



**Enhancing Student Character Based on Conservation Values
(Case Study at Semarang State University)
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Abstract

Conservation university that has to be the characteristic of Semarang State University, has a strategic meaning in the context of character development. This is related to the meaning of conservation it self, not only a physical connotation, but it also cultural and values. Conservation values manifested in daily life interactions, based on three important pillars, such as the protection, preservation, and sustainable use. Values and culture which framed by the pillars will emit value of life which could be the basis of character development. Therefore, through this formula will be embedded in the students, the character which can contribute to the life of the nation.

Keywords: Character, Conservation, Value

INTRODUCTION

A woman named Helen Keller (1880-1968) can not be separated from the process of character building story. She was a extraordinary woman who became deaf and mute at 19 months old due to her illness. Then because of her family and her teacher Annie Sullivan, in later days she became the first blind and deaf woman who graduated cum laude from Radcliffe College in 1904. On subsequent trips, with blind conditions and deaf, Helen Keller writed 19 books, and successfully established Helen Keller International, a non-profit organization to help people who are less fortunate. One of her famous books is *The Miracle of Life*. One of her views in the book is "Avoiding the risk is no more secure than openly confront. Cowards caught as often as the brave ". Helen Keller successfully passed the hard times, because of the right character building. With strong characters, all odds turned into a challenge and an opportunity.

Character Building is the process of carving or understand the soul, so it has a unique, exciting, and different or distinguishable with others. Character education is an educational effort that

seeks explore aspects contained in human beings, to be directed, nurtured, and developed to align with the moral standards that apply in public life (Kurtines, 2004).

In a social context, character building is a very basic problems for the nation. Every nation recognizes the importance of character building in order to preserve and maintain its existence as a nation-state). In Indonesia, the character development efforts in the context of national character, has been touted by Bung Karno. His speech is very well known with regard to character building is as follows "... to build a nationalist character, in the power of nationalism is its location, which will be opened days later enjoyment. We have nationalism, nationalism must be positive, nationalism which creates, a nationalism that established ", a nationalism which" created and adored "

With positive nasonalisme, the people of Indonesia can establish independent living conditions including material and inward. (Sukarno, 1930:63)



STUDENTS ROLE IN INDONESIAN HISTORY

One of prominent feature of the students existence, in the context of social dynamics is collective consciousness to come together to actualize their potential and reflect on the social life. This is known as *collective consciousness*.

Cases in Indonesia showed that the gait of the student movement in the nation's history, showing evidence of the role of collective consciousness energy is very significant. Milestones Indonesian's struggle, since 1908 (period of national revival), 1928 (oath youth), 1945 (independence), 1966 (the new order), until 1998 (the period of reform order), are inseparable from the role of gait and them. In times of distress, they took the initiative to lead the fight without waiting for orders from anyone, and without any political tendency. They always in place on the main stage this nation's history. Therefore no exaggeration when Mulyana (2008) asserted that Indonesia's history is essentially the history of the struggle of students / youth. The student was the one who spearheaded the national struggle, and later as young adults, to continue the struggle for Indonesia triumphant.

When the nation is still in a very dense colonization, nationality and independence inspiration born by the students. Children's nobility, who was educated in medicine STOVIA Jakarta spawned great ideas to foster a spirit of nationality. Their ideas to evoke the spirit of nationalism inspired the birth of the national movement.

Towards the Indonesia's independence, they are also very prominent role. With progressive stance, they encourage the Bung Karno and Bung Hatta proclaimed Indonesian independence immediately, after it emerged that the Japanese surrendered to the Allies unconditionally. They want to be immediately proclaimed Indonesian

independence, free from ties and promises Japan. Revolutionary and progressive attitude shown by their independence to inspire immediate proclamation declared. While Bung Karno and Bung Hatta remained in his stance that would proclaim together with other PPKI. Despite the differences of opinion that had tapered between the younger and older groups at the time, but it is the dynamics of the struggle.

In 1966, the student movement surged again when looking at the national political situation is much deviated from the state constitution. They see the atmosphere of "chaos" due to conflicts of interest are so thick, between the communist and nationalist groups. As a form of resistance against communism that has penetrated so far in almost all joints life of the nation. The students formed new forces as a place of struggle. Recorded in the history, there are HMI, PMII, PMKRI, GMKI, Somal, Student Pancasila, IPMI, and the like. This student organization framed in Forum Indonesian Student Action (KAMI) which is the same goal to fight against the PKI. At that time the collective energy consciousness resurfaced, public awareness was moved to fight communism. Supported by all elements of society and the military, the student movement managed to restore the life of the nation on the track of actual constitution. Thus was born the new order.

At the 1998 event, as the beginning of the reform period, the student movement showed a hard bite. Not only a change of national leadership, through the revolution of May, but it also continues on some key events. The central issue raised in the collective consciousness movement that time was about corruption, collusion and nepotism (KKN).

Learn from the history of the nation and state, students will always be in the forefront, tirelessly, as perceived gaps. They will be the moral guardian, so that



truth and justice into joint life. Keywords of their movement is collective consciousness, which is a group of students who have to stick together.

DEVELOPING CONSERVATION CHARACTER

Entering the global life, challenges for the existence of students getting heavier. Global life which offers cultures hedonism, materialism, capitalism, pragmatism, will easily erode idealism ideology which has been the spirit of student life, if this is not done maintaining properly.

It needs attention, because the symptoms of the erosion of student idealism began to seem a bit much. Research conducted by the author in 2011, obtain a student style, which is divided into five groups. The first is a group of idealistic confrontational, which are active in the struggle against the stability through demonstrations. Second, a realistic idealist group is students who choose cooperative in his fight against the stability. Third, opportunists are students who tend to favor the ruling government. The fourth is a group of professionals, which is more oriented to learning or lectures. The fifth is a recreational group which oriented glamorous lifestyle and love feast.

Therefore the campus needs to have a "base value", which can be done maintaining the idealism, and the role of students of all ages. Students should be aware of the importance of having and believe in the system of values on which to base their foundation in activity, reaching the ideals of a glorious future.

Conservation, option names are attached to the Semarang State University, has a very deep value content. Conservation not only with respect to the activities of a physical nature, related to the relationship between humans and nature, but the wide spread of values and universal. In the study of language,

"Conservation" (con means together and save servare means) that attempts to maintain what belongs wisely. There are three activities such as the saving, studying, and using, to create harmony, compatibility, and harmony of life.

In this context, the rights and obligations of a main prop of human attitudes and behavior, which is what we get must be balanced by what we give. Of course it's in the broadest sense. The balances between the rights and obligations not only on the economical things, but also in the relationship between human and nature around. Breath of fresh air, enjoying the coolness of the trees, enjoy the enchanting birdsong; was right that we get from the universe. Therefore as a counterpart, we must preserve, protect, and preserve it.

These are very beautiful value. When responsibility, caring, love, compassion, wisdom, politeness, manifest in everyday life through a relationship with a student of the universe, the trees, the birds, the water, the air, and of course, with human, it will be internalized values of themselves as a moral knowing, moral feeling, and moral action. From the beauty of these conservation values, then will grow breaths of spirituality. They do not only love and be responsible for the universe, but also do so against their creators; creator of the universe.

Borrowing terminology from Schopenhauer, love and care is called compassion, which is love, empathy, and sympathy. He said love is not just a mere profane nuanced, but also sacred. Schopenhauer called it an All Encompassing Oneness, which is the true identity of human.

At this level Schopenhauer was referring to a metaphysical consciousness, that love and concern for the environment based on "amanah ilahiyah". Person who has reached this level, doing maintenance efforts, protection, and preservation



because of the command of God. Awareness at this level, then gave birth to a wide range of universal human values.

Collective consciousness of the value of conservation in students must be treated in order to develop perfectly. If any day they graduated, they will menjadi conservation cadres reliable, and ready to devote themselves to the nation through the conservation values that they believe.

Fostering collective consciousness, must be a comprehensive effort, with multy approach. Borrowing moral analysis of Kurtines (2004), there are three approaches namely coaching Cognitive Moral Development, Affective Moral Development, Behavior Moral Development.

Firstly, there should be efforts to change the structure of cognition in order to understand the importance of conservation values. According to the approach of Cognitive Moral Development, in recognition of the importance of conservation values by the students, is expected to grow awareness and readiness to accept these values into themselves (internalization). Awareness and internalization of values that begins with an understanding of these values (cognitive structure) will have an authentic power, as a result of the learning process (learned behavior). The inclusion of environmental education courses on curricular structure, is appropriate to direct the collective consciousness of the value of conservation on the formal lectures.

In addition to character building efforts, through changes in the structure of cognition, no less important is the approach through intuition. This approach is done by bringing the imagination and the mood of the students in the heroism of conservation values. This is emphasized by the Affective Moral Development approach, which instill values, through affective such as sense of feeling,

imagination, and intuition. Affective development process requires its own distinct strategy with cognitive coaching processes. Leaders and lecturers are required to have expertise in managing strategic approach. Out bond methods, games, lectures outside of class, and so on.

Furthermore, the approach of Moral Behavior Development considers that internalization through habituation (conditioning / habituation). Despite this approach originated from experiments conducted by Ivan Pavlov on an animal, but this approach is particularly relevant to efforts to instill values. A student who familiarized orderly and well behaved in their daily lives, will get used to doing it. In turn, the habits of doing it would settle into his own property values. When they doing an act out of character, they will feel guilty.

These approach will have a higher effective when carried out simultaneously. It means that coaching character (character building) to be comprehensive, covering the conversion of the structure of cognition, emotional touches, and the creation of a conducive environment.

Through dialogue with the students, both formal and informal meetings, they generally claim to feel proud to the university's conservation. Their expressed pride is one indicator of the strength of the collective consciousness of the conservation among them.

The existence of the university "conservation" was an effort to find solutions of tumultuous environment problem around us, both physical and social environment, and culture. Physical environmental issues for example, as general concern of society and students in particular.

EMPOWERING STUDENT ACTIVITY UNIT

UNNES have student service units that can be used to foster and develop



reasoning, interests, talents, arts, and well-being. To meet service in fostering and developing of students, Unnes have Student Activity Unit (UKM). In the year 2013 there were 54 number of "UKM" are classified into four areas, like the field of reasoning, and science, fields of interests, talents, and abilities, welfare and social care field.

Reasoning and scientific fields, aims to inculcate scientific attitude, stimulating creativity and innovation, improving the ability of researching and writing scientific papers, professional understanding and cooperation within the team, both at the college and among universities within and outside the country.

While the field of talents, interests, and capabilities aimed at improving students' ability in practical management, organize, cultivate aspirations for sport and the arts, scouting, defending the country, love of nature, journalism, and social work. Welfare field has a goal to improve the physical, mental, and spiritual student. This activity can be shaped; scholarships, student dormitories, student cafeteria, student cooperatives, clinics, and other similar activities. Finally, the field of social care, aims to improve community service, instill a sense of national unity, foster a love of the homeland and the environment, awareness of the society, nation and state dignified. Through this student can conduct their activities outside school hours. It prepared by themselves, start from planning, implementation, evaluation, and follow-up. Party leaders at the university, faculty or department, directing all their activities in the form of the outlines of the policy, as an effort to develop the potential of students as a whole, which is based on the values of conservation. There are four basic to nurture the students are honest, intelligent, caring, and tough. Honestly, is the value derived from conscience. Smart is a

reflection of the development of mind. Care is a vehicle to develop the flavors, while the a tough reflects the health of the developing students health body. So with the fourth great value, will be process of hearts, thought, art, and sports are balanced, the students themselves, in order to develop itself into a complete human.

The type and number of UKM is possible continues to grow according to the needs of the students. The emergence of these UKM is facilitated UNNES in realizing the aspirations and needs of students to actualize their interests, talents, and potential students. Looking ahead, the existing UKM will be optimized performance, in accordance with the needs and dynamics of professional management. To support service units utilized by students, provided budget funds, facilities, coaching, and student activities agenda.

To achieve maximum goals, to manage student activities prioritized the principles of togetherness, by basing itself on the five principles of coaching, such as shared vision, systems thinking, personal mastery, mental models, and team learning.

Shared vision is formulated and understood by all campus residents. Unnes develop a shared vision, as the university's international conservation of healthy, superior, and prosperous. This vision has been well socialized to all citizens Unnes, from elements of leadership, faculty, students, until the next regular employees. Subsequently, *system thinking*. The entire academic community are fully aware that Unnes is an organization that consists of work units that doing activities based on a system that has been agreed. Therefore, each unit of work including student organizations (ORMAWA) activities should be carried out on the basis of the principle of solidarity. While personal mastery (qualified human resources), implies that every campus residents are required to have competency and develop



themselves in accordance with the demands of their duties and functions. Mental models meaning exemplary principle must be put forward. Hence the attitude and behavior and ways of thinking every Unnes's citizen should be able to be an example to others. Hence they should have the mental, and personality that can be universally accepted.

CONCLUSION

Conservation as a mainstream Semarang State University, has a very deep meaning. With the principle of the protection, preservation, and wise use of the order of life, whether physical, social or cultural; conservation is expected to establish and develop the character of students to be good citizens. All activities related to both student reasoning, and knowledge, interests, talents, and abilities, welfare and social care field, always based on conservation values. So later when the students graduate and work in the community, they become conservation cadres that can empower the surrounding, in order to build the nation as a whole.

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