Lecturer Strategies in Instilling Student Ethics

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ABSTRACT

The strategies that need to be carried out in the classroom should be varied and effective, in order to create a conducive classroom. In relation to communication strategies, which are known as planning in delivering messages through a combination of various communication elements such as frequency, formality, content and communication channels. The message conveyed is easily accepted, can help the teaching and learning process in the classroom balanced with the cultivation of ethics for students. However, based on the observations of researchers, the communication strategies carried out by lecturers towards students are less effective, students do not instill ethics in the classroom and the lack of active interaction that occurs between lecturers and students. The purpose of this research is to find out the communication strategy of lecturers in instilling ethics to students through teaching and learning activities in the classroom. The research method used is a qualitative approach. The data collection method used is Literature Study or Literature Review. The results of this study are if the lecturer is able to act as an effective communicator by having indicators that at least include the following things: credibility, capability, clarity, sympathy and entusiasm. Then the cultivation of ethics to students can develop well. In addition, some aspects that can be done in instilling ethics to students are self-development and the implementation of the culture at the university (for example through mindfulness).

Keywords: Lecturer Strategies, Student Ethics

INTRODUCTION

An effective teaching and learning process is influenced by various things. One of them is not only related to material, but the delivery of material should be in accordance with the lecturer's code of ethics as a step in instilling ethics which is very necessary today. Students are not only equipped with knowledge but need to instill ethics for everyday life.

The ethics that need to be instilled in students need to refer to the principles of right and wrong that individuals act as free moral agents used to make choices to guide behavior (Prasetyaningrum et al., 2022, p. 520).

An important aspect of a person's life is to have ethics that can be properly instilled through general and specific learning experiences from various fields.

The application of communication strategies in the classroom, of course, there are still some obstacles that reduce the essence of teaching and learning activities, related to the ethics that need to be instilled. As for some of the obstacles experienced such as, the strategy used is less effective, lack of instilling ethical values,

and lack of active interaction between lecturers and students.

The ethics that should be owned by students is good communication ethics so as to create good and harmonious relationships between people. Conversely, without knowledge of communication ethics, there will be misunderstandings that cause disputes and quarrels that can divide human life (Sari, 2020, p. 130).

As an educator who is in the classroom, you should not only master the material, but also be able to set a good example and teach students many things not only related to academic content, but also life attitudes in the right ethics (Marjianto & Platian, 2019, p. 28).

In addition, it is also necessary to have a communication strategy that uses communication methods in the form of discussions in the teaching and learning process in order to create learning that takes place very effectively, so that the material discussed increases intellectuality (Miftah, 2019, p. 90).

The purpose of this research is to obtain information about the communication strategies of lecturers in instilling ethics to students through teaching and learning activities in the classroom.

This study used the Literature Study or Literature Review method. This method is used to identify theories related to the problems raised as reference material for discussing the research results (Fadhilah et al., 2021). Carrying out a literature review is similar to carrying out activities (Cahyono et al., 2019): 1) data/ information collection, in this study it was carried out using the Publish or Perish application with the Google Scholar data base, 200 article titles were obtained related to the keyword "Lecturer's communication strategy in instilling ethics to students", 2) evaluating data, theory, information or research results, from the evaluation results 49 titles were selected based on the abstract, and 3) analyzing the results of publications such as books, research articles or others related to the research questions that have been previously compiled, based on the results of the analysis, articles related to lecturer communication strategies and ethics were obtained in the amount of 11 articles to be further reviewed in this study.

CONCLUSIONS

The cultivation of ethics in students needs to be added to the quality of learning provided by lecturers (educators) as a performance to exceed the minimum standards of indicators that must be carried out by lecturers in learning, so as to obtain results from the cultivation of ethics that are beneficial to students and lecturers (Sumardi, 2022, p. 606). The following is a search for articles that have been screened by the author according to the focus and limitations of the research. Among them are:

1. Title: "The Cultivation of Bisri Mustofa's Communication Ethics in the Learning Process at Ma Nurul Islam Boyolali". Author and Year: (Rizqi, Wahid Tuftazani: 2021). Research Results: The results of the study concluded that: Bisri Mustofa's conception in ethics education is to pay special attention to how to convey information to others with good language, smooth language, and not hurt someone's feelings in communication. This conception can be instilled in society through education by paying attention to learning objectives, learning methods, and learning evaluation. In its application, Madrasah Aliyah Nurul Islam Boyolali strives to apply this conception by paying attention to the lesson plan and also the learning process.

2. Title: "Student Obedience in Attitude and Ethics towards Lecturers in the Teaching and Learning Process". Author and Year: (Rustam & Yulaika Ruslina: 2021). Research Results: The results showed that all respondents (100%) had violated campus regulations. 66.67% of respondents once made a statement letter violating campus regulations. 66.67% were once reprimanded by a lecturer. 83.33% of respondents violated ethics and were followed up by being advised, guided and directed by lecturers. 66.67% of respondents once violated ethics in class while studying. The results of this study indicate that most students have violated the rules and ethics as students on campus. If this continues,

there will be degradation of student ethics so that it is necessary to socialize and guide students regarding how to behave and be ethical on campus.

3. Title: "Communication Strategies of Lecturers and Students in the Implementation of Susila Teachings in the Hindu Communication Science Study Program of STAHN MPU Kuturan Singaraja". Author and Year: (Ariyoga & Gede Agus Jaya Negara: 2023). Research Results: The strategy used by lecturers of moral courses in the learning process is to use communication learning methods and relevant communication styles. Among them are two-way communication, online communication, descriptive communication, interactive communication, inclusive communication, communication ethics and motivating communication. As well as in order to further improve student understanding in moral learning, it is carried out by carrying out donations to the Dana Punia orphanage and carrying out Tirtha Yatra. This has an impact on strengthening student character intellectually, emotionally, and spiritually.

4. Title: "Communication Ethics: Instilling an Understanding of Communication Ethics to Students". Author and Year: (Sari, Afna Fitria: 2020). Research Results: Instilling an understanding of communication ethics to students is very important so that they know how good communication ethics are when communicating in terms of behaving and speaking naturally in receiving messages conveyed by communicators to communicators. Such as student communication ethics to lecturers. By understanding the meaning of verbal and non-verbal communication of the interlocutor. So as to create harmonious and warm communication in interaction. Making the message conveyed is more easily accepted by the interlocutor (communicant) and the creation of mutual respect between the communicator and the communicant.

5. Title: "Reactualization of Character Education in Developing Student Mindset as a Concept of Mental Revolution". Author and Year: (Yulianti & Prihatin Sulistyowati: 2018). Research Results: Based on in-depth observations and interviews, the results show that 1) honest character; religious values, responsibility, discipline, order, neatness, cleanliness, and politeness. 2) intelligent character; curiosity, love to read. 3) caring character; peace-loving, friendly, communicative, social care, and tolerance. 4) hard work character; independent, respect for achievement, 5) independent character; democracy, a significant increase in habits or attitudes that are always of good character. The lecturer's strategy involves students in making lecture contracts, to the use of methods and media to develop student character.

6. Title: "Strategy for Strengthening Character Education in Higher Education". Author and Year: (Wulansari et al., 2023). Research Results: The implementation of character education in the teaching and learning process in higher education must be integrated with all courses programmed for students. The concept of character education is programmed with a strategy that is mupuni such as the strategy of moral knowing, moral knowing, moral modeling, moral feeling ang loving, moral acting, punishment, habituation. Should be applied in every university until students have an inseparable unity of good character (knowing, feeling, and acting) in their daily lives.

7. Title: "Code of Ethics and Student Morals (Study of the Role of the Code of Ethics Team in Fostering Student Morals at IAIN Madura)". Author and Year: (Sa'diyah, H., & Rosyid, M. Z.: 2020). Research results: Shows that the Code of Conduct Team has a considerable role in guarding student ethics and student morals at IAIN Madura for the better. The Code of Conduct team as a mentor, and supervisor and moral coach of IAIN Madura students. Code of Ethics coaching activities are carried out since the orientation of new students as well as during the learning process in class, besides that the Code of Ethics Team also collaborates with teaching lecturers and Head of Study Program to impose sanctions when they see direct violations. Prodi to impose sanctions when they see violations committed by students while on campus.

8. Title: "Governance/Corporate Social Responsibility (CSR) and Ethics in Strategic Management in Education". Author and Year: (Putrianingsih & Agus Zaenul Fitri: 2023). Research Results: Ethical cultivation includes aspects of culture, morality, and faith, ethics are moral principles, and guidelines for real life are applied with ethics (attitudes). Discipline is related to self-control and the ability to

distinguish between what is right and what is not in behavioral guidance. Challenges include achieving long-term life goals. Business ethics is based on good character education, and it is simple to build positive relationships with related parties in business so that operations can run smoothly and efficiently.

9. Title: "Ethical Competence of Teachers in the Learning Process". Author and Year: (Fitriani et al., 2020). Research Results: There are several elements of work habits including: habits of managing time, habits of self-development, work discipline, habits of human relations, habits of hard work. It will be a way in the success of the teacher's ethical competence in the learning process. What teachers do in the learning process will be a measure of success in teaching, especially in ethical competence in the learning process that interacts a lot with students.

10. Title: "The Role of Lecturers in Efforts to Discipline Students through Self-Concept Strategies". Author and Year: (Yuniarsih, Yuyun: 2020). Research Results: Efforts to discipline students through self-concept strategies in higher education through dressing neatly, disciplining students through behavior, namely politeness in speaking, disciplining students through flag ceremony activities to commemorate holidays, disciplining students in terms of time, not being late for class, disciplining students through campus environmental cleanliness. The obstacles faced by lecturers in disciplining students through self-concept strategies are the lack of understanding of lecturers and students about the importance of self-concept.

11. Title: "Application of Communication Ethics by Digital Immigrant Lecturers to Digital Native Students as a Communication Strategy in Online Learning". Title and Year: (Hamzah & Rafiqah Yusna Siregar: 2023). Research Results: Shows that Digital Immigrant lecturers are a generation that upholds media communication ethics aimed at Digital Native generation students. The form of media communication ethics in online learning as a communication strategy is manifested by forming rules that must be obeyed by students such as activating the camera, giving a time limit in filling out attendance and joining online discussion forums and utilizing the comments column if students want permission. These four things are done with the aim of respecting and appreciating the presence of lecturers, not cutting the conversation when the lecturer is explaining the material, proof of attendance and seriousness of students in learning online.

The results of the 11 articles above show Lecturer Strategies in Instilling Student Ethics are as follows:

1. In its application, Madrasah Aliyah Nurul Islam Boyolali seeks to implement the conception by paying attention to the lesson plan (RPP) and the learning process, namely by focusing on one of the subject matter taught where the learning objective is to train students to be able to use good ethics when discussing in learning.

2. Most students have violated the rules and ethics as students on campus. Therefore, it is necessary for socialization and guidance to be carried out so that students understand how to behave and be ethical on campus.

3. The communication strategy of lecturers and students in the implementation of moral teachings in the Hindu communication science program, STAHN Mpu Kuturang Singaraja is carried out well and smoothly. Lecturers always design moral learning interestingly so that students do not experience boredom in learning. The fun learning process has an impact on student activeness in attending lectures and inviting student attention, so that moral learning objectives can be achieved well. Relevant communication strategies and appropriate methods are key for lecturers in improving the quality of the teaching and learning process. As in moral learning, lecturers carry out communication strategies including: two-way communication, online communication, descriptive communication, interactive communication, inclusive communication, communication ethics and motivating communication. In addition to the communication strategies carried out by lecturers teaching moral courses, it is also balanced with relevant learning methods.

4. There is still a need for an understanding of good communication ethics so that it aims to maintain

one's interests with interlocutors so that they feel happy, peaceful, protected without any party having their interests harmed and the actions carried out are in accordance with applicable customs and do not conflict with human rights in general. The procedure for socializing, rules of behavior, human customs in society and determining good values and bad values.

5. The lecturer's strategy in instilling character values in developing students' mindset as a concept of mental revolution in the form of activities in the lecture process starting from involving students in making lecture contracts, to the use of methods and media to foster students such as arriving on time, familiarizing greetings, maintaining class neatness and cleanliness.

6. Character education is not a subject or course that stands alone, because the success of a university is not only building the competence of students through the transfer of knowledge but also with the transfer of attitude and values, so as to produce outputs that have high intellectual as well as good character.

7. The role of the code of ethics team in building the morals of IAIN Madura students is very significant, seen in several activities carried out by the Code of Ethics Team both during the orientation of new students and fostering the code of ethics in the classroom in collaboration with teaching lecturers and Head of Study Program and its staff. The implementation of the code of conduct team's performance in overcoming the moral problems of IAIN Madura students is carried out through student moral coaching activities and sanctions in accordance with the level of violations committed by students at IAIN Madura.

8. In terms of culture, morality, and faith, ethics are moral principles, and guidelines for real life are applied with ethics (attitude). Then discipline is needed related to self-control and the ability to distinguish between what is right and what is not in the guidance of behavior.

9. The ethical competence of teachers in learning has been carried out well, teachers have a role that is quite influential in educating students, especially in providing examples for noble character, teachers also play an important role in educating, guiding, teaching, evaluating, and being responsible for all learning processes provided to students.

10. Efforts to discipline students through self-concept strategies are disciplining students through neat dressing, disciplining students through how to behave, namely politeness in speaking, disciplining students through flag ceremony activities on the commemoration of major holidays, disciplining students in terms of managing time, not being late for class, disciplining students through campus environmental cleanliness.

11. Lecturers form rules that must be obeyed by students in the form of activating the camera during online teaching and learning activities, setting a time limit for filling attendance and participating in online discussion forums and using the comments column if students want permission. These three things are done with the aim of respecting the presence of lecturers, proof of attendance and seriousness of students in learning.

The existing problems regarding student ethics need to be improved through continuous teaching or cultivation. This is not only done at school but can also be continued at home or in each student's social environment. These principles help create a harmonious learning atmosphere and support holistic student growth, not only in terms of academics, but also in character development and social skills in Malik, 2016 according to (Sudarmawan & Yadnyawati, 2023, p. 75).

Then it should also be emphasized that it can be influenced by the organizational climate of the school/college to improve the distinctive characteristics in the form of feelings, attitudes, shared meanings and atmosphere felt by all school/college residents and parents of students who interact with each other (Dharmiastuti et al., 2022, p. 67).

This is certainly very important because it can provide a good combination for the creation of ethical cultivation in a conducive classroom environment as well as with an environment outside the classroom that

provides its own experience.

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Lecturers are very influential figures in students' lives and must be good role models in ethical behavior. The actions and words of lecturers become a reference for the formation of students' moral values. It is important to foster two-way communication between lecturers and students and build relationships of mutual respect and trust.

Through open dialog, lecturers can provide constructive feedback and encourage students to think about their actions. Furthermore, learning needs to be adapted to teaching materials that contain ethical values, which can be an effective means of raising awareness of the importance of good behavior. Lecturers can integrate case studies, movies, or discussions that are relevant to the learning material.

It is hoped that the atmosphere in the classroom will be positive and inclusive, and students can learn to appreciate and respect each other's differences. Lecturers must create a comfortable atmosphere for students to express their opinions and ideas. To achieve sustainable results, it is also necessary to evaluate student learning outcomes, and teachers also need to pay attention to the learning process. Process-oriented assessment helps students reflect on their personal growth and ethical behavior.

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