

# Strengthening Character Education through Role Models Educators

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## ABSTRACT

Education character is focus main in education in Indonesia. The role of educator as role model can in a way effective strengthen education character students. Lack of role model from part educators, good in speech, attitude, and action everyday, making student No own role model real For imitated . Its implementation No only through delivery material lessons, but Also through customs, culture school, and role model educators. Articles This aim For research role educator in strengthen education character through role model. Method studies literature covering focus, keywords, collection sources, selection, classification, analysis, synthesis, and discussion. Results review literature show that educator own position strategic as capable role models form attitudes, behavior, and morals of students. Education character is runway important For form personality student so that they own moral values, ethics, and attitude positive in life. Role model educator play role strategic in the process of strengthening education characters in the environment school. Through attitude, speech, behavior, and action, educator become role model imitated real and internalized by student.

**Keywords:** Character Education, Role Model, Educators.

## I. Introduction

Education is not only oriented towards cognitive achievement but also carries significant responsibility in shaping students' personalities and character. In the context of Indonesian education, strengthening character education is a primary focus, in line with the demands of the Independent Curriculum and government policies that emphasize the development of Pancasila-based student profiles. Values such as religiosity, honesty, responsibility, discipline, cooperation, and empathy need to be consistently instilled from an early age to provide students with a solid moral foundation to face changing times. Education aims not only to transfer knowledge but also to shape students' personalities, enabling them to become individuals with character. In line with the national education vision, strengthening character education (PPK) is a priority in facing the challenges of globalization, moral degradation, and social change. One key strategy in PPK is exemplary behavior demonstrated by

educators. Educators are not only teachers but also role models who are observed, imitated, and followed by students in their daily lives.

Education is a strategic tool for developing the nation's next generation of qualified individuals capable of meeting the challenges of the times. Beyond imparting knowledge, education is also responsible for shaping the character and personality of students. Therefore, character education is crucial to implement in today's education system. In this era of open globalization, the younger generation faces numerous challenges and influences from various cultures. Without a strong foundation of character, they are vulnerable to deviant behavior such as juvenile delinquency, brawls, drug abuse, plagiarism, and other social problems. This fact indicates a worrying moral crisis among students. Therefore, character education is essential to stem this negative tide and shape the young generation with noble character. Currently, national character building is a priority in national development. This is reflected in the 2005-2025 National Long-Term Development Plan (RPJPN), which places character development as one of the national development missions. The RPJPN states that the goal of character development is to shape Indonesians with morals, ethics, culture, and civility based on the Pancasila philosophy.

The importance of character education is also evident in its noble goal, namely to improve the quality of educational delivery and outcomes, leading to the development of character and noble morals in students as a whole and comprehensively. Furthermore, character education also plays a crucial role in addressing social problems in society. The moral degradation that plagues some young people, such as juvenile delinquency, violence, drug abuse, and other immoral behavior, is a result of weak character and morals. Therefore, instilling positive character values from an early age through character education is expected to prevent and mitigate these social problems. Several previous studies have also emphasized the importance of character education in addressing social problems and moral degradation among the younger generation. Educators play a strategic role as role models for students. According to Albert Bandura's social learning theory, human behavior is shaped through observation and imitation of important figures. In the school context, teachers are primary role models for students, emulating their time discipline, communication skills, religious attitudes, and integrity in their actions. Teachers' exemplary behavior extends beyond the classroom to everyday interactions within the school environment.

Unfortunately, in practice, there is still a gap between the character values taught and the actual behavior of some educators. Inconsistent behavior, low awareness of role models, and less than supportive external environmental influences often hinder the strengthening of character education. One effective strategy in instilling character education is through educator role models. Educators not only act as instructors who deliver lesson material, but also as role models whose actions will be imitated by students. Exemplary behavior includes aspects of attitude, speech, actions, and consistency of daily behavior. By providing good examples, teachers can foster moral awareness and instill character values more effectively. However, the reality on the ground shows that the implementation of character education still faces challenges. There remains a gap between the character values taught and the actual behavior demonstrated by some educators. Furthermore, the school and community environment do not fully support the creation of a consistent culture of role models. This situation highlights the need for more in-depth study of how educator role models can strengthen character education in schools. Seeing the importance of character education in forming the next generation of the nation who are qualified and have noble morals, its implementation needs to be carried out comprehensively. and integrated into the national education system. Close synergy and collaboration between schools,

families, and the community are needed to implement character education effectively and achieve its intended goals. Study This restricted on to what extent power educator influence and become example in implant education character to student.

## II. Literature Review and Hypothesis Development

### 2.1. Character Education

Character education is an educational approach that focuses on developing moral, ethical, and personality values in individuals. The primary goal of character education is to develop individuals with integrity, responsibility, honesty, and caring attitudes, as well as the ability to behave well in everyday life. Character education seeks to teach students moral and ethical principles so they can develop the skills and positive attitudes necessary to face challenges and make appropriate decisions in various situations. This involves teaching and modeling values such as honesty, responsibility, cooperation, empathy, discipline, role modeling, and respect for diversity (Murdiyanto, et al, 2023). The importance of character education is as follows:

1. **Building Good Morals:** Character education helps build good morals and character in individuals. It helps develop positive attitudes, ethical behavior, and integrity in everyday life.
2. **Developing a Strong Personality** Character education helps individuals develop a strong and stable personality. This involves developing social, emotional, and moral skills that support the formation of a positive identity.
3. **Developing Social Skills** Character education helps develop important social skills, such as effective communication, cooperation, and healthy problem-solving. This prepares individuals to interact positively with others and become contributing members of society.
4. **Promoting Justice and Tolerance** Character education promotes values such as justice, equality, and tolerance. This helps reduce discrimination, prejudice, and social conflict, and creates a more inclusive and harmonious society.
5. **Developing Good Decision-Making Skills:** Character education helps develop individuals' ability to make good decisions based on instilled moral principles and values. This helps reduce negative behaviors, such as violence, drug abuse, or crime.
6. **Building a Positive Learning Environment** Character education creates a positive learning environment in schools and communities. This creates a climate conducive to student growth, academic success, and mental well-being.

Thus, character education has an important role in shaping individuals with integrity, empathy, and responsibility, as well as building a better society.

### 2.2. Values and Principles of Character Education

Character education encompasses the teaching and understanding of moral values and principles that form the foundation of character education. Based on Murdiyanto, et al, 2023, here are some values and principles often emphasized in character education:

1. Honesty Emphasizes the importance of speaking and acting honestly, not cheating, and having integrity in all situations.
2. Responsibility Encourages individuals to take responsibility for their own actions and respect the consequences of the choices they make.
3. Cooperation Teaches the importance of working together with others, building healthy relationships, and valuing each individual's contribution.
4. Empathy Developing the ability to understand and feel the feelings of others, and to act with concern and empathy towards their needs.
5. Discipline Teaches the importance of having self-control, good habits, and the ability to follow rules and tasks diligently.
6. Justice Understanding and applying the principle of justice in treating everyone fairly regardless of differences in race, religion, gender, or social background.
7. Courage Encourages individuals to have courage in facing challenges, standing for the truth, and fighting injustice.
8. Respect Respecting the values, beliefs, and rights of others, and showing politeness and respect for differences.
9. Independence Encourages individuals to develop independence in decision-making, overcoming obstacles, and taking responsibility for themselves.
10. Compassion Building an attitude of compassion, empathy, and concern for other people, animals, and the surrounding environment.
11. Diversity Respect and value differences in culture, religion, race and other backgrounds, and promote inclusivity and equality.
12. Leadership Develop good leadership skills, such as the ability to lead by example, inspire others, and influence positively.
13. Perseverance Encourages individuals to have perseverance in facing challenges and overcoming obstacles in achieving goals.
14. Gratitude Teaches appreciation for the things we have and gratitude to people who have made positive contributions to our lives.
15. Community Service Encourage individuals to engage in community service and contribute positively to their communities.

Each of these values and principles plays an important role in forming a strong character and helping individuals to behave well in everyday life.

### 2.3. Character Education Goals

Character education has important goals: developing individuals with integrity, responsibility, and good behavior. Based on Murdiyanto, et al, 2023, here are some of the main goals of character education:

1. Developing a Good Personality The main goal of character education is to help individuals develop a good personality. This includes the formation of moral values, ethics, and positive attitudes that form the basis of individual behavior.

2. **Developing Values and Ethics:** Character education aims to teach and reinforce moral and ethical values in individuals. These include values such as honesty, responsibility, cooperation, empathy, justice, discipline, and others.
3. **Improving Attitudes and Behavior:** Character education aims to improve individuals' attitudes and behavior in everyday life. This includes good behaviors such as respect, politeness, caring, appreciating differences, and taking responsibility for their actions.
4. **Building a Positive Community** Character education aims to create a positive learning environment in schools and communities. This involves building a supportive, inclusive, and value-oriented community.
5. **Developing Social Skills** The goal of character education is to develop social skills essential for interacting with others. This includes the ability to communicate effectively, cooperate, resolve conflicts constructively, and appreciate others' perspectives.
6. **Developing Self-Awareness** Character education aims to help individuals develop self-awareness of their own values, strengths, and weaknesses. This enables them to make good choices and take responsibility for their actions.
7. **Motivating Independence and Achievement** Character education aims to motivate individuals to be independent, take responsibility for their lives, and achieve good personal goals.
8. **Encourage Participation in Community Service** Character education aims to encourage individuals to engage in community service and contribute positively to their communities.
9. **Facing Moral and Ethical Challenges** Character education aims to equip individuals with the understanding and skills to face moral and ethical challenges in everyday life. This helps them make good and responsible decisions.

These goals help create individuals who are qualified, well-behaved, and able to contribute positively to society. Character education plays a crucial role in shaping a future generation with strong values and responsibility.

#### 2.4. The Role of the Educational Environment

The educational environment plays a crucial role in shaping an individual's character and values. This includes the school, family, community, and society at large. Here are some of the key roles of the educational environment in character education:

1. **Behavioral Models** The educational environment provides behavioral models that serve as examples for individuals. Teachers, parents, and community members involved in education provide examples of expected values, attitudes, and behaviors. Through observation and interaction with these models, individuals can learn and internalize good values.
2. **Learning and Teaching Character Values** The educational environment provides opportunities for learning and teaching character values. Through a specially designed curriculum, students can learn moral values, ethics, and desirable behaviors. Teachers and educators are responsible for integrating character education into daily learning, both through formal lessons and extracurricular activities.
3. **Social Interaction:** The educational environment facilitates social interactions between individuals. These interactions include relationships between students, between students and

teachers, and between students and other community members. In these interactions, character values can be practiced and strengthened through cooperation, mutual understanding, fairness, and empathy.

4. **Consistency of Values** The educational environment is important to ensure consistency in the values taught and implemented. When character values are consistently practiced across various aspects of school, family, and community life, individuals are better able to internalize those values.
5. **Reinforcement and Feedback:** The educational environment provides positive reinforcement and constructive feedback regarding individual behavior and actions. By offering praise, recognition, and rewards for good behavior that reflects character values, individuals are encouraged to continue that behavior.
6. **Sustainability and Continuity:** The educational environment provides opportunities for individuals to continuously develop character values over time. Through the continuity of character values taught at various levels of education and through the transition from school to family and community, individuals have the opportunity to continuously hone and strengthen their character.
7. **Participation in Community Service** The educational environment can encourage individual participation in community service activities. Through programs that involve students in social activities, individuals can apply character values in real life and understand the importance of making positive contributions to others and society.
8. **Collaboration between Schools, Families, and Communities** The educational environment requires strong collaboration between schools, families, and communities. This collaboration enables holistic character education, where all parties are actively involved in shaping and strengthening individual character through cooperation, communication, and support. With the strong role of the educational environment, individuals can develop strong, moral, and responsible characters. An educational environment that supports and encourages character education has a significant positive impact on the development and success of individuals in their lives.

### III. Research Method

This research uses a literature review . According to Tumurang , M. (2024) Literature review contains descriptions of theories, findings, and other research materials obtained from reference materials to serve as a basis for research activities. The descriptions in this literature review are aimed at developing a clear framework for solving the problems previously outlined in the problem formulation. By examining various relevant sources, including books, journals, articles, and official documents related to character education and educator role models, the analysis was conducted by identifying, comparing, and synthesizing the various ideas found to gain a deeper understanding of the role of educators in strengthening character education. This research uses a literature study method (literature review) with a systematic literature review (SLR) approach. According to Tumurang , M. (2024) systematic literature review (SLR ) is a systematic way to collect, critically evaluate, integrate, and present findings from various research studies on a research question or topic of interest. This method was chosen to gain an in-depth understanding of strengthening character education through educator role models based on the results of recent research over the past ten years (2015–2025).

### 3.1. Data source

The literature reviewed comes from: National journals (SINTA, Garuda, Neliti), international journals (Google Scholar), books and official documents related to character education and educator role models.

### 3.2. Inclusion Criteria

Articles included in the review must meet the following requirements: Published within the last 10 years (2015–2025) . Relate to the topics of character education, role models, and the role of educators, in the form of scientific articles or official documents and written in Indonesian. Data sources used in study This there are 10 articles appropriate journal with criteria inclusion that is published articles in 10 years last. Researchers select 10 appropriate articles about the role of teachers in strengthen education character for answer question on study This of 25 articles. The research procedures carried out are as follows:

1. Identification: Search for articles using keywords such as character education, teacher/educator role models, character education, and teacher role models.
2. Selection: screening based on title, abstract, and compliance with inclusion criteria.
3. Full Review: Read the article carefully to extract information.
4. Data Extraction: Collecting data about the research context, methods, main findings, and their implications for character education.
5. Synthesis: conducting thematic analysis to find patterns, differences, and similarities between articles.

### 3.3. Analysis Techniques

The analysis was conducted using content analysis and thematic analysis. This step aims to identify the character values instilled through educators' role models, implementation strategies, and challenges faced.

## IV. Results and Discussion

### 4.1. Analysis Result

Based on a review of various literature, several important results were found regarding strengthening character education through the role models of educators:

- a. The Role of Role Models as an Effective Strategy for Character Education:

Numerous studies confirm that teacher role models are more effective in shaping students' character than simply conveying moral or ethical material. Students tend to imitate actual behavior rather than simply listening to advice.

b. Forms of Exemplary Educators

- Religious role models: Educators consistently demonstrate attitudes of faith and worship.
- Exemplary discipline: being punctual, obeying the rules, and keeping promises.
- Exemplary ethics and communication: politeness in speaking, respect for others, and honesty in interactions.
- Exemplary responsibilities: Consistent in carrying out teaching duties and school activities.

4.2. The Influence of Role Models on Student Character

Literature shows an increase in discipline, honesty, responsibility, and mutual respect in students who have teachers with exemplary character. Barriers to Implementing Role Models: Not all educators consistently set good examples. School and family environments are not fully supportive. The challenges of the digital age impact student behavior. The literature review confirms that character education cannot be separated from the role of educators as role models. Bandura's social learning theory explains that children learn through imitation (modeling). In this context, educators serve as primary role models in schools. Teachers' exemplary behavior has been proven to: Form positive habits in students through daily practice. Instill character values not only through words but also through concrete actions. Narrow the gap between what is taught and what is done. However, consistency from educators is key. If teachers fail to demonstrate behavior consistent with the character values they teach, students will experience moral dissonance. Therefore, it is crucial for educators to maintain integrity in every aspect of their lives, both inside and outside of school. Furthermore, strengthening character education through educator role models cannot stand alone. Support from the school environment, family, and community is crucial for its success. A conducive school culture, clear rules, and parental involvement are essential for character values to be fully internalized. Therefore, it can be concluded that educator role models are a fundamental factor in strengthening character education. Based on this analysis, a selection table like the following can be created:

**Table 1. Review of Journals Related to Character Education**

Author, Year, and Journal Identity	Title	Method	Conclusion
Novia Wahyu Wardhani; Margi Wahono UCEJ, Vol. 2 No. 1, April 2017, Pg. 49-60 Untirta Journal of Citizenship Education ISSN: 2541-6693 e-ISSN: 2581-0391	Teacher Exemplary Behavior as a Strengthener of the Character Education Process	Literary Studies	Character education in schools must provide role models for students. With teachers who model values, attitudes, and behaviors, students not only develop an understanding of these values but also an understanding and belief in the values they

Author, Year, and Journal Identity	Title	Method	Conclusion
			should instill through the presence of role models. (Wardhani & Wahono, 2017)
Azizah Munawaroh, 2019 Journal of Islamic Education Research Vol. 7, No. 2, 2019 DOI: <a href="https://doi.org/10.36667/jppi.v7i2.363">https://doi.org/10.36667/jppi.v7i2.363</a>	Role Model as a Character Education Method	Library research and reflection methods	Role models are the most important and effective method of character education if implemented comprehensively by educators in every educational environment; then carried out together with other educational methods; and demonstrated in three aspects: cognitive, affective, and psychomotor (Munawwaroh, 2019) .
Nasiruddin DOI: <a href="https://doi.org/10.24090/jk.v6i2.1933">https://doi.org/10.24090/jk.v6i2.1933</a> e-ISSN 2598-4845; p-ISSN 2355-018X Vol . 6 No. 2, November 2018 Journal of Education	Character Formation in Children Through Exemplary Parental Behavior	Literary Studies	Children often observe their parents' attitudes, behavior and speech. Providing a good example is very important, considering that children are the nation's future generation. Children are the hope for the future of their parents and even the nation, who will shape their parents' next generation (Nasiruddin, 2018) .
Rhyan Prayuddy Reksamunandar, Present. 2022 Cendekia Journal on Communication Media, Research and Development of Islamic Education p-ISSN: 2086-0641 (Print) Volume 14, No. 01, March 2022, Pages 27-38 e-ISSN: 2685-046X (Online) DOI: <a href="https://doi.org/10.37850/cendekia">https://doi.org/10.37850/cendekia</a>	Building Student Character Through Teachers' Exemplary Habits and Behavior	Descriptive qualitative method.	Character building through teacher role models is carried out by providing advice related to character education during morning ceremonies, the learning process, and students' daily activities at school. (Reksamunandar, nd) .
Danang Prasetyo and Marzuki. 2016	Character Building	Descriptive research	Civic Education teachers at Al Azhar

<b>Author, Year, and Journal Identity</b>	<b>Title</b>	<b>Method</b>	<b>Conclusion</b>
Journal of Character Education, Year VI, Number 2, October 2016	Through Exemplary Behavior of Civic Education Teachers at Al Azhar Islamic School, Yogyakarta	with a qualitative approach.	Islamic School Yogyakarta implement character education through role models in the form of speech, personality traits, attitudes, and appearance that are in accordance with religious, disciplined, democratic, nationalist, patriotic, peace-loving, environmentally conscious, and socially aware characters (Prasetyo & Marzuki, 2016) .
Evi Nur Khofifah, Siti Mufarochah. 2022  At-Thufuly: Journal of Early Childhood Education   p-ISSN Vol. 2. No. 2 May 2022   Pages 60-65	Instilling Character Values in Early Childhood Through Habits and Role Models	This type of qualitative research is descriptive with a case study approach.	The character values that are observed and often raised in this educational unit through habituation and role models are 7 characters, namely religious, responsible, tolerant, disciplined, friendly/communicative , peace-loving, and socially caring (Khofifah & Mufarochah, nd) .
Kusdani, 2022  Creativity Scientific Journal of Islamic Education ISSN 2460-9870. Online 2807-1883 Volume 10 Number 2. August 2021- February 2022	Character Education for Children Through Parental Example	Descriptive research and analyzed through content analysis.	The formation of a child's character through parental example, namely a child's character is influenced by the character of his parents, because the first education a child experiences is education from his parents, and the family environment with the amount of time spent with parents or family through words, actions, and behavior. (Kusdani, 2022) .
Yudi Setianto, 2019	Character Education	Descriptive-analytical	Student character development can

Author, Year, and Journal Identity	Title	Method	Conclusion
Journal of Educational Publication <a href="http://ojs.unm.ac.id/index.php/pubpend">http://ojs.unm.ac.id/index.php/pubpend</a> Volume 9 Number 2, June 2019 p-ISSN 2088-2092 e-ISSN 2548-6721	Through the Exemplary Behavior of National Heroes	qualitative approach	actually be effectively achieved through historical materials. Integrating character education into historical materials can be achieved through the exemplary behavior of National Heroes. These heroes have proven their integrity, and the government has given them high honors for their struggles, attitudes, thoughts, and character (Setianto, 2019) .
Eka Sapti Cahyaningrum, Sudaryanti, Nurtanio Agus Purwanto	Building Character Values at an Early Age Through Habits and Role Models	Borg and Gall's research and development cycle.	The four characteristics of character education include: religiosity, honesty, tolerance, and discipline. Each indicator of character education is demonstrated through learning strategies and methods that reflect the values of each character. These learning methods can take the form of assignments, learning practices, and habits, enabling the implementation of character education values. (Cahyaningrum et al., 2017) .
Isa Anshori, 2017 Halaqa: Journal of Islamic Education 1 (2), December 2017, 63-74 ISSN 2503 – 5045 (online) DOI: <a href="http://doi.org/10.21070/halaqa.v1i2.1243">http://doi.org/10.21070/halaqa.v1i2.1243</a>	Strengthening Character Education in Madrasas	Literary Studies	The National Mental Revolution Movement (GNRM) aims to transform mindsets, attitudes, and behavior for the better. Religiousness, nationalism, independence, mutual cooperation, and integrity are core values

Author, Year, and Journal Identity	Title	Method	Conclusion
			that must be instilled throughout the national education system, particularly in Islamic schools. The hope is that all students will know, understand, and apply these values in every aspect of life, wherever and whenever they are (Anshori, 2017).

### 4.3. Discussion

Strengthening character education through the role models of educators has an impact on three main aspects:

1. Cognitive: Students understand the moral values demonstrated by the teacher.
2. Affective aspect: Students develop positive attitudes towards the values they emulate.
3. Psychomotor: Students practice character-based behavior in everyday life.

Thus, exemplary behavior by educators is not only theoretical but also capable of forming positive habits in students. Several previous studies have shown that schools with a strong culture of teacher role models tend to produce students who are more disciplined, honest, and responsible. Character education through teacher role models will be successful if educators are able to demonstrate character values in their daily lives. The main challenge is consistency, as students are highly sensitive to inconsistencies between words and actions. For example, educators who emphasize the importance of honesty but are frequently late or fail to keep promises will diminish their credibility. Therefore, integrity is key to exemplary behavior. Furthermore, exemplary behavior is not only individual but also collective. All educators in schools need to create an ecosystem conducive to character education. This can be achieved through extracurricular activities, habituation programs, and school regulations that support character values.

## V. Conclusion

Strengthening character education through educators' role models is an effective strategy for developing students with character. Educators act as role models, moral guides, shapers of school culture, and liaisons with the community. Therefore, commitment, consistency, and support from various parties are necessary for optimal character education. Educators' role models are the most effective strategy in strengthening character education because students are more likely to imitate real-life behavior than simply receiving advice or learning materials. Examples of educator role models include religious attitudes, discipline, honesty, responsibility, politeness, and consistency in words and actions. These values play a crucial role in shaping students' character, such as respect, discipline, empathy, and social responsibility. Strengthening character education through educators' role models has a direct

impact on student behavior. Education is a key factor, as evidenced by the development of positive school habits, regular learning, and the creation of a conducive environment and positive culture. Consistency among educators is key to success, but barriers remain, such as a lack of role models among some teachers, negative external influences, and weak family and school support.

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