

ANALYSIS OF THE ROLE OF INTRACAMPUS STUDENT ORGANIZATIONS IN CHARACTER BUILDING: STUDENT URGENCY IN THE DIGITAL GENERATION

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ABSTRACT

This study aims to determine the role of student organizations in building character, especially in today's digital generation. In conducting this research, the author applies a qualitative or descriptive literature study research method. Literature studies are obtained through a literacy process from various books and articles related to the material to be discussed. The literature study in this study was carried out by the author through the process of reading, concluding, then processing and developing the data obtained as material from the research conducted. Based on the research carried out, it was concluded that the very important role of student organizations in educating student character in this digital era is critical thinking. If students do not have the ability to think critically, it will be very easy to fall into things that weaken the character of the nation. Students must be able to be good examples for the community and the task of students is also to make the best possible use of existing digital technology and then implement it in everyday life. This research is expected to provide information and add insight to readers, especially students, about the role of student organizations in the digital generation.

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1. Introduction

Campus is an environment that has a uniqueness with the community called the academic community (academic community). Students are part of the academic community with a wider dimension. Because, apart from being part of the academic community (scientific dimension) they are also part of the youth community (social dimension) who have tasks and challenges in the future. With an awareness of their obligations and rights, students will be able to develop their potential in all the dimensions attached to them (Diktis. 2012).

The future of a nation is in the hands of its young generation. Therefore, the younger generation must be guided and nurtured in order to create superior assets in society, as well as form prospective leaders who can create the progress of the nation in the future. The founders of the country have always put their trust in the youth to make changes and align the Indonesian nation with other nations (Permady & Zulfikar, n.d.). The young generation plays a very important role in the national development process.

According to (Yusuf Tri Herlambang, 2016) character is a reflection of the values that exist within an individual, both through thoughts, words and actions that originate from the appreciation of the value of goodness which is then used as a guide for individuals in pursuing life, as well as an embodiment of the appreciation of the value of goodness in living life.

Based on these explanations, it can be concluded that the inculcation of character values in a person plays a very important role, especially so that the person is able to communicate and cooperate well with others. Especially for students who at a later stage will begin to enter the world of work. All actions shown by an individual come from the individual character itself (Y T Herlambang, n.d.)

Character is a form of behavior that is shown by a person continuously, constantly, and has a close relationship with the values and attitudes that are believed by an individual. In shaping the character of a nation, there must be an alignment of the nation's view of life and the way of behaving which is a reflection of the diversity that exists in society. Students are responsible for developing the moral values of the nation's character which are manifested through the way they behave which must be in accordance with the character and moral values of the

nation.

Universities have the responsibility to provide students with skills or hard skills so that students are able to meet the needs of the world of work. However, it is not only limited to planting hard skills, universities must also provide character values or soft skills so that in the end these students have a sense of sensitivity in the social interactions they do, both in their social interactions with the community, as well as in the field of work they do.

The formation of student character is not only carried out in the process of delivering lecture material, but also obtained through organizations in carrying out student activities which have the aim of developing intellectual values and integrity which of course will be very useful when the student has been directly involved in community life. The development is aligned with the interests and talents of the students, so that students have a place or place to fill their spare time as talent development, and their goals in organizing can ultimately be achieved.

Student organizations are one of the right places to form professionalism. In the organization, each member has an obligation in implementing work programs that are prepared as a vision and mission as well as the objectives of the running of an organization. This means that the student organization is a place to train and raise an attitude of hard work, discipline, and responsibility. Decision making in the organization is also carried out by deliberation and consensus which in the end can foster an attitude of patience, tolerance, and sincerity in carrying out their duties in accordance with joint decisions.

In this article, we will present an explanation from various sources and the data we have obtained to find out the role of student organizations in character building in the digital generation. Where technological advances not only change human life style from time to time, but also affect the way a person perceives, thinks, and accelerates brain neurons to provide feedback on changes and technological advances that continue to occur. On the human side, they really need and depend on digital technology which has an impact on the way of thinking and behavior patterns, digital technology addiction is starting to spread which not only has a good impact in the form of convenience, but also has a negative impact such as a decline in character values.

2. Research methods

The method used in this research is a qualitative approach. Research according to Creswell in Raco, (2018) is an approach that aims to observe and explore an interesting case. To explore a case, the researcher asked several questions to the respondent, then the researcher collected answers from the questions that had been asked to the respondent for analysis. The results of the analysis are presented in the form of a description or it could be in the form of a table and then linked to research from other existing scientists and the final results of qualitative research are presented in the form of a written report. Qualitative research according to Fitrah, (2018) in general, is research whose results are not obtained by calculation, quantification, statistics or other methods that use numbers. The form of data used is not numbers, numbers, values or scores and everything that is calculated statistically and mathematically.

3. Results and Analysis

Organization Concept

Organization occurs when there is a group of people who work together to achieve a certain goal. This can be achieved through a series of deliberate designs, improvisation, or a combination of the two. People who want to achieve a goal or have a particular goal in common will usually form a group or what we can call an organization. Organizations can be found anywhere in many fields, for example school-level organizations such as OSIS or intra-school student organizations, then at the university level for example BEM or student executive bodies. If a group has the same goals and achieves organizational elements, it can be called an organization. Schein in Daulay, (2014) argues that the organization is an attempt to coordinate the activities of many people to achieve certain common goals through the division of responsibilities and functions. Meanwhile, according to Robbins in (Furqon, 2003) organization is defined as a social unit that is coordinated in a conscious condition and also consists of two or more people, operating on a relatively continuous basis for the achievement of common goals or a set of goals that have been made. Dydiet Hardjito in (Ardiansyah, n.d.) also argues that the organization is a social unit that is consciously coordinated and also allows its members to achieve goals which are impossible for individuals to achieve. Organizations must have 5 important things, namely, the organization must have clear goals. Then the organization must also have programs, activities, strategies and methods in order to achieve organizational goals. Furthermore, it is very important for organizations to have leaders or managers who have responsibility for the organization in activities that can achieve organizational goals. In addition, it can be said that the organization must consist of more than two people. And the last organization must have good cooperation.

The organization is handled or lived by the organizers, which makes the organization dynamic, while the result is a static organization. There are two concepts that the organization has, namely the dynamic concept and the

static concept. In the dynamic concept, the organization is a continuous process of activities. In a sense, the organization is a process that includes work, people, and systems. This involves the process of determining what activities are needed to achieve group goals. Whereas in the static concept, the organization is a structure or network of relationships. In this sense, organizations are people in a group who are connected in a formal relationship to achieve a common goal. According to Yuliana, (2012) in an organization there must be a vision, mission, culture and organizational atmosphere which greatly determine organizational behavior. Although every organization has different characteristics, but all organizations certainly have goals, structures, processes to coordinate each activity carried out and people who play different roles. The definition of an organization includes concepts including processes, messages, networks, interdependence, relationships, environment, and uncertainty.

Definition of Student Organization

Organization is defined as a system in which there are people who want to achieve common goals and ideals. Student organizations are defined as a forum for students to improve and develop their talents, interests, expertise, knowledge and social skills. According to Silvia in (MELATI, n.d.) said that student organizations are activities that are located in universities and members of the organization are students. Student organizations are included in the organizational section but the scope is in universities, including high schools, universities, polytechnics and institutes and students who are members of the organization. In every college, there must always be a student organization because the roles and benefits are many. Student organizations can also be interpreted as a group of students who have the same ideals, the same goals and work together so that these goals can be achieved. Joining student organizations is not mandatory, but the benefits are many for students.

Student Organization Goals

The goals of student organizations are numerous, including as a forum for developing one's talents and interests (Setiyawati, 2019). Student organizations can provide a platform for students to develop their interests and talents. For example, a student has talent in the field of entrepreneurship, this talent can be developed through the student cooperative student organization (KOPMA). The second goal is to increase friendship relations, because when we enter the organization we will automatically meet new people who have not been met before. Therefore, the organization becomes a place to increase friendship relations. Furthermore, the organization is a forum for people who have the same goals and will be achieved together. For example, the student association student organization (HIMA) has a work program to teach elementary schools in remote villages. So open recruitment is done for members who want to teach together in remote villages.

The next goal of student organizations is to add experience and knowledge. Because experience in student organizations will not be obtained again after not holding student status anymore. The next goal is to realize the role of students as community servants, because there are many student organizations work programs regarding community service. The next goal is to develop quality human resources by utilizing campus facilities, infrastructure, and facilities. The campus has facilitated with adequate facilities, infrastructure and facilities. Students must make the best use of these facilities.

The fourth purpose of student organizations is to train students' hard skills and soft skills. Examples of hard skills are graphic design, data analysis and so on. We will gain graphic design skills through student organizations, for example we will learn how to design a logo, a banner, a design on Instagram for the purposes of the student organization. In this digital era, these skills must be possessed by every student. Data analysis skills will be taught in an organization when we serve as secretary and treasurer in the organization. Meanwhile, soft skills include communication skills, public speaking, collaboration, leadership, critical thinking and so on.

Communication skills will be obtained if we join student organizations, because we will talk a lot with many people. Therefore, communication skills are taught in student organizations. Examples of activities to train communication every two weeks students conduct social projects to students regarding their citizenship knowledge, for example. Students will also gain public speaking skills if they join an organization, because students are required to be able to speak in public well. The spirit of leadership will also be taught in student organizations, because every student is required to have a leadership spirit. An example of an activity to train leadership is in the HIMA student organization, each of the HIMA administrators must be the chief executive in a work program.

The ability to work together is also taught in student organizations, because to achieve goals in the organization, good cooperation is needed so that it is carried out optimally according to what is desired. Working together is a very important skill in working in a team, because if one member is not cohesive, cannot be invited to work together, it will hinder the implementation of the work program. And the last soft skill is the ability to think critically. Organizations will provide knowledge that is not taught in academic lectures and will hone the extent of our abilities and how to solve problems. Examples of activities in developing soft skills are given questions and then discussed with various themes then studied and discussed together and can exchange ideas.

The Role of Student Organizations

Role is a set of behaviors that must be owned by everyone. In social science, the role can be interpreted as a role that is carried by someone in following or occupying something. So the role is a behavior that is expected to be carried out by someone with their respective portions, either informally or formally. Roles can occur at certain times if needed, for example our role as students in UKT corruption.

The role of student organizations cannot be separated from the role of their students, namely students are required to adhere to the three campus ethics which include scientific ethics, diniyah and ukhuwah because the role of students determines the quality of higher education both in academic and non-academic (Imron et al., 2019). The role of student organizations is also inseparable from the goals of the student organization itself. Student organizations have a role as a means to improve brotherhood and foster intellectual attitudes and become a forum for conveying the aspirations of other students in order to achieve a higher education goal. In student organizations, students are equipped with a lot of knowledge, especially soft skills, including knowledge in communicating, working in teams, critical thinking and other soft skills. Through student organizations, students are required to always be responsible for the tasks that have been mandated and must be done properly. In student organizations, we are also required to be able to practice the knowledge that we have gained while participating in the organization.

Digital Life Concept

Increasing technological advances that occur very rapidly from time to time provide changes in various areas of life. According to, Imron et al., (2019) The 21st century is a century characterized by advances in science and technology that cause complex changes in various fields. The creation of various modern tools and digital technology, has an impact on increasing the effectiveness and efficiency of human activities. Digital technology provides convenience and flexibility for a person in carrying out communication activities, obtaining information, to the educational process carried out. With the various conveniences offered, humans in their lives certainly cannot be separated from the use of digital technology and begin to depend on all their activities with this digital technology. Life that cannot be separated from the use of digital technology is then known as digital life.

According to Widyawati, (2019), digital is a development process in the fields of information, technology, and communication that has an effect on the shift in society from mass to mass-self. In digital life, a new form of interactive communication is created that allows sending messages to many to many, occurring in real time, broadcasting, point to point, which can be adjusted to the goals to be achieved in the communication process. This is known as mass self-communication.

Information and technology that continues to experience this development also gave birth to the concept of a digital citizen or digital citizen (Pradana, 2017). This digital citizen is synonymous with digital life and has a self-control over the information and technology obtained or obtained. This self-control ability is a key for a citizen to be able to make a positive contribution to digital life. If the digital citizen is not able to act properly and wisely in his digital life, then this will have a negative impact on people's lives in the network.

According to Danuri, (2019), in digital life as it is now, people take advantage of the convenience of technology to help with their daily activities. Such as: (1) Obtaining needed information and news at any time. (2) Obtaining goods and services in fulfilling their needs. (3) Conducting socialization through digital platforms. (4) Obtain various learning references and materials cheaply and quickly, and can carry out the teaching and learning process through a digital system. (5) As a place to seek entertainment and experience in accordance with the thing of interest.

According to Santoso in (Danuri, 2019), technological advances not only change human life style from time to time, but also affect the way a person perceives, thinks, and accelerates brain neurons to provide feedback on changes and technological advances that continue to occur. On the human side, they really need and depend on digital technology which has an impact on the way of thinking and behavior patterns, digital technology addiction has started to bloom in all age ranges, which in turn has brought humans to an era of rapid transformation. This happens because digital technology brings convenience. Digital life is a life where individuals cannot be separated from technology, depending on the facilities and all the conveniences offered in it in carrying out life.

Character Concept

Character is the way a person behaves, or a person's behavior pattern is different for each individual. The character shown is a result of interaction or stimulation provided by the environment in which the individual is located (Ryan, 2003). The creation of good character is influenced by several aspects that are closely related to one another, including knowing or understanding something good, loving or liking something good, and doing or implementing something good. An individual is born in a state of not having any knowledge, but over time, the individual tends to have drives that naturally come from within him, which in turn has implications for the way an individual perceives and reflects on what he sees and feels from the environment. environment through action. Based

on this, the things that are obtained in the care, education, and experience that an individual goes through will be able to direct the passions, feelings, and tendencies that are great from within him to develop in tandem which will ultimately lead the individual to the achievement of a character that is good for him. good. Knowing what is good means that one can understand, and distinguish between good and bad things. Knowing good is an individual's ability to summarize or draw conclusions in certain circumstances, then can determine the best way to deal with it, then can implement it. Aristotle calls this a practical policy or practical wisdom (Aristotle in Sudrajat, 2011)

There are several reasons that underlie the urgency of inculcating character values for a person, namely: first, the lack of inculcation of moral values to someone will lead to a problem or conflict. Second, moral values are a vital thing in a person's life, related to this, it can be concluded that the cultivation of moral values is a very important need for every individual. Third, if someone lacks experience about moral values, then the cultivation of moral values really requires the role of teachers, lecturers, or superiors. Fourth, the cultivation of character values is carried out with the aim that good character is preserved and owned by each individual. Fifth, in carrying out duties and responsibilities in the world of politics, one does not only need intelligent thinking but also good character. Sixth, education has a relationship with character building (Lickona in Putri & Supriyanto, 2020).

According to Sudrajat, (2011), the development of the character values of the Indonesian nation is based on four sources, namely religion, Pancasila, culture, and the goals to be achieved in the educational process. Fajarini, (2014) argues that character has a big impact on someone in achieving the goals they want to achieve in the future. This happens because the good character possessed by an individual can provide an impetus to continue to take action that is goal-oriented, never gives up and always eager to achieve the goals he wants to achieve. Character education also has urgency in planting understanding and skills in order to increase individual insight. In practice, the formation of character values for students really needs support from lecturers and the environment. The environment and lecturers act as stimulus and provide nuances that support and direct them to dare to express opinions (Suryani, 2013). Character is formed based on what a person gets and absorbs through a relationship between humans which will ultimately affect him in interacting, therefore, an individual must pay attention to the surrounding environment and his association. Character education that is not accompanied by cooperation with the environment can trigger the creation of discommunication, which can lead to failure. Therefore, character building must be done together by embracing the people around him (Yunus, 2016).

Students also play an important role in achieving success in the character building that is carried out (Rosada, 2013). Students can be supporters or even become obstacles to the character building process. According to Ace in (Surya, 2017), an institution or institution is free to apply the methods to be applied in character education to form quality human resources. In order for the character building process to be carried out properly, various activities carried out in the lecture process must be oriented towards planting, introducing, and strengthening moral values (Hamid & Sudira, 2013). In this case, organizations that exist in universities and faculties can be applied as a strategy for building student character.

The university's internal student organization has a function as a means for students to accommodate and express their aspirations and opinions through student activity programs. In addition, student organizations have a role as a forum for personal development of students as educated individuals, educated future leaders of the nation, through training in leadership, management, and other skills in the organization. To be able to train and develop students' personal or interpersonal abilities and skills, in addition to being obtained during lectures, they can also be obtained through student organization activities or community organizations provided by campuses such as BEM, MPM, HMJ and UKM (Basri & Dwiningrum, 2020). The types of activities carried out in extracurricular activities are: 1) Success skills with the aim of building character values such as honesty, cooperation, responsibility and visionary; 2) Religious education with the aim of building character values of faith, honesty, and commitment; 3) Development of creativity with the aim of building creative, innovative, critical character values and daring to be different; 4) Leadership training with the aim of building character values such as courage, discipline, exemplary, responsibility, and the ability to lead; 5) Entrepreneurship with the aim of building character values such as accuracy, tenacity, independence, and never giving up.

The Role of Organizations in Building Student Character in the Digital Age

Organization is a place to achieve common goals. Student organizations have a very important role, therefore it is very unfortunate if there are students who do not join the organization because students are required to become agents of change. The expectations of the community, the nation's family, the state and the world are borne by students, because students are intermediaries in conveying the aspirations of the community. From an academic point of view, the task of students is only one, namely learning. But in the world of lectures/academic learning, not all things can be learned by students, soft skills can be obtained through organizations. Student organizations provide opportunities for students to develop themselves in various aspects.

Increasingly sophisticated digital developments will change all orders in life (Ashifa & Dewi, 2021). This is evidenced by changes in people's lifestyles, activities or community activities that are more effective. Entering this era, the role of the organization is very important in the formation of student character so that student behavior does

not deviate from the things that make the nation's character fade. Character is a special attitude or behavior that is owned by each individual. So the national character is the attitude and characteristic of a country which is reflected in the behavior and personality of citizens that distinguishes it from other countries (Nafisa, 2016). These behaviors and personalities can appear by themselves or because the government is trying to advance the country.

The digital era has become a challenge in shaping students with character because current technological advances are like a double-edged sword, it has enormous benefits, but on the other hand causes negative impacts (Wulandari, n.d.). An example of this negative impact is shaping students into anti-social human beings. Access to information that is very easy to obtain can trigger juvenile delinquency, violence, corruption, terrorism and other crimes. Pornographic content that is getting easier to access damages the human brain so that they cannot distinguish between right and wrong and have no shame. Ir. Soekarno once said that this nation must be built by prioritizing character education. If this cannot be done, this nation will become a nation of coolies.

The role of the organization for students is to become a barrier to the entry of negative culture that is not in accordance with the Indonesian nation from outside, because digital does not always have a positive impact (Rofi'ie, 2017). If we do not use it wisely, it will have a negative impact on its users. Alibis educate the nation but can actually undermine the morals and character of the nation. In just one hour we can get hundreds or even thousands of incoming information. Some of the information has a positive impact and some has a negative impact, especially nowadays the spread of hoax information will be very easy to publish. If the information is not managed and the emotional regulation is not good, which will cause negative feelings, such as feelings of envy, jealousy, insecurity, wanting to be like this, like this and so on. This will affect the character and identity of the nation, will be easily swayed. This can be done by holding webinars for members of the organization.

According to Agus Wibowo, the role of character education in universities is the development and formation of student potential. Organizations can be a forum for developing student potential, for example student cooperative student organizations can be a forum for students who are happy in entrepreneurship and managing finances, the choir can be a forum for students who want to develop their talents in singing, Perslima can be a forum for students who want to develop his talents in the press and media and so on. The second is to strengthen and improve the negative character of the nation in a positive direction and strengthen the role of the community, government, family to take responsibility and play an active role in developing the nation's potential to become an advanced, characterized, prosperous and independent nation. The third is as a means of filtering good national culture so that it becomes a complete national character. These things can be obtained by students in the organization.

Soft skills in today's digital era to shape student character are also very important in order to be able to face the changes that exist. These soft skills include the ability to think critically. Someone who has the ability to think critically will not fall into terrorism, radicalism, violence. Someone who is trapped in terrorism, radicalism is a person who does not have critical thinking in analyzing. Therefore, people who have critical thinking will not be trapped in doctrines that carry out acts of radicalism, terrorism and so on. Other soft skills needed in the digital era are complex problem solving, high creativity, human resource management, emotional intelligence, leadership, public speaking and emotional intelligence. This can be found in the organization.

Based on studies that have been carried out by reviewing several sources, the role of organizations in character building in the digital era is very important considering the very rapid technological advances, the entry of cultural influences from outside, information that is very easily accessible and obtainable, if we do not have a strong national character. strong, then we will easily fall into negative things. Student organizations as a forum for student character development can train students in critical thinking, leadership, emotional intelligence that will save them from negative things in the era of globalization. Students as agents of change will also be a reminder to other people about the impacts of current technological advances.

4. CONCLUSION

In essence, student organizations are a forum for students who want to achieve common goals. In addition, student organizations also play a role in educating student characters in the digital era. So it is very unfortunate if students do not join the organization. A very important role of student organizations in educating student character in this digital era is critical thinking. If students do not have the ability to think critically, it will be very easy to fall into things that weaken the character of the nation. Students must be able to be good examples for the community and the task of students is also to make the best use of existing digital technology and then implement it in everyday life.

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