

**TRANSFORMING THE USE OF DIGITAL LEARNING MEDIA
(YOUTUBE) TO STRENGTHEN THE EMPATHY ATTITUDES OF
ELEMENTARY IN SCHOOL STUDENTS**



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HALAMAN PERSETUJUAN

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STUDENTS**

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TRANSFORMING THE USE OF DIGITAL LEARNING MEDIA (YOUTUBE) TO STRENGTHEN THE EMPATHY ATTITUDES OF ELEMENTARY IN SCHOOL STUDENTS

Abstrak

Penelitian ini secara garis besar bertujuan untuk mengetahui fenomena yang sedang terjadi. Pengenalan media pembelajaran digital pada aplikasi youtube sebagai bentuk pembentukan karakter siswa di sekolah dasar. Tujuan penelitian ini adalah pertama, untuk mengetahui proses kegiatan pembelajaran dan mengenalkan media pembelajaran YouTube kepada siswa untuk memperkuat sikap empati siswa, kedua untuk mengetahui karakter dan nilai-nilai moral yang terkandung dalam setiap konten video sehingga memperkuat empati siswa. sikap. Ketiga, mengubah isu atau mengembangkan paradigma bahwa teknologi digital berdampak negatif. Metode yang digunakan adalah metode deskriptif kualitatif dengan menggunakan lembar observasi dan pedoman wawancara kepada siswa, guru, dan orang tua. Adapun hasilnya, yang pertama adalah proses kegiatan diawali dengan pemberian link youtube kepada siswa dan orang tua, yang kedua adalah menonton konten video bertema empati. Ketiga, berpikir kritis terhadap fenomena permasalahan yang terjadi pada konten video dan mempelajari nilai-nilai dan moral yang terkandung dalam konten video tersebut. Sehingga kegiatan pembelajaran ini akan memperkuat dan menumbuhkan karakter empati sesuai dengan harapan guru dan orang tua antara lain religius, jujur, tolong menolong, peduli lingkungan, toleran, disiplin, mau bekerja keras. , lebih kreatif, mandiri, demokratis, rasa ingin tahunya sangat tinggi, semangat kebangsaan, cinta tanah air, menghargai prestasi orang lain, komunikatif, cinta damai, gemar membaca, peduli lingkungan, peduli sosial, dan bertanggung jawab, kemampuan nalar anak yang cerdas untuk menerima dan mampu menyebarluaskan informasi yang baik, nyata, dan menumbuhkan ketentraman.

Kata kunci: transformasi, media pembelajaran digital youtube, empati

Abstract

This research broadly aims to find out the phenomenon that is happening. Introduction of digital learning media in the YouTube application as a form of character building for students in elementary schools. The purpose of this study was first, to find out the process of learning activities and to introduce YouTube learning media to students to strengthen students' empathy, secondly to find out the character and moral values contained in each video content so as to strengthen student empathy. attitude. Third, changing issues or developing the paradigm that digital technology has a negative impact. The method used is a qualitative descriptive method using observation sheets and interview guidelines with students, teachers and parents. As for the results, the first is the activity process begins with providing a YouTube link to students and parents, the second is watching empathy-themed video content. Third, think critically about the problem phenomena that occur in video content and study the values and morals contained in the video content. So that this learning activity will strengthen and foster an empathetic character in accordance with the expectations of teachers and parents, including being religious, honest, helping each other, caring for the environment, tolerant, disciplined, willing to work hard. , more creative, independent, democratic, very high curiosity, national spirit, love for the motherland, respect for other people's achievements, communicative, love peace, love to read, care for the environment, care for the social, and be responsible, reasoning ability for smart children to receive and be able to disseminate good, real information, and foster peace.

Keywords: transformation, youtube digital learning media, empathy

1. INTRODUCTION

In our daily life, the use of digital technology continues to grow very rapidly. This includes the education system. digital transformation plays an important and unavoidable role in the current education system, this transformation occurs not only in parts of the world but also in our own country, namely Indonesia. Indonesia is one of the countries that is always affected by developing the use of technology to make the Indonesian education system more efficient and effective (Mardianto, 2019). To get it, Indonesia takes advantage of the trending android cell phone in the use of internet applications between teachers and students. Therefore, we can see some students using it to carry out activities related to their education (Muskania & Zulela MS, 2021). Digital transformation has an impact on developments in the education system. Its development provides learning and teaching activities to be wider by using an educational platform via Android and being able to access the internet well. However, this digital transformation requires internet access and more adequate means of android devices (Garini et al., 2020). Until now, not all schools, teachers and students have access and these facilities. So it takes support from various sectors to support it and students/teachers have the opportunity to learn and teach with digital learning media properly and evenly. The existence of support from the government for digital literacy for all educators, including students and parents is expected to produce quality education that has superior, advanced and competitive weight for the advancement of the Indonesian education system (Hidayat et al., 2019). Technological developments in the current era of globalization have a negative impact on the weakness of character education for the younger generation, especially for elementary school students, so that researchers open up paradigms and problems that occur today (Wahyani et al., 2022)

Ongoing learning requires the ability to use technology in its (Nahdi & Jatisunda, 2020). People's dependence on the internet makes digitalization of education the only way to do it as the demands of today's era (Gumelar & Dinnur, 2020) The current phenomenon is that educators who must be qualified to realize the goal of national education are to educate the nation's life in this case, especially students, of course there must be several components that must be met. These components are digital-based learning media or perhaps better known as digital learning media to support and facilitate the learning process. Because without these components, educators and digital media can be said to be an inseparable unit, effective learning is very difficult for educators to achieve. In other words, between educators and the media is one of the tools that educators must use to achieve maximum learning goals.

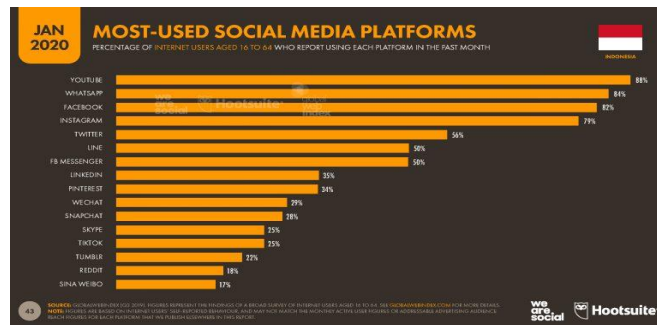
In accordance with the development of information technology, globalization that occurs in this era is moving very rapidly. Globalization has brought many cultures from outside to enter Indonesia, including print media such as newspapers and radio which have been supervised by the government, information technology in the form of social media is media that is growing very rapidly without any boundaries between countries in its use. The Indonesian government is currently working to improve the quality and quantity of education in Indonesia so that it can compete globally. The use of the internet, in this case digital-based learning media, is an integral part of increasing the quality and quantity of global competition (Yulita Pujilestar, 2020). There is a very remarkable difference in student learning outcomes before and after using digital media where there is a relationship between the use of digital media on motivation and student learning outcomes (Hidayat et al., 2019).

Today's digital learning media that is very popular and plays an important role is YouTube, which is the official website of the largest and most influential online video media website in the internet world. Until now, YouTube users are spread all over the world and cover all ages, from children to the elderly. YouTube users can upload and upload videos, search videos, watch videos, discuss / ask questions about videos and at the same time share video clips for free. Every day there are many millions of people who access YouTube, so it is not wrong if YouTube has the potential to be used as a learning medium today. Learning media is a tool that can function and can be used to convey learning messages. Learning media consists of auditive media, visual media and audio-visual media. The word media comes from the Latin *medius* which literally means "middle" or "introduction", the media can also be interpreted as an intermediary or delivery of messages from the sender to the recipient. (Haris Budiman, 2016). Learning media is a tool that can help the teaching and learning process and serves to clarify the meaning of the message conveyed, so that it can achieve better and more perfect learning objectives. (Maimunah, n.d.). Learning media is a manifestation of the existence of various types of components in the student environment that can stimulate students to learn (A. Gunawan, 2016). The development of learning media that is happening right now is the digital world, so it is very dynamic, gradually not only changing one's lifestyle but can also affect one's life and in the end it is difficult to avoid it. (Restianty, n.d.) Media is a learning process that can be interpreted as a form of physical communication equipment in the form of software. Devices usually have to be created or developed, so that they are used and managed for the learning needs of students in achieving the effectiveness and efficiency of the learning process (Riri Okra, 2019). The digitization program that occurs

in schools must be fully supported and by increasing the competence of educators or teachers, especially in mastering information and communication technology (Bachtiar, 2020)

Teachers or educators are the spearhead and determinant of the success of students and schools in improving quality and learning outcomes in order to accelerate the creation of advanced and superior Indonesian human resources.(Damanik, 2019) In outline there are two factors that influence student learning outcomes, namely internal factors and also external factors. One of the internal factors is student learning interest which has a very close relationship to learning outcomes.(Rodiyah, 2018) besides having a positive impact on student learning outcomes, the use of technology in learning can have a positive impact on student learning interest. The use of technology is expected to increase students' interest in learning.(Saniyyah et al., 2021).Learning media currently provides a wide variety of educational innovations, conventional learning which is rigid and monotonous will change with learning to use digital media which is considered more flexible, practical, not limited by space and time..(Ambarwati et al., 2022). By implementing school digitization, students can use Android applications and features whose content is in accordance with the subjects studied at school, at home or wherever they are.(V. A. Gunawan et al., 2021)

Based on some of the opinions above, it can be concluded that learning media are all tools or objects or equipment in any form used by the teacher or instructor in assisting teaching and learning activities with the intention of conveying messages (information) learning between the teacher or instructor and students so that the learning interaction process can take place effectively and efficiently. In learning, the media can be used to convey material that is quite difficult to convey when conveyed only with words or explanations on the blackboard. In 2020 online content activities dominate the use of the internet. Based on the results of a survey conducted in the Indonesia Digital Report, We Are Social in (2020) showed that watching online videos through YouTube was ranked first as the most frequently used and accessed digital media by the people of Indonesia. Below are the results of the We Are Social survey in 2020 about social media platforms that are often used and accessed by the people of Indonesia.



Picture 1. Most-Used Social Media Platforms
Source : Indonesian Digital Report, We Are Social, (2020)

Based on the results of the data above, it has been shown that YouTube-based media has reached up to 88% of the highest internet users in Indonesia. because of the ease of service and interaction that is presented as well as watching the news so that the social network has reached various circles, other matters related to online video access are finding information, or just entertainment, for example watching movies, listening and watching music video clips, as well as information other.

This ease of access makes YouTube one of the important roles of digital media that can be used as a basis for education today. Even YouTube with all its benefits has been used in learning environments both at home and abroad. YouTube has become an interactive medium that connects teachers and students (Samosir & Tjahjono, 2020). Learning media that can affect students' thinking skills is YouTube. The government hopes for higher order thinking skills (HOTS). These competencies are students must think critically (critical thinking), students must be creative and innovative (creative and innovative), students must have communication skills, students are required to also have the ability to work together (collaboration) and confidence (confidence). These five things become the target of student character following the low ranking of Trends in International Mathematics and Science Study (TIMSS) and Program for International Student Assessment (PISA) compared to other countries (Ariyana, 2018). One of the media that is close to students' daily lives is YouTube because it can be used as a learning medium. Learning media is a tool used in the delivery of the learning process. In line with such an opinion defines learning media as media that carry and have roles and messages or information that have instructional purposes or contain teaching purposes. In this case, YouTube is a learning medium to deliver teaching materials to students (Yusi Kamhar & Lestari, 2019) YouTube can be used as a learning medium that can help convey a message.

The most popular video sharing service on the internet today is YouTube. YouTube is also a website in the form of video sharing (video sharing) that allows users to upload, watch,

search for videos, discuss/question and answer and can share video clips for free. These videos are video clips, movies, TV, and videos created by users. YouTube does not limit the duration for uploading videos and being a site the most dominant online video provider in the world. Another advantage is that to access videos, users do not need to have an account premium or pay a certain amount of money in a certain time scale. Users can access these videos for free (Snelson, 2011).

In the current era of digitalization, education is very important, namely an effort carried out by families, schools, communities, and the government through teaching guidance and training carried out at school and outside school for life in order to prepare children who can play various roles in the environment in the future (Ani, 2014). In the current era of modernization, everything is using digital media. Currently, Indonesia is experiencing many problems faced by the nation's character. From the research results, it can be seen that there are many students who are individualistic in nature. Often seen on YouTube related to the fading of social solidarity, loss of nationalism, lack of confidence, cheating, often venting anger at friends, and lack of compassion for others, all of which stem from weak character education, especially Empathy. In character education there are many factors that occur such as internal factors and external factors. Internal factors are caused by the child himself, whether or not there is an interest in learning to take the recommended education. Meanwhile, there are several external factors, such as family factors and their environment (Nuha & , Erik Aditia Ismaya2, 2021). Character education through empathy, of course, has now been taught in formal or non-formal educational institutions. Embedding on the value of the character of empathy can also be obtained through today's digital learning media. Through digital learning media (YouTube), for example, with videos via YouTube that give positive values to elementary school students by seeing the phenomena that occurred at that time and having an empathetic attitude towards others.

As happened teachers have a view of the importance of introducing learning media using YouTube (Shaleh Assingkily et al., 2019). Students of this generation have been accustomed from birth to know the world of technology, especially information and communication technology that is happening today. The emergence of Smartphones and androids has now changed the world, then the Internet as Big Data, and Artificial Intelligence as a new thing that affects human life, especially elementary school students. So that their thinking patterns will be formed and starting from the bottom (Nugraheni, 2019). The videos displayed on YouTube are stories that are in the form of life with characters or players who are full of character values. In each role of these figures there are life lessons that can and

need to be instilled as a positive value to elementary school students (Rusiyono & Apriani, 2020). Elementary school students are good imitators, so they must be guided by both teachers and parents, students are able to follow what they see, hear, and understand which is supported by their cognitive abilities and can distinguish between good and bad an attitude or behaviour. (Irwansyah et al., 2021). Through positive attitudes or behaviour, good or bad attitudes or behaviour of a person/student in a story or video show that they can emulate as a way of strengthening empathy that they can imitate and follow. That is called the value (values). Values must be instilled from birth or early(Hidayatulloh, 2014).

YouTube-based digital learning media must be designed by current teachers, and this is a collaborative activity that has a very good goal of strengthening empathy for students according to the demands of the times in which the child or student grows. With the current phenomenon, the authors are interested in researching further about YouTube-based digital learning media to strengthen empathy in elementary school students as an inculcation of character education for children or current students. The next concern or important goal of research is how the process or stages of introduction learning activities through YouTube are planted as character education for children. Then, character values that can be grown and passed on in learning activities through YouTube as an instillation of character education for students in elementary schools today.

2. METHOD

This research is qualitative descriptive research. Data can be obtained using a qualitative approach which emphasizes data quality. The quality of the data here is in accordance with the situation of social conditions and student empathy which consists of three namely actors, places, and activities, researchers directly conduct in-depth observations with phenomena or situations that occur in the field. So that researchers have a central role in this research activity(Creswell, J. W., & Creswell, n.d.). In this study, researchers also analysed the perceptions of teachers and students who were assisted by parents as well as interactions in the classroom during learning using YouTube which was held every Saturday in Elementary Schools Integrated Islam Muhammadiyah AL-Kausar Kartasuro. the researcher used two (2) instruments. The 2 (two) instruments are direct observation sheet instruments in the classroom. The class used today is an online class using YouTube-based Digital Learning Media. Interview guidelines were also used to obtain data about parents' perceptions of this learning media. To what extent this learning can be used as an implementation to strengthen the students' sense of empathy. To get good and correct data, valid and reliable data is needed. So that the data obtained must be rechecked so that valid data is obtained which is

called triangulation data(Connelly, 2016). triangulation is an approach by obtaining accurate data using various data collection techniques. This research was conducted using various data collection techniques such as observation guidelines and in-depth interviews. So of course, the data obtained and obtained will be compared to obtain valid data (Roulston, 2018). The purpose of making this instrument is to obtain data that can answer research problems, namely how the process of implementing this digital learning media can be applied in the classroom, especially elementary schools. In analyzing the data, the researcher also used three data analysis techniques introduced by Miles and Huberman's. The three concepts are, first, data reduction which is directly carried out on the data collection, secondly data presentation (data display), and the third is data verification or drawing conclusion (Sidiq, U., Choiri, M., & Mujahidin, A. 2019). This analytical approach is an activity that is carried out directly which contains the process of investigating problems or phenomena that occur in the field. After the data is obtained, it will be directly analyzed as a form of the investigative process. The data analysis here is carried out interactively so that all problems in this study are answered or solutions are obtained properly(Diratama & Toha, 2016)

3. RESULT AND DISCUSSION

In the introduction, the problems and phenomena that occurred have been described so that researchers can answer them. There are two outlines that have been obtained, namely firstly the process of introducing digital learning media using YouTube, secondly regarding the perceptions of teachers and parents in implementing digital learning media using YouTube to strengthen students' empathy.(Santika, 2018).

The process of introducing digital learning media using YouTube is carried out when learning takes place either at home or at school. It is directly practiced in the classroom so that students are more focused on how to use YouTube. Elementary school students must be accompanied by their parents. The benefit of digital learning media using YouTube is that it makes students more enthusiastic in learning and getting useful and broad knowledge, the average student learning to use YouTube media is higher in asking to learn compared to others. In YouTube itself, there is a lot of video content that students can learn. With YouTube learning media, students can follow the lesson well. The curiosity of students is very high and can develop well so that students can feel, see and study phenomena that occur both on YouTube and in the real world. The learning process using YouTube is initiated by the teacher in making a weekly lesson plan. The goal is to make learning more effective and flexible so that students who are accompanied by parents can adjust the time given by the teacher at school or at home. Parents and teachers must synergize with each other so that

these students can use YouTube media properly and correctly. In YouTube itself, there is a lot of video content that can be taken advantage of and can be implemented in everyday life.

In the weekly learning implementation plan at school, several activities/activities are deliberately designed or created for the introduction of using YouTube to students. Researchers directly observed these activities, especially how to use YouTube and how to access links. Very well organized and planned, at the start of using the students were very enthusiastic and very interested. In this YouTube application, children are shown several videos that tell the attitude of empathy. Activities using the YouTube application must always be accompanied by a teacher while studying at school so that what is accessed by students can be controlled. And vice versa at home must be accompanied by parents or adults. So that the learning process can run well and according to our expectations. In elementary school education. The YouTube video content needed at this time is character education that is empathetic(Amaruddin et al., 2020). teachers and parents are required to provide video content that strengthens students' empathy attitudes. Students are also taught how to be polite to others and to those who are more mature, students are also instilled honesty and self-discipline, and there is still a lot of content and videos that students can learn and apply in strengthening empathy. Empathy is a real form of worship for others. In the following, the researcher will explain with an instruction table. Assignments carried out by teachers on digital learning media using YouTube so that they can be implemented by parents and teachers.

All these stages must be a unity in each student activity. Digital learning media using YouTube was deliberately chosen as a practical and flexible medium in providing knowledge and insight to students in order to further strengthen empathy towards others.(Kurniawan, 2015). Many moral values are contained in each of these content and can affect students' empathy attitudes so that students can think critically about the problems that occur in the video content. (purandina dan wiinaya 2020b). The next stage is to obtain data sources from the results of interviews with teachers, students and parents. There are several problems that occur with the value of empathy. After interviews or interviews and observations in the classroom regarding digital learning media using YouTube to strengthen students' empathy attitudes, thus many moral messages can be taken, there are several values of empathic character that grow in this activity is that students are taught to help each other, have patience, discipline, be honest, polite, tolerant, help others or others and many more character values of empathy that grow. narcissistic and almost indifferent to others(Sudrajat, 2011).

In accordance with the Minister of Education and Culture No. 20 of 2018 concerning Strengthening Character Education, strengthening character education is by carrying out character education based on Pancasila principles by instilling religious attitudes, honesty, tolerance, discipline, hard work, creative, independent, democratic, curiosity, national spirit. , love the homeland, appreciate achievements, communicative, love peace, love to read, care for the environment, care about social, and be responsible (Santika,2021). All of these attitudes are the elaboration of 5 (five) core values, namely religiosity, nationalism, independence, mutual cooperation, and integrity. (Syaifuddin & Fahyuni, 2019). Teachers and parents are the most important things, because they must work together to familiarize children with learning by using digital learning media methods (YouTube)(Suprayitno,& Wahyudi, W. 2020).Students are expected to learn to recognize and understand the different views of each student who has different social, cultural, educational, and economic backgrounds from an early age(Wulandari & Minsih, 2012). With time students will get used to and easily access learning on YouTube, students will become better individuals, intelligent to receive and disseminate good information and able to cultivate empathy towards others better. Students will adapt to their reasoning, providing information that can be understood by each other. - each student's reason(Astuti & Muflikhah, 2019).

As teachers and parents are required to be able to provide real implementation and automatically instill an attitude of empathy. Teachers and parents are also required to be a reliable motivator in maintaining access to student information so that they remain enthusiastic and fun while studying at school and at home (Fadlillah, 2016). the results of interviews with parents should also show a positive impact on student development. Parents have explained that they (students) are able to follow the learning well. Parents say that their children are very enthusiastic about learning with this digital media. Children are very interested in digital learning media using YouTube because children really like learning through audio, visual, audio-visual. The results of interviews conducted by researchers on several students also showed positive results. Elementary school students said the introduction of digital learning media using YouTube was easy to understand and very fun. They learn to understand how to empathize with others well. Of course, learning like this makes students not bored quickly (Purandina, 2021b) The role of parents in the home must be able to provide direction and guide children. It is also expected to be able to increase students' learning independence so that they can be more well honed and useful for students in the future.(Etika Rahmawati et al., 2021). The current issue is moral decline. Many are found in the school environment such as loss of respect for teachers, low student discipline, a crisis of

justice, loss of honesty with oneself, and traits that do not reflect the character of a student at this time. The moral crisis that is currently happening is influenced by the technology that is currently developing so that researchers raise the current phenomenon that can be combined between technological developments with student empathy (Desti et al., 2020)

4. CLOSING

Advances and technology have created disruption. Digital learning media (youtube) makes it easy for each user to share news and information with each other. It is undeniable that the development of digital learning media is so fast. The lack of understanding and unpreparedness of the world of education towards digital learning media creates abuse that has fatal consequences for personal and social life for students and society in general. Using digital learning media or interacting in the digital world must continue to heed and follow the rules that exist in the world of education, as well as the norms that apply in society. The government has declared the importance of digital learning media, which is the ability to seek, understand, critically evaluate, and manage information/digitalization into useful knowledge for the development of personal and social life in students. Optimal use of technology as a test of digital literacy will give birth to and advance the generation of knowledge and be able to identify key aspects of important competencies for the world of education. This, digital learning media is the ability to use technology and information from digital devices effectively and efficiently in various contexts such as academics, careers, and daily life (simplification of various forms of information at once such as sound/language, writing and images). Therefore, digital learning media using YouTube must be able to shape students' thinking patterns so that they can be wise and develop optimal student character, especially strengthening empathy.

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