence.

Key words; Youtube Media, Character, Education

## 1. Introduction

Education is a process to elevate the dignity, human dignity and readiness in facing his future that is full of challenges, as well as practicing the values contained in Education.[1] Children's education must begin at an early age and even in the womb, because the growth and development of a child has started since the prenatal, which is from the womb.[1] Therefore, future generations must be prepared to be able to survive, compete and have quality and qualified in certain fields. [2]

Early childhood development covers various aspects of development, namely: religious and moral values, social emotional, cognitive, language, physical motor, and art. In the 2013 Early Childhood Education Curriculum there are four core competencies stimulated in children's play activities, two of which are attitude and social [3]. Character is the totality of personal characteristics that shape the appearance of a person or a particular object.

Personal traits that have character consist of moral and ethical qualities; quality honesty, courage, integrity, good reputation; all of the values mentioned above constitute a quality inherent in the personal characteristics of individuals [4].



Given the importance of strengthening character education in educational institutions. So the authors are interested in conducting research to find out more, including problems that exist in the Play Group (KB) Azzainiyah Karanganyar Paiton Probolinggo, namely the crisis of character is a common concern. Character crisis is characterized by the child's independence, likes to take the goods of friends without permission, taunting each other, often lying, often issued harsh words, such behavior is very alarming. Seeing the background of problems in KB Azzainiyah Karanganyar Paiton Probolinggo where learning tends to teach moral education and character is merely textual and is less prepared for learning to respond to contradictory life [5].

Character education is the creation of a school environment that helps students in the development of ethics, responsibility through models, and teaching good character through universal values [6]. These character values should be instilled in children so that they are able to apply in their lives both in the family, school, community, and country so that they can make a positive contribution to their environment.

The purpose of character education for early childhood is to make a religious child, a child expected to have a good and polite personality, pursued based on divine values. With this school can improve the quality of education so that their students can have the values of noble character [7].

KB Azzainiyah is an educational institution that has an important role in various aspects of development. Early childhood is a Golden Age period, as well as a critical period in its developmental stages. To maximize the development of a child's stimulus, the teacher must prepare ideas so that children easily understand learning .

Learning character education in KB Azzainiyah Education namely through YouTube media where the development of technology and communication has moved teachers to obtain various information well. Planned learning through YouTube to improve children's character education. By using YouTube media which is a step in planning the implementation of learning in the classroom systematically by integrating the use of technology and media so as to create a comfortable and conducive classroom [8].

Based on the experiences and observations of researchers at KB Azzainiyah Karanganyar Paiton Probolinggo, East Java, researchers' assessment that children's character education at KB Azzainiyah has not run optimally, as a result of several problems, including the lack of information technology that already exists and the children have not been seen to be active in the learning process so that the goals of the development of character education include, religious nature, good personality and polite [9].

Given the importance of this information technology through the youtube media, the researchers aim to find out and analyze the use of the youtube media in the development of Early Childhood education in KB Azzainiyah Karanganyar Paiton Probolinggo, East Java.

### **Character Education**

Character education is a system of inculcation of character values that includes components of knowledge, awareness or will, and actions to carry out these values, both to God Almighty, self, others, the environment, and nationality. The development of the nation's character can be done through the development of one's individual character. However, because humans live in a particular social and cultural environment, the development of one's individual character can only be done in the relevant social and cultural environment. That is, the development of culture

and character can be done in an educational process that does not release students from the social environment, community culture [10], and national culture. The social and cultural environment of the nation is Pancasila, so cultural and character education is to develop Pancasila values in the students through the education of the heart, brain, and physical [4].

The term character in Greek and Latin, *charassein* which means "to carve out a permanent and indelible pattern" character or character is a combination of all human nature that is permanent so that it becomes a special sign to distinguish one person from another [11]. Planting characters by instilling universal values to achieve character maturity through planting love in the family. Inferiority can cause a person to commit violence against himself and his family [11].

Personality is a characteristic or characteristic of a person that comes from the formations received from the environment, such as family in childhood, and also innate from birth. Along with this understanding, there is a group of people who argue that the pros and cons of human character have become innate. If the innate soul is good, then humans will be of good character, and vice versa if innate is ugly, then humans will be of bad character. If this opinion is correct, then character education is of no use, because it will not be possible to change the character of people who have taken it for granted. Meanwhile, another group of people believes differently, that character can be shaped and pursued, so that character education becomes very meaningful to make humans have good character [12].

Personality character which is seen from the ethical or moral starting point. Character has the same meaning with moral. Moral is a condition of the mind, feelings, speech, and human behavior related to good and bad values. According to Simon Philips that character is a collection of values that lead to a system, which underlies the thoughts, attitudes, and behaviors displayed. Based on the above understanding, it can be understood that characters are identical with morals, ethics, and morals, so that characters are universal human behavioral values covering all human activities, both in the context of relating to God, with himself, with fellow human beings, and with their environment, manifested in thoughts, attitudes, feelings, words, and actions based on religious, legal, ethical, cultural, and cultural norms [12].

Ki Hajar Dewantoro said that culture cannot be separated from education, even culture is the basis or basis of education. Culture which is the basis of education must be national. The culture referred to here is real culture, that is, a culture that lives in Indonesian national society. The essence of Indonesian cultural values has been abstracted in Pancasila. Pancasila value-based characters are needed, such as tough, competitive, noble, moral, tolerant, collaborative, patriotic, dynamic, cultured, and science-oriented if they want to advance the Republic of Indonesia. Character based on the Pancasila philosophy means that every aspect of character must be imbued with the five precepts [12].

### **Youtube Media**

Digital media technology that has become popular in this decade certainly has a variety of positive or negative impacts. Digital media technology that has developed at a significant speed has become an inseparable part of people's lives, especially those who live in urban areas. In the context of community empowerment efforts, the thing that is currently very important to consider is regarding the content that is in digital media. Internet and digital media are technologies that enable users to no longer be mere consumers or media audiences who consume media passively, but can also become active users who can be called prosumer (producer and consumer) or users [13].

One important way to counteract the effects of negative content is to reproduce positive content. One form of positive content is content that has an Education theme or topic. This research is expected to provide an overview related to educational content on YouTube social media as one of the most popular media for young people today. One of YouTube's popularity is related to the fact that content in digital media in the form of videos is mushrooming [13].

Implementation of Strengthening Character Education through YouTube is by watching films together providing education or strengthening religious education, related to moral and moral education and being responsible for what they do. The children's film screenings are done 2 times a week with different themes, of course with encouragement, motivation and mentoring from the teacher very important role in the explanation related to what they see on each show. In the children's film shows that have high education that is the inculcation of moral values there are stages that must be prepared by the teacher, namely providing stimulus related to the theme to be aired.

Official data released by YouTube has stated that educational content is one of the main focuses that needs to be developed seriously, considering "every day, more than 1 billion videos related to the learning process are watched on YouTube" (YouTube Creator Academy). YouTube itself sees at least that there are three main genres related to educational content that can be created, namely; "(1) Edutainment '- content combining education with entertainment provides memorable education on YouTube in a creative way. (2) Education and direct answers - contain 'instructions', academic lessons, or curriculum-based: Usually guided by instructors or experts. (3) Skill-based learning - teach skills to enhance careers: Usually guided by professionals with specific expertise, experts, or organizations that provide skills-based teaching " [13].

## 2. Research Methods

This research is a descriptive study using a qualitative approach. Research subjects are the principal, teachers and students. Determination of research subjects is done by purpose sampling technique. Data collection techniques are done using interviews, observation and documentation. This type of data analysis uses an interactive model and takes place continuously until complete, so that the data is saturated. Activities in data analysis are data reduction, data display and data drawing / verification verification.

## 3. Result and Discussion

The results showed that, strengthening character education through YouTube is done through:

3.1 KB teacher Azzainiyah Karanganyar Paiton Probolinggo, East Java Choosing a theme in accordance with the Recana Daily Learning Program (RPPH), which is strengthening the character in accordance with the subjects to be delivered through YouTube media. Character education has a higher meaning than moral education, because character education is not only related to the problem of right and wrong, but how to instill habits (habits) about good things in life, so that students have high awareness and understanding as well as caring and commitment to applying policies in everyday life.

3.2 Youtube media has sound elements and picture elements, namely sound elements when learning is done in the form of listening to stories and picture elements. Through observations or observations by the teacher who has chosen a theme using YouTube media, KB Azzainiyah

children from Paiton Probolinggo are very enthusiastic and happy when the learning takes place. Before the start of learning the teacher explains to the children about the video to be played, the teacher asks the children to focus and listen then the teacher asks the children to retell and the teacher's role always accompanies and provides direction, motivation when the video playback takes place. Before the film screening began, the class began, with the commencement of cartoon movie screening, suddenly the class was quiet and the children sat neatly, focused and listened.

3.3 Learning character education through YouTube media is done 2x in a week, where the teacher chooses high-educated children's cartoon films with the selection of religious themes which show stories of the prophets and saga of moral messages to be conveyed. In KB Azzainiyah Karanganyar Paiton Probolinggo is the first time using this youtube media because motivated by the lack of learning methods in KB Azzainiyah Karanganyar Paiton by watching films is expected to improve character in Early Childhood. The use of YouTube is a new media used in KB Azzainiyah Karanganyar Paiton Probolinggo school where this media makes children feel happy when the learning process of YouTube media is very influential on the development of children's character which includes: independence, empathy for friends and understanding of obedience to his god.

3.4 Results of an interview with KB teacher Azzainiyah Karanganyar Paiton Probolinggo with character education through YouTube media the learning process in improving character education runs smoothly and pleasantly. According to the resource persons this learning media is different from other learning. Because of this youtube media, teachers and children must be able to collaborate, where collaboration is not only teachers who are enthusiastic in learning, but children also retell what has been seen and heard, so that learning can run actively and conducive. YouTube media on KB Azzainiyah Karanganyar Paiton Probolinggo, namely the cartoon movie that is the stories of the Prophet, the Prophet's friends, in addition to the religious story of the teacher also provides variations of the saga film namely: thief invaders, deer, golden hearts, etc.

#### 4. Conclusion

Strengthening character education is very necessary for children, by instilling moral and intellectual values in order to be able to be internalized in students. With the cognitive development approach views that students are individuals who have cognitive potential that is and will continue to grow and develop. Value clarification approach Orientation of value clarification approach is giving emphasis to help students assess their own feelings and actions, then gradually increase the ability of students' awareness of values that are defined by students themselves.

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