

Social Value Education Model to Increase Students' Social Awareness

Melly Agustina Permatasari¹, Mahmudah Hasanah²

{mellyap@ulm.ac.id¹, mahmudahhasanah@ulm.ac.id²}

Faculty of Teacher Training and Education, Lambung Mangkurat University, Banjarmasin, Indonesia

Abstract. Social values can be utilized in order to form students' socially caring attitudes which can be integrated into the learning process. The aim of this research is to determine the role of social values education in increasing students' social awareness. This research uses a quantitative approach with a survey method to report student social behavior, and a qualitative approach with an interview method to report social values originating from the local wisdom of society and the role of social values in increasing students' social care attitudes. Research location at Lambung Mangkurat University, Banjarmasin. The subjects of this research were Sasirangan cloth craftsmen, lecturers and students. The results of the research show that social values originating from Sasirangan local wisdom values can play a role in increasing students' social caring attitudes which are shown in various social activities carried out by students. This research concludes that the social value education model can increase students' social awareness.

Keywords: Value education, social values, social awareness.

1 Introduction

Globalization has both positive and negative impacts. One of the negative impacts of globalization is a decline in moral values, as evidenced by the increasing number of cases that contradict Indonesian societal values and norms, including rising rates of theft, murder, and rape within communities, as well as cases of juvenile delinquency such as fights, promiscuity, and drug abuse among students. The current generation of young people is also beginning to lose their identity, respect, and concern for social and environmental issues. These cases indicate that our education system has not been able to build the nation's morals, so efforts are needed to rebuild the morals of the Indonesian people. The phenomenon of globalization also has a negative influence, marked by the erosion of local wisdom values. These are the things that encourage us to preserve local culture from the erosion of globalization)[1].

Every nation or race has its own culture, social values and way of thinking, which underlie its economic, political and social systems of life, etc [2]. Local wisdom is a reflection of community culture which can be explored through folklore, traditional arts and customs that develop in a society. Every local wisdom in the region contains good values in the life of the nation and state. Existing

cultural values must be preserved and maintained as an identity and identity as part of society. The biggest challenge faced by society recently is the ability to maintain, preserve and pass on local wisdom values to the younger generation.

Education is a form of human culture because it is seen as an activity that is always dynamic, following the changes and dynamics of society's culture. Through education, it is hoped that the foundation of the nation's values, thoughts and morals can be organized, so that it can give birth to a generation that is strong, faithful, personable, rich in intellect and superior in mastering technology and information [3].

Education at all levels is a very important platform in preparing the nation's young generation who will become the leaders of the nation in the future. There are strong indications that the noble values inherent in our nation, such as honesty, politeness, and togetherness, are disappearing, which is a serious concern for all of us. Rapid advances in science and technology and the increasing complexity of society also highlight the importance of morals, values, and ethics and their benefits to society [4]. Therefore, efforts must be made to make these values a source of pride in the eyes of others [5].

The rise of individualism among students and declining interest in politics and participation in community activities has prompted a number of higher education institutions to implement leadership development programs, volunteer and community service centers, and other programs designed to engage students as social participants in their institutions and communities, as well as to engage in the development and promotion of civic values among young people [6].

Education in the region must develop and grow within the cultural context in which educational institutions are located [7]. Educational institutions are also responsible for preserving local cultural values. Universities are the right place to shape students' character, which can be done by consistently instilling character values so that good character is formed. Universities can develop cultural values and national character in students so that they have values and character that can be applied in their lives.

Local wisdom can be seen in the English-Indonesian dictionary, which consists of two words: wisdom and local. Local wisdom can be understood as wise wisdom, good local values, ideas, and norms that are embedded and followed by members of the community [3]. Local culture is the policy or wisdom possessed by a nation. Local culture is also a reflection of this agreement as rules, values, and norms that arise from adaptation to the conditions of society in facing the challenges of life [1].

Local wisdom can be used as a bridge connecting the past and the present, the ancestors and the current generation, to prepare for future generations. Local wisdom can be used as a bond that connects and unites generations [3]. Local wisdom is an important element in the development of community resources and successful natural resource management. In terms of value, local wisdom refers to the values or behaviors of local communities that live wisely in interacting with the environment in which they live [8].

Local wisdom can be defined as a collection of knowledge and practices that originate from previous generations or from experiences related to the environment and society. Local wisdom is very valuable and useful in community life. This system has developed out of the need to value, preserve, and continue life in accordance with the circumstances, conditions, capabilities, and values upheld within a community. Local wisdom then becomes an integral part of the community's wise way of life in addressing all the challenges they face. Additionally, local wisdom forms part of a community's culture, identity, and even its character.

Cultural values in an area are considered as something noble by society. These values are at the core of customs and have cultural and social functions that provide guidance and are respected by local people who believe in them. Local values even become a strength and can act as a glue in society. Values are normative, what is good or bad, right or wrong, what we strive for, etc. Local wisdom values are hereditary values that are passed down to the next generation and are used as guidelines in regulating thought patterns, how to act and behave [7]. Local wisdom values are the values or behavior of local people who live and interact wisely in the environment where they live [8].

One of the local wisdom values that can be applied in higher education is the local wisdom value originating from Sasirangan, a traditional fabric unique to South Kalimantan, particularly the city of Banjarmasin. The term "Sasirangan" derives from the words "sa," meaning one, and "sirang," meaning to sew. In the production of Sasirangan fabric, traditional methods are still employed, from pattern creation, sewing, to color application, all done manually. Local wisdom refers to the values and traditions of a community in terms of behavior, customs, culture, values, and norms within society. The motifs on Sasirangan fabric are inspired by the natural environment and are used to enhance beauty, as well as to represent or symbolize aspects related to community life. Sasirangan motifs include haruan teeth, kacang kembang, iris gagatas, kembang sakaki, jaruju leaves, tampuk mangga, stars, kaombakan kale, karang sinampur waves, bayam raja, karikit mushrooms, iris pudak, snake staff, maurai mayang, balimbur dragon, sahang ramak, waves, katu leaves, manginang maiden, descending maiden, and banawati [9][10][11][12][13].

Sasirangan embodies local wisdom values that can be instilled in higher education institutions. Each Sasirangan motif contains local wisdom values that should be understood and applied in students' lives. These values serve as a guide for individuals and community members, representing what is considered good and proper, and must be adhered to. Social values are criteria and standards for determining whether a certain attitude is appropriate in social life. Social values indicate the extent to which relationships between individuals are formed as members of society. Social values are criteria and standards for determining whether a certain attitude is appropriate in social life.

Social behavior means that help is given voluntarily, not because of external factors. Prosocial behavior only occurs when individuals have the freedom to choose whether to help or not. However, internal motivation is necessary for prosocial behavior. Social behaviors such as helping, giving assistance, offering advice, eating, or can be considered charitable acts that have a positive social impact [5]. Some examples of social values present in society include politeness, respecting elders, respecting others, social concern, and a willingness to help others. Social concern is an attitude and action that always seeks to provide assistance to others and communities in need.

The goal of values education is to develop students' way of thinking about morality and social conventions. The purpose of social conventions is to provide an understanding of the importance of conventions for society, organizations and social interactions in social systems. Therefore, students must be able to understand traditions and customs to maintain cultural and cultural organization, continuity, and appreciate the ways in which different cultural conventions are used and shifts in consensus values over time. Students must understand the nature of customs, traditions, and cultural systems, so that they are better prepared to reflect on their own cultural systems and also to interpret and interact with the cultural systems of society or other people.[14]. The teaching techniques, methods and important issues presented can have a significant impact on students' critical thinking, values, morality, ethics and character development [4]. Social values education at universities is

very important for students which can influence student behavior and socialization on campus. Lecturers play an important role in instilling social values at universities.

Reviewing several previous studies on local wisdom values, most still focus on making local wisdom values a source of learning in schools, with only a few making local wisdom values a source of learning in higher education; such as Sundanese Pupuh local wisdom values [15], local wisdom values in schools [16]; [17], strategies for implementing local wisdom in schools [18], integrating local wisdom into science education [19], integrating local wisdom values into social studies education [20][21], local wisdom-based history and geography learning models [7], West Kalimantan local culture [3], Ngata Toro community local wisdom as a learning resource [22], we conclude that all previous studies indicate that the local wisdom values of each region can be used as a learning resource in higher education.

Previous research related to Sasirangan only focused on the geometric concept of Sasirangan batik [9], Sasirangan liquid waste [23]. There are only a few previous studies regarding Sasirangan motifs [9][10][11][12] and Sasirangan values [13]. Previous research on social values mostly focused on developing student character [6], character and citizenship education, as well as social values [24], character education and students' social behavior [5], conceptual developments in moral and conventional domains, and their implications for educational values [14], morals, values, ethics and character education [4].

Although previous research is diverse, there has been no research examining social values education at universities. Therefore, in this research, we propose the use of a social values education model to increase students' social awareness. These findings can be used to preserve culture and instill local cultural values such as social values at universities through various student activities.

2 Methods

This study uses a qualitative approach with a descriptive method. The research location is Sasirangan Village, Banjarmasin City. This study focuses on the values of local wisdom in Sasirangan motifs and the instillation of local wisdom values in schools. The research subjects are Sasirangan craftsmen, teachers, and students. The research informants are Sasirangan craftsmen, school principals, and teachers. Data collection was conducted using observation, interviews, and documentation techniques. The researcher observed activities at the school. The researcher conducted interviews with Sasirangan craftsmen, namely Muhammad Redho and Sandi Agustinus, as well as teachers. Documentation consisted of photos of Sasirangan culture and the use of digital educational media at the school. Data credibility or reliability was tested through triangulation in the form of method triangulation, data source triangulation, and theory triangulation. Data analysis techniques used thematic analysis [25].

3 Results and Discussion

Based on the interviews and observations that have been carried out, the researchers obtained results regarding the social values in the Sasirangan motif which can be seen in TABLE 1

Table 1. Social Values in Sasirangan

No	Motive	Picture	Mark
1	Naga Balimbur		Fun and exhilarating
2	Kambang Kacang		Familiarity and kinship
3	Daun Katu		Beneficial
4	Hiris Pudak		Beneficial
5	Mayang Maurai		Honor
6	Bayam Raja		Dignified and respected
7	Daun Jaruju		Repel reinforcements

(Source: Research Results, 2023)

Based on Table 1, Sasirangan contains social values shown in the motifs naga balimbur, kambang kacang, daun katu, hiris pudak, mayang maurai, bayam raja, daun jaruju as a symbol fun, exhilarating, familiarity, kinship, respect for others, and be useful to others.

The results of a survey of 100 respondents regarding student behavior regarding social values can be seen in FIGURE 1.

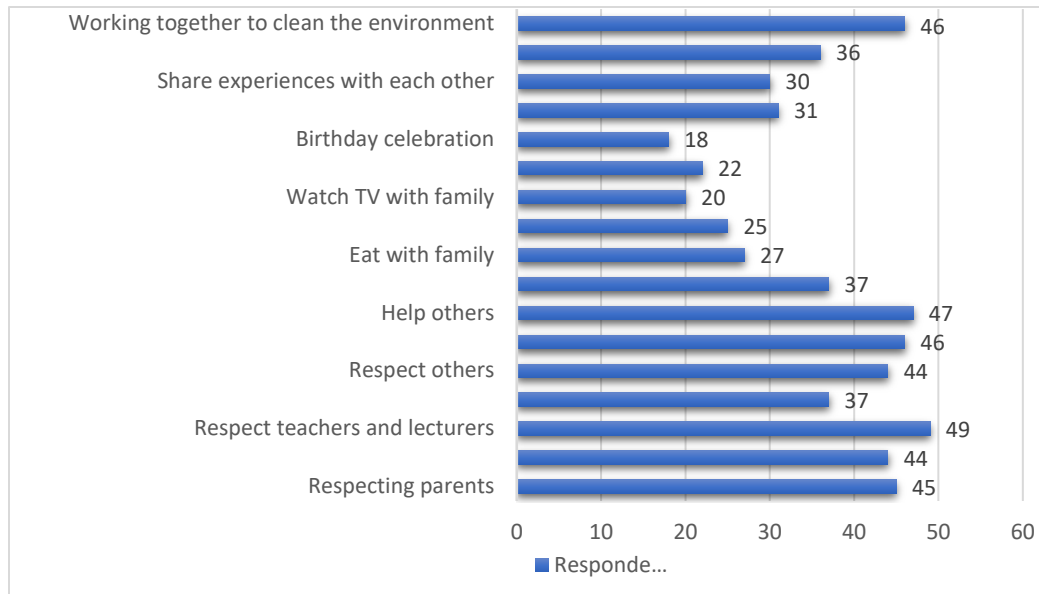


Fig. 1. Student Behavior Regarding Social Values

Student behavior related to social values include working together to clean the environment, carry out rights and obligations, share experiences with each other, families gather during Eid al-Fitr and Eid al-Adha, birthday celebration, picnic or tour with family, watch TV with family, sahur and breaking the fast with family, eat with family, help neighbors when there is an event, help others, manners and manners, respect others, respect friends, respect teacher and lecturers, don't argue with parents, don't speak harshly, and respecting parents.

The social value education model is a concept of activities and education that will be carried out in the campus environment to instill social values. Social values serve as guidelines for behavior in the campus environment. Social values come from the local wisdom of Sasirangan which is then instilled and applied by students. The social values education process at universities takes place in three domains, namely cognitive, affective and psychomotor, which are manifested in student behavior in various social activities. The social value education model to increase students' social awareness can be seen in Figure 2.

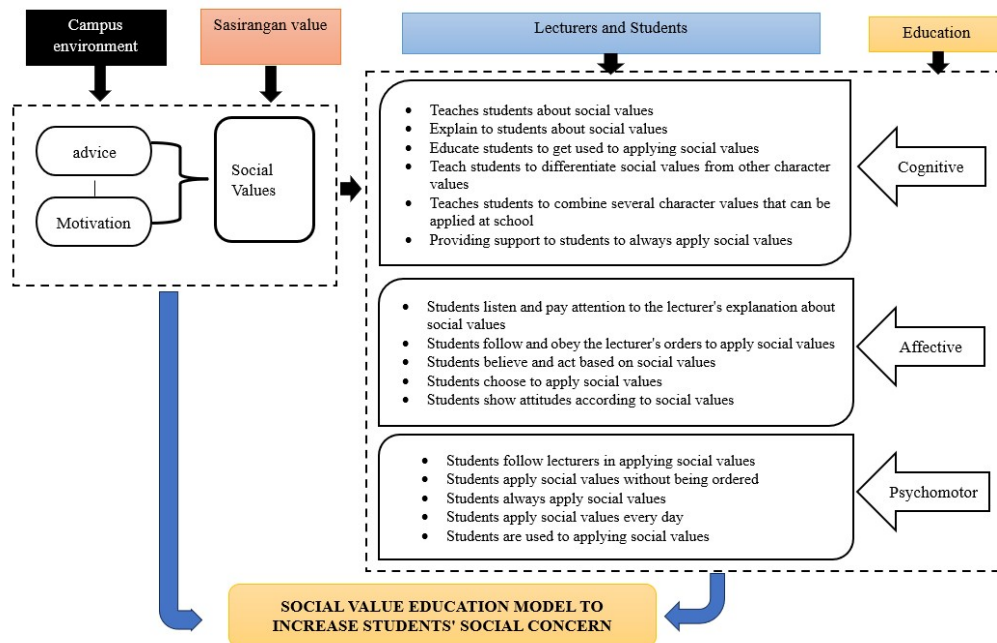


Fig. 2. Social Values Education Model to Increase Students' Social Awareness
(Source: Research Results, 2024)

Lecturers instill social values in students by providing advice and motivation so that students always apply social values in their daily lives.



Fig. 3. Lecturers Play a Role in Instilling Social Values in Students
(Source: Research Results, 2024)

Students apply social values in various social activities, students show social caring behavior towards other people which can be seen in TABLE 2.

Table 2. Student Social Activities

Social activities	Activity Photos	Social activities	Activity Photos
Distribution of sahur food (sahur on the road)		Distribution of basic food aid to orphanages	
Raising funds for flood and fire victims		Fundraising for condolences	 
Distribution of disaster response aid (survival aid)		MSME Socialization)	
Distribution of stationery and bags for elementary school students at Basirih 10		Helping make crackers	

Hima teaches		Helping crafts rattan	make from	
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(Source: Economic Education Student Association, 2024)

Social values are perspectives/rules adopted in human life that are considered good or bad, right or wrong, and beautiful or ugly. Social values are used as a way to respect yourself and those around you [26].

What students do during college and the experiences they gain are key factors in shaping their character development. Universities develop character through social activities with students from diverse racial and ethnic backgrounds, as well as participation in educational or leadership training. Doing volunteer work during college and having professors who provide emotional support to students are also forms of character development. Activities that broaden students' academic, social, and cultural horizons are crucial for developing their character [6]. The integration of values from social, cultural, traditional, and natural environments into the learning process, particularly in character education, is essential [27].

The ability to relate oneself to society at large, such as the ability to reciprocate the affection of others, to relate to others in meaningful ways such as in a spirit of filial piety, brotherhood, or friendship [24]. Students are able to handle various moral and ethical issues in society, be responsible, and build good character [4]. Learners are human beings who are religiously obedient, exemplary, useful for other humans and humans who are noble in the eyes of Allah SWT [28].

The cultivation of good manners and the instillation of noble moral values are noble goals of education that are highly desired by every educational institution. The culture of institutions, schools, universities, and so on plays a role in shaping good moral values for the academic community and its employees. Therefore, educational institutions have an obligation and responsibility to implement moral education for students and build communication of moral values [5].

4 Conclusions

Based on the results of the study, it can be concluded that Sasirangan has local wisdom values, namely social values. Social values can be instilled in students by lecturers through the provision of advice and motivation to students so that students can practice social values in their lives. Education and real life are synergized to create knowledge and noble character. The social values education model has proven effective in instilling social values to enhance students' social awareness. The implications of this research provide an illustration of the application of the social values education model to increase students' social awareness. This research will be very useful for lecturers as a reference in developing educational models based on local wisdom values. This research has

limitations, especially in the very limited scope of the research. Therefore, it is hoped that future research can further deepen and expand the scope of research related to value-based education models and character education for the advancement of education in Indonesia.

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