Cultivating Character Education Based on Values Culturalin Students in the Globalization Era

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ABSTRACT
In this article, it describes that culture is a form of social structure that exists in society. In essence, culture has values that are always inherited, interpreted, and implemented in line with the process of social change. Character education in students can not only be obtained through a curriculum educational in schools, but character education can also be obtained through a culture that exists in society.

Keywords*: culture, cultural values, character education*

1. INTRODUCTION

In the current era of globalization, the world of education is increasingly shaken by problems. The learning program which is expected to form a nation's life that is more peaceful, peaceful, and runs safely has escaped with various kinds of confusion. Education, which is expected to be the backbone of development to become a more dignified nation through its culture, has proven to be just porous wood and unable to open the door to world progress. Plus the current global life that encourages every nation and even every individual to achieve higher things. This is a tough challenge because of the times that must be passed. These developments include information and communication technology, free trade between countries, transportation, competition and most importantly the entry of various cultures that encourage every individual to always be vigilant. Education should have a more active contribution and role in solving these fundamental problems. The problem regarding the culture of a nation is related to the education given to the nation's future generations, namely students who are expected to grow with all their noble characters.

As stated in the statement, Indonesia's current condition is in the midst of globalization which is eroding the awareness of the younger generation of Indonesia's cultural heritage so that a solution is needed to reintroduce Indonesia's cultural heritage. " (Rohman and Wibowo, 2006). On the other hand, globalization creates various problems in the cultural field, for example the loss of the original culture of an area, the erosion of cultural values, the decline in nationalism and patriotism, the loss of kinship and mutual cooperation, loss of self-confidence, a lifestyle that is not in accordance with our customs. Another problem that arises is that there may be inevitable problems with the existence of regional culture, including the decline in love for culture which is the identity of a nation, the erosion of cultural values which subsequently develops into mass culture. It can be understood that the current condition has decreased awareness of Indonesian

culture, especially the nation's future generations, namely students.

Culture-based education wants several things in the learning process, namely, attention to humans more than other elements, learning activities tend to cultivate scientific and human values, schools are the center of cultural development, the educational process is culture and education requires cultured humans (Djohar, 1999). Furthermore, as a center for cultural development, schools apart from socializing character values according to existing cultures, are expected to be able to produce, grow, and develop cultural values that require socialization through education (Djohar, 1999).

In essence, culture has values that are always inherited, interpreted, and implemented in line with the process of social change. The existence of culture and the diversity of noble cultural values possessed by the Indonesian people are means of building the character of good students. According to Geertz (1992: 5) culture is a pattern of meanings or meanings that are intertwined thoroughly symbols transmitted historically, a system of conceptions inherited in symbolic forms by which humans communicate, preserve, develop their knowledge, and their attitude towards life. Geertz emphasized that culture is the work of humans who can develop their attitudes towards life and are passed on from one generation to the next through a process of communication and learning so that the generation that is inherited has a strong character in running life. Referring to this, that the importance of culture and the values contained therein is a foundation in building the character of students.

2. METHOD

design of this study was a Literature Review or literature review. Literature review is a method used to collect data or sources related to a particular topic that can be obtained from various sources such as

journals, books, the internet, and other literature.

3. RESULTS AND DISCUSSION

3.1. Cultural concepts and cultural values

3.1.1. Understanding culture

Culture is a form of social structure that exists in society, there are various elements that can form a culture, including politics, religion, customs, language and art. Culture is also referred to as something complex, because culture contains knowledge, laws, cultural values, etc. which are used as patterns of character formation in society or guidelines in social life.

From Supartono's records, 1992, there are 170 definitions of culture. Rafael Raga Manan's last records are 300, some of which are:

3.1.1.1.EB Taylor, Primitive Culture, 1871

Culture is a whole that includes knowledge, belief, art, morals, law, adaptation, and other abilities and habits acquired by humans as members Public.

3.1.1.2.Ki Hajar Dewantara

Culture means the fruit of human mind is the result of human struggle against two strong influences, namely age and nature, which is evidence of the triumph of human life to overcome various obstacles and difficulties in life and livelihood in order to achieve safety and happiness which in its birth is orderly and peaceful.

3.1.1.3.Robert H Lowie

Culture is everything that individuals get from society, including beliefs, customs, artistic norms, eating habits, skills that are acquired not from their creativity own but are a legacy from the past obtained through

formal or informal education.

3.1.1.4. Keesing

culture is the totality of human knowledge, accumulated and socially transmitted experiences

3.1.1.5. Koentjaraningrat

Culture means the whole of human ideas and works that must be accustomed to learning along with the whole of the results of his character.

3.1.1.6. Rafael Raga Maran

Culture is a typical human way of adapting to its environment, namely the way humans build nature to fulfill their desires and life goals, which is seen as a process of humanization.

3.1.2. Cultural values

Value is something good that is believed by the community that can be useful in life, as said by Ida Agustina Puspita sari in her thesis (2015) entitled "*Myths in the teachings of Turonggo Yakso in Dongko District, Trenggalek Regency.*" norms as a reference for humans to act. Values also function as motivators and people are supporters of their values. Because humans act it is driven by the values they believe in. Cultural values are values that exist and develop in society. Because cultural values are the first level of cultural ideal or custom. Cultural values are the most unrealized layer and have a wide space. So cultural value is something that is very influential and is used as a guide or reference for a particular community group.

As for some of the functions of cultural values in human life, as expressed by Supartono Widyosiswoyo, the functions of cultural values are grouped into several parts, including:

3.1.2.1. Cultural values serve as standards, namely standards that show behavior.

3.1.2.2. Cultural values serve as a general plan for conflict resolution and decision making.

3.1.2.3. Cultural values function motivational. Value has a strong motivational component as well as a cognitive, affective, and behavioral component. Cultural values function as adjustments, the content of certain values is directed directly to the way of behaving and the final goal is adjustment oriented. Adjustment-oriented values are actually false values because these values are needed by individuals as a way to adjust to group pressure.

3.1.2.4. Cultural values serve as aego defensive. In the process, the value represents the concepts that have been available so that it can reduce tension smoothly and easily.

3.1.2.5. Cultural values function as knowledge and self-actualization. the function of knowledge means the search for the meaning of the need to understand, the tendency towards better unity of perception and belief to complement clarity and conceptions.

3.2. The Relationship between Character Education and Cultural Values.

The term character is linked and exchanged with the terms ethics, morals, and or values related to moral strength, with a positive not neutral connotation. Meanwhile, according to the Big Indonesian Dictionary (2008), the characters are psychological, moral or character traits that differentiate a person from others. Thus, character is unique values, both which are embedded in oneself and embodied in behavior. Character is also often associated with the term so-called temperament which places more emphasis on the psychosocial definition associated

with education and the environmental context. Meanwhile, from apoint of view, character behavioral emphasizes the somatopsychic elements a person has since birth. Thus it can be said that the process of character development in students is influenced by many unique factors that exist in the person concerned which is also called the innate factors (nature) and the environment (nurture) in which the person concerned grows and develops. The innate factors are arguably beyond the reach of society and individuals to influence it. While environmental factors are factors that are within the reach of society and individuals. So the development or character education of a person can be carried out by the community or individuals as part of the environment through engineering environmental factors.

Environmental factors in the context of character education have a very important role because changes in the behavior of students as a result of the character education process are largely determined by environmental factors. In other words, the formation and environmental engineering which includes; the physical and cultural environment of the school, school management, curriculum, educators, and teaching methods. Character building through engineering environmental factors can be done through strategies: modeling, intervention, habituation that is carried out consistently, and reinforcement. In other words, development and character building requires the development of exemplary transmission, intervention through the learning process, training, long-term habitualization that is carried out consistently and reinforcement and must be accompanied by noble values.

Zamroni (2011) states that culture is a view of life that is jointly recognized by a group of people which includes ways of thinking, behavior, attitudes, values that are reflected in both physical and abstract forms.Culture can be seen as a behavior, values, attitude to life, and a way of life to make adjustments to the environment, and at the same time a way to look at problems and solve or find solutions to cultural problems.

Culture is also defined as a whole system of ideas, actions and human work in the context of community life which is made the property of humans by way of learning (Koentjaraningrat, 2003: 72). Culture or culture is a complex whole that is formed in history and is passed on from time to time through traditions that include organizational, social, economic, religion, belief, custom, law, art, engineering and science. Thus, culture is formed through the process of time travel in history that develops from generation to generation.

4. CONCLUSION

From the results of the discussion, it can be concluded that the cultivation of character education in students can not only be done in implementing the curriculum in schools, but can also be implanted through local cultural values that are applied in the environment social. In other words, development and character building requires the development of exemplary transmission, intervention through the learning process, training, long-term habitualization that is carried out consistently and reinforces and must be accompanied by noble values that exist in a culture.

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