

Research Article

Video Design for Clean and Honest Characters Strengthening of Mahasantri Ma'had Al-Jamiah IAIN Padangsidimpuan

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Abstract.

Character Education is an important element in developing affective to be good person especially as mahasantri, and it is significant to create the good value of clean and honest. The study aims to design video of 'clean and honest living characters' among mahasantri in Ma'had Al-Jami'ah IAIN Padangsidimpuan. Designing video for 'clean and honest living character' is resulted by research and development. This study use Focus Group Discussion as the instrument, beside observation and interview. Based on the instrument, it is found that content of video was designed into two videos of 'clean character' and 'honest character'. These two videos contains of four parts: part 1 is monolog about clean and health life character, part 2 is the slogan of clean and health living character, part 3 is the picture that show the contrast of positive and negative condition, and part 4 is short story about clean and health life character.

Keywords: Video design; character education; living characters'

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1. Introduction

Studies about Character Education have been largely conducted since President Susilo Bambang Yudhoyono echoed it in 2012. The Search of Google Scholar shows that since 2015 there are 19 studies about clean characters, 715 studies about honest characters, 6 studies about mahasantri characters and 45 studies about Ma'had Al-Jami'ah, and 7 studies about socialization video. However, a specific study about socialization video for clean and honest characters on mahasantri in Ma'had Al-Jami'ah was not found.

This study aims to construct an effective video design as a media in strengthening character of clean life and honest on Mahasantri in Ma'had Al-Jami'ah. The construction of video design will be found through research to be presented in the activities of Ma'had

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Al-Jami'ah which in this case is the community of Mahasantri in Ma'had Al-Jami'ah IAIN Padangsidempuan.

Cleanliness and honesty are the main Islamic values as the foundation of people's live, including the community of Ma'had Al-Jami'ah. Nevertheless, in Stages of Change Theory, Mahasantri are suspected include in the category of pre-contemplation or unaware even though they have known the value of cleanliness and honesty in Islam. They find it difficult to apply this normative value in the reality of Mahasantri's life in Ma'had Al-Jami'ah. In addition, as in the Social Learning Theory that had developed into Social Cognitive Learning about character is the reciprocal determinism result, namely individual character affects the environmental character as well as the environmental character affects individual character. The clean and honest characters of Mahasantri will affect the environmental character or vice versa.

The formulations of students' characters in IAIN Padangsidempuan are clean and honest. These characters also have become the Mahasantri's characters in Ma'had Al-Jami'ah IAIN Padangsidempuan. The Ma'had Al-Jami'ah system has been applied in the fifth year or exactly from 2015/2016 academic year. The reality shows that the Mahasantri are barely taking a bath, their clothes are scattered in the rooms, beds are messed up, plates and shoes are chaotic, floors are dirty, windows and room ventilations are always be closed, trash are strewn around the Ma'had Al-Jami'ah, clothes are washed and dried at any places, bathroom and toilet are dirty. They are also being dishonest, leave the dormitory without permission and always find their money and small stuff lost.

These conditions cannot be tolerated just in case it would be Mahasantri's bad habitual in Ma'had Al-Jami'ah IAIN Padangsidempuan. Therefore, some ideas need to be considered to change these conditions for the better. Mahasantri, the young generations, are aged 17 up to 21 years old, or have been in the stages of adolescent development. The characters of adolescents tend to have formed, so mahasantri's behaviors are the reflection of themselves and their families. If it is attributed to the reality, so the mahasantri's behavior will be slovenly and dishonest. This individual behavior can affect the environmental behavior; thus, we immediately need to find some problem-solving through the study and socialization services video just to have these clean and honest characters.

The character building in Ma'had Al-Jami'ah has been carried out in order to instill values of Muslim character in the Mahasantri, themselves. The limitations of facilities and self-belonging to these low facilities, knowledge, attitudes and life-skills, low awareness, lack of technical guidance, less-modeling, monotone lecturing methods, limited media, unbalance builders and mahasantri ratios become the root of problems in order to

build up mahasantri's characters and derive it difficult to be realized in their daily live in Ma'had Al-Jami'ah.

These conditions must be fixed through the use of video as a media in strengthening the clean and honest characters of Mahasantri in Ma'had Al-Jami'ah IAIN Padangsidimpuan. This alternative solution is done along with the consideration of the large number of Mahasantri for the character education requiring learning media. The audio-visual media usage such as video definitely can stimulate Mahasantri to do the contents in the messages to strengthen these clean and honest characters. Socialization video has started to do during the character building program so that the strengthened clean and honest characters have just happened on Mahasantri in Ma'had Al-Jami'ah IAIN Padangsidimpuan. It has been studied by Niswa[1], Permadi[2], Riyana[3], and Santoso[4] that showed the video can be a media to strength the clean and honest characters.

Based on the background of the problem above, this study aims 1) to design a video to strengthen the clean character on Mahasantri in Ma'had Al-Jami'ah IAIN Padangsidimpuan and 2) to design a video to strengthen the honest character on Mahasantri in Ma'had Al-Jami'ah IAIN Padangsidimpuan.

There are four theories used in this study, they are two theories of communication consists of theory of gaining compliance developed by Gerald Marwell and David Schitt[[5] and theory of constructivism. Then, theory of message design includes theory of planning and theory of message design logic. These four theories become the analysis core in order to plan video design in the dimension of strategy and the design of the message content in the video. The message of strengthening clean and honest characters will be designed according to the context of mahasantri's needs along with the Theory of Gaining Compliance and Constructivism while the message content is designed along with the Theory of Planning and Message Logic.

Further, C. Asri Budingsih[6], character education can be done with several approaches, namely: 1) Character building started from teaching moral knowledge about right-wrong, good-bad, and ethical-unethical. 2) Character building is done through the stage of moral feelings. 3) Character building is expected to lead to moral deeds.

The use of video as a media has some advantages such as; easy, communicative, varied, integrated in unit, raising motivation and independency; while the weaknesses are material cannot be presented all, needs special equipments, need electricity, and need special skills and team works[7]. Although there are advantages and disadvantages of video media, but its advantages are much more than the weaknesses. Therefore, the use of video media needs to be implemented.

2. Methods

This study is a kind of Research and Development (R&D) which aims to produce a video design to strengthen the clean and honest character of the student on Ma'had Al-Jamiah IAIN Padangsidempuan. In this case, researchers play the main role as product planners and work together with research informants to design a video. Primary Data Sources are Vice Chancellor for Academic Affairs, Deputy Chancellor for Student Affairs, *Mudir* (Chief of Ma'had), 10 *Muwajjih* (the person who control the musyrif and mahasantri), and 20 *Musyrif* (the students as the leaders of mahasantri), Deans, and some *Mahasantris*. Secondary Data Sources are the Heads of the Study Programs, the Head of the Language Development Center, the Head of the Library Center, the manager of Ma'had Al-Jami'ah, and the mahasantri catering party. Those informants are determined by the Key Person technique. This study was done by 4D model of the Thiagarajan version, they are Defining (by need analysis and FGD), Disigning (by designing 2 kinds of videos), Developing (by testing the effectiveness of the video to strengthen clean and honest characters of the mahasantri), and Disseminating (by informing, presenting, and publishing the result). The instruments of data collection used in this study are: 1) Observation, 2) Interview, 3) Focus Group Discussion. Narrative and descriptive data can be analyzed by using a qualitative approach.

3. Results and Discussion

Base on some rules, thus IAIN Padangsidempuan applied Ma'had Al-jami'ah system. Since 2015, IAIN Padangsidempuan pledged to hold Ma'had Al-Jami'ah with the formulation of the vision and mission as follows. The vision is to be guidance and strengthening center for Mahasantri/ah about Al-Qur'an, Character Building, Worship, Arabic and English language skills. Then, the missions are 1) Developing students' Al-qur'an literacy skills, 2) Practicing the values of character and noble character, 3) Increasing the practice of worship, 4) Improving student skills in Arabic and English, and 5) Improving the ability of mahasantri/ah to read and understand kitab turats. By those vision and mission, the objectives of Ma'had Al-Jami'ah IAIN Padangsidempuan are: 1) Improving the ability to read and write Al-Qur'an, 2) Instilling charity and noble character, 3) Fostering Mahasantri/ah in strengthening worship, 4) Educating students to have Arabic and English skills, and 5) Developing the students' interest and talents (soft skills).

In order to achieve these visions, missions, and goals of Ma'had Al-Jami'ah IAIN Padangsidempuan can be realized by carrying out the entire program of Ma'had Al-Jami'ah IAIN Padangsidempuan. Meanwhile, the all of these programs are set for students of IAIN Padangsidempuan in I and II semesters. The observations and interviews as well as the Focus Group Discussion conducted in this study are to indicate that there are some unclean or unclean behaviors carried done by mahasantri/mahasantriah at Ma'had Al-Jamiah IAIN Padangsidempuan.

The videos designed have been designed to strengthen Mahasantris' clean character in Ma'had Al-Jami'ah IAIN Padangsidempuan were based on the observations, interviews, and Focus Group Discussion results on the step of preparing product. By those instruments can be known that the video design is made based on Mahasantri conditions in Ma'had Al-Jami'ah as follows.

Part I : Muwajjih's monologue about the significance of clean character in mahasantri /

mahasantriah especially to maintain cleanliness that is explained in English.

Part II : Cleanliness slogan

Part III : Comparison the negative and positive conditions (dirty and clean)

Part IV : Short stories that acted by Mahasantri/ah to maintain cleanliness and it contains dialogue and story lines.

The strengthening honest character video design has made by four parts, namely:

Part I : Slogan or jargon about honesty.

Part II : Comparison of two negative and positive conditions (lying and honest).

Part III: Short stories that acted by Mahasantri/ah to love honesty.

Part IV: Monologue/testimony/storytelling mahasantri/mahasantriah about commitment to maintain honesty.

The clean and honest character video was designed based on Theory of Gaining Compliance. It means that the message designed to obtain mahasantri/ah compliance in the implementation of clean and honest characters that need to be displayed that positive and negative behavior in both characters get the consequences of rewards and punishment, and expertise on positive and negative results. The messages in this clean and honest character video apparently show that clean and honest characters will have good consequences if they are obeyed and bad results if violated. The reward and

punishment, as well as showing expertise in Theory of Gaining Compliance become the theoretical framework in this video character design.

If clean character is implemented, the *mahasantri* will be awarded healthy, concentration in learning, and diligent in learning. However, if the dirty character is implemented, some consequences or punishments certainly be happened; such as illness, stink air, laziness, and loss concentration in studying. Both reward and punishment can be obtained naturally of the nature's law of the world. In the video, the messages have been designed base on this theory of gaining compliance.

In the video about honest, the message content is conveyed to be behave honestly, especially with respect to the others' property. If honest characters are displayed then other's property will not be taken/ hidden or will be immediately returned. So otherwise, if dishonest or fraudulent characters are displayed then the rights of others will be taken.

The message content in the video about both clean and honest characters based on Theory of Gaining Compliance can be seen below: 1)The video design in the short story part on cleanliness illustrates the conditions in which students clean their hanging towels and *mukenas*, sweep rooms, wash dirty dishes, and tidy up stacks of books. These actions were fully done consciously, *mahasantri* know that this kind of clean lifestyle will make them healthy and be appreciated by others. 2) Video design in this cleanliness short story illustrated that the hanging clothes, dirty dishes, the scattered learning equipment and dirty beds would attained odor, rooms full of mosquitos or ants, and cough. This video shows *mahasantri's* punishment if they keep doing unclean lifestyle and it has been explained in the Theory of Gaining Compliance. 3) Video design in contrast conditions is designed based on reality in Ma'had Al-Jami'ah IAIN Padangsidimpuan. The clean character shown by disposing of trash in its place can be implemented if the trash facility has been provided. *Mahasantri* can litter because of the lack of sanitary facilities provided by Ma'had Al-Jami'ah. In addition, actions taken are often deemed trivial by *mahasantri* because the deeds committed are not seen by others, and those actions are also not punished. The absence of applicable regulations and sanctions for violations of the rules made, so *mahasantri* pay less attention to aspects of cleanliness. As Theory of Gaining Compliance states that someone will more easily obey the rules if there is an award or punishment. 4)The video design in the short story part has shown that the owner of the lost wallet expresses his gratitude for the kindness of the *mahasantri* who returned his wallet. This shows that honest character will be obeyed if there is appreciation in its implementation. 5) The video design still in the short story part also showed that *mahasantri* imagining that they would get karma

if they use someone's money. This certainly shows that dishonest characters get a punishment as a consequence.

The message contents, in the video about clean and honest characters based on Theory of Gaining Compliance through impersonal commitment shows that making moral appeal by describing clean and honest characters as good things to do. This can be demonstrated through the whole descriptions of positive contrast phenomena designed in the video of clean and honest character.

In the Theory of Constructivism which became the theoretical framework of this study, that *mahasantri* and *mahasantriah* had to behave according to the concept and the interpretation of objects in their minds. If the concept of clean and honest become the main character must be possessed by a Muslim, the *mahasantri* and *mahasantriah* must have behavior as what as the Muslim certitude, because they are Muslims. So, what we want to emphasize in the video contents is the actions of *mahasantri* and *mahasantriah* are as the concept reflection and interpretation. If Islam demands that clean and honest belong to Muslim actions, so they can be said not Muslims if they keep being ignorance.

The design of this video is created based on the conditions that occur in *mahasantri* and *mahasantriah* of Ma'had Al-Jami'ah IAIN Padangsidempuan. They often sit together with their friends while having meal, let the trash scattered and do not put it into the trash-bin. Based on the Theory of Constructivism, it can be analyzed that a person does something based on interactions with his environment. Thus, the habit of littering that occurs in the Ma'had Al-Jami'ah boarding house in IAIN Padangsidempuan will become a common costume that is being ignorance towards the environmental cleanliness.

In addition, this character video was designed by using conventional logic, namely monologues, slogans, words, and expressions. This video was compiled by positioning the video composer and audience communication according to a number of procedures in Ma'had Al-Jami'ah IAIN Padangsidempuan. The spoken and written languages used in the video are formal, appropriate, and followed the ethics of the community in Ma'had Al-Jami'ah IAIN Padangsidempuan.

As known that in general video can support learning and build the characters of the learners[8], and Sahan [9] also showed that lecturing with video are effective for the students' learning. By using videos, it will be easier for developing learners' ability and another side of them. It will be applied in character building activities in has been Ma'had Al-Jami'ah IAIN Padangsidempuan that showed by Magdalena[10] dan Rizal Siregar[11] in their studies. So that, it is significant to use the video or media to strengthening the character, especially the clean and honest character that showed in the varians study

by Muhibuddin[12], Christina[13], Jumaeda[14], Machfutra[15], Sofyan[16], Sudrajat[17], Utami[18], and Tanuwidjaja[19].

This video is designed based on the message logic theory, when mahasantri use their logic in deciding the right action or the opposite. In this case, the students choose to throw garbage into the trash bin because they are aware of the negative impact they will get when do littering.

The both of these videos can access in youtube. The first video about honest can access in link https://www.youtube.com/watch?v=ekSh-Ld95vU&list=PLcNrSFTftSLvIUGYclvrJX459BgbgC_uE. Beside this, the second video in link https://www.youtube.com/watch?v=qL_ywTCMAOI.

4. Conclusion

This study is the result of IOP BOPTN research of IAIN Padangsidempuan in 2019, so thank you to all parties who helped in realizing a clean and honest character strengthening video in Ma'had Al-Jami'ah IAIN Padangsidempuan. The realization of a clean and honest character strengthening video needs a further maximization through the cinematography so that it would be presented more elegant. However, the writers want to give advice to all parties who related to Ma'had Al-Jami'ah IAIN Padangsidempuan to use this video as a teaching media to strengthen the clean and honest character of mahasantri. In addition, the socialization of the clean and honest character strengthening video needs to be done to all parties who manage Ma'had Al-Jami'ah, especially at PTKIN in Indonesia.

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