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Communication as the Key in Shaping Children's Character in the Industrial Revolution 4.0 Era

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Abstract: Good communication between children and parents is the main key in forming children's morals in the era of the industrial revolution 4.0. The Industrial Revolution 4.0 signifies the influence of globalization. It is easier for people to get information from various sources as a result of the rapid development of technology. This has a positive or negative influence, especially in shaping of children's morals. So, this article aims to describe the importance of communication in shaping children's morals in the era of the industrial revolution 4.0. This study uses a qualitative method with a case study approach. Data collection techniques used are interviews, observation, and documentation. The data analysis technique uses the Miles and Hubberman model, namely data reduction, data presentation, and drawing conclusions. The results show that building good communication with children makes children feel the presence of their parents. The types of communication used in shaping morals in children include verbal communication and non-verbal communication.

Keywords: Communication, Shaping of Child Morals, Era of the Industrial Revolution 4.0

A. Introduction

Communication is a basic human activity, both as individuals and as groups. Humans as social creatures cannot live alone but need each other. Through interactions with each other, humans relate to each other for various purposes. Every human being develops his self-concept through interaction with other people through communication (Mulyana, 2005: 11).

Communication in human life is very important because without communication humans cannot give or convey messages to other people. Communication can make it easier for humans to interact. Communication arises from human nature to convey desires and find out other people's desires automatically through symbols or signs, then followed by giving the meaning of each symbol in the form of language. Verbal communication is defined as spoken or written communication which is a manifestation of language as a medium for exchanging messages. Verbal and non-verbal communication skills are needed to determine a person's success in life (Rustan & Nurhakki, 2017: 28).

One of the functions of communication is as an individual and group activity regarding the exchange of data, facts and ideas, so that communication takes place effectively and the

information conveyed can be received and understood by children well. Good communication patterns will produce good understanding, including within the family. Apart from that, the current globalization has brought humans into the world of technology with its rapid progress. Globalization has both positive and negative influences on children's character development, so the role of the family becomes very important.

Globalization can be termed a new form of colonialism which has integrated into various aspects of human life, economic, political, cultural, social order and even educational (moral) aspects. Industrial society becomes a society dominated by information, technology and science. This process results in transformations in various fields that continue to increase and have never been encountered in human history in previous eras. This dynamic is experiencing a paradigm shift and changes in human behavior that reflect the loss of human values and Islamic religious values.

The Industrial Revolution 4.0 provides opportunities, but also challenges for the Millennial generation. The closest challenges come from family members, especially parents. Many parents do not know and understand how to educate children. This situation is increasingly complex with the fact that this era is entering the Industrial Revolution 4.0. The Industrial Revolution 4.0 indicates the influence of globalization, it is becoming easier for people to get information from various parts of the world as a result of rapid technological developments. This has both positive and negative influences, especially in the realm of family education.

The formation of children's morals depends on the education of both parents. Children will grow into a generation with good morals if they receive a good education, whereas children will grow into a generation with bad morals if they receive a bad education. Therefore, the family environment is closely related to children's behavior, because the parents are fully responsible for educating a child's attitudes and behavior. Apart from the school environment and community environment, parents are one of the keys to a child's successful behavior in all things, both verbally and in terms of formal education. So parents need to create intense communication with their children.

Good communication patterns can influence the formation of morals in a child, so this article will describe the form of communication carried out by parents with children so that it can have a positive influence, especially in the aspect of moral formation.

B. Methods

This type of research is descriptive qualitative research, namely research where the findings are described and analyzed using words or sentences. This research uses a phenomenological approach which reveals the relationship between social phenomena that can be tested. Meanwhile, the research specifications used are descriptive qualitative which aims to collect information or data to be compiled, explained and analyzed (Muhtadi & Safei, 2003: 128)

According to Moleong, qualitative research methodology is a research procedure that produces descriptive data in the form of written or spoken words from certain people through observable behavior (Moleong, 2004: 4). The research subjects in this study were parents and children aged 5-6 years at BA Aisiyah Talagening, totaling 10 informants. According to

Suharsimi Arikunto, research subjects are the subjects intended to be researched by researchers (Arikunto, 2010: 145).

The data collection techniques used were interviews and observation. The interview method is a method of collecting data by asking questions directly to someone in authority about a problem (Arikunto, 1993: 231). The researcher in this case acts as an interviewer, asking questions, evaluating answers, asking for explanations, taking notes and digging deeper into questions (Hadi, 2004: 218). On the other hand, the information source (interview) answers questions, provides explanations and sometimes also replies to questions. Meanwhile, the observation method is a method carried out by systematically observing and recording the symptoms being investigated (Usman & Akbar, 2003: 54). Observation is an observation carried out deliberately, systematically, regarding social phenomena with psychological symptoms and then recorded (Moleong, 2009: 19).

C. Results and Discussion

Results

Communication is important in forming children's character in the era of industrial revolution 4.0. Without good communication, parents have difficulty understanding their children's wants and needs. The development of technology that makes it easy for anyone to use it is something that needs to be paid attention to. Children's ease in accessing information via gadgets requires ongoing assistance, so that children have a good understanding of the information they obtain or even parents will be able to control children in accessing things that are not appropriate for their age.

Based on interviews with respondents, forms of communication, both verbal and non-verbal, can be classified as follows;

Table 1. Types of Communication

Verbal Communication	<ol style="list-style-type: none"> 1. Use good messages 2. Use motivational words 3. Use positive sentences and words 4. Develop open questions 5. Don't give negative nicknames 6. Not sarcastic 7. Don't blame the child in front of many people 8. Don't lie to children
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Types of
Communication
used in Shaping
Children's
Character in the
Era of Revolution
4.0

non-Verbal
Communication

1. Understand children's behavior
2. Listen to the child's expression of feelings
3. Active listening
4. Provide examples of good actions
5. Involve children in daily activities

Discussion

Communication comes from Latin, "communicatio" which means various or shared property. Thus, the word communication according to language refers to efforts aimed at achieving togetherness (Riswandi, 2013). Joseph de Vito, K. Sereno, and Erika Vora V in (Cangara, 2016) added that environmental factors are elements that are no less important in supporting the communication process (Asyhary & Cangara, 2020). Communication that exists in a family is the way a family member interacts with other family members to express feelings and provide mutual understanding and openness to each other.

Children aged less than five years are the most critical period in determining the quality of life in the future. Teaching and education at the beginning of life becomes the basic capital for happiness and success in adulthood. Educating children in the technological era requires adequate parenting skills and a positive self-concept so that they are able to communicate and apply discipline well, so that they are able to produce children who are devoted to God Almighty, have knowledge, self-confidence, are healthy, have character and are correct and has a noble character.

The establishment of communication between parents and children can be seen from daily communication. The communication that exists between parents and children is that parents invite children only to give advice, remind them about studying, school and ask for help from children. When giving advice, parents often use language that has a positive connotation or has a low tone. Parents want the best for their children in the future.

A child who is born with loving caress from his father and mother will be able to grow into a person who is confident and always ready to face future challenges. Parents must be able to create closeness with their children, this is a very valuable investment. We as parents will regret it if we don't start earlier. In relation to parenting, parents must provide sufficient time to practice closeness and become emotional coaches for their children.

The role of parents in the family is very important for the physical development, attitudes, behavior and physique of children. The development of children in the family depends on the role of both parents in guiding, loving, loving and caring for their children to grow up. Newborn

children are like white paper without any ink marks, this is the role of parents in directing children to have better abilities.

Communication within the family is an important factor in determining whether a child is good or bad. If parents instill a good attitude towards their children, such as being honest, having a noble character, being humble, being brave, being grateful for the blessings of Allah SWT, carrying out good and evil and so on, then the child will grow up in honesty, formed with noble morals, be brave and carry out the commandments of ma'ruf against evil. Thus, if communication within the family is established harmoniously, the child will feel that he is very valuable, so that he will develop good attitudes and behavior in the child.

The results of this research show that children's character is influenced by the influence of their family environment, including communication that occurs within the family environment. The communication in question is the interaction carried out by parents and children in the family to provide warmth, comfort, attention, affection, guidance, provide examples of good behavior to children by instilling good ethical values, all of which aim to form good behavior in children in the family, school or community environment. Communication between parents and children has a very high influence.

Islam upholds noble morals. In fact, the main purpose of sending the Prophet Muhammad SAW as a Prophet was to perfect noble morals as explained in the hadith, "Indeed, I was not sent except to perfect noble morals" (HR Al-Bukhari). The position of morals in human life occupies an important place, as individuals, as well as in society and as a nation, because the rise and fall of a society depends on its morals. If the morals are good, then the inner and outer body will be prosperous, if the morals are damaged, then the inner and outer body will be damaged.

Moral development can be defined as a serious effort to develop a child's personality, by using educational facilities and coaching services that are well programmed and implemented consistently. This is done based on the assumption that morals are the result of coaching efforts, not something that happens by itself. Therefore, children need to prepare themselves as well as possible in terms of provisions for their life.

Moral development is the process of gradually developing children's behavior carried out by parents as an implementation of Islamic faith and teachings in the lives of individuals, families, communities and countries. The material for forming morals itself is conveyed directly from an early age by giving advice, saying hello, being polite in speaking, getting used to honest behavior, loving each other and providing good role models.

Parents as communicators not only convey moral messages in the form of advice, such as being kind to others and respecting elders, but also provide good role models regarding the formation of morals in children.

Abdurrahman an-Nahlawi said that Islamic education methods are very effective in developing students' morals, not only that, Islamic education methods provide motivation so that Muslims are able to receive God's guidance. According to Abdurrahman an-Nahlawi, Islamic education methods are the dialogue method, the Quranic and Nabawi story method, the Quranic and Nabawi parable method, the exemplary method, the application and practice method, the ibrah and advice method and the targhib and tarhib method. (Abdurrahman an-Nahlawi, 1995:204)

From the statement, it is illustrated that Islam has the right method for forming students with noble morals in accordance with Islamic teachings. This method allows Muslims/Islamic communities to apply it in the world of education. In this way, it is hoped that it will be able to make a major contribution to improving the morals of students. To clarify these methods will be discussed as follows:

1. Dialogue Method

The dialogue method is a method of using questions and answers, whether the conversation is between two or more people, in which the conversation has a specific purpose and topic of discussion. The dialogue method seeks to connect one person's thoughts with other people, and has benefits for both the perpetrator and the listener. (Abdurrahman an-Nahlawi, 1995:205) This description means that dialogue is carried out by someone with another person, either by listening directly or through reading.

Abdurrahman an-Nahlawi said that readers of dialogue will benefit based on the characteristics of dialogue, namely the dialogue topic is presented in a dynamic pattern so that the material is not boring, the reader is guided to follow the dialogue until it is finished, through dialogue the reader's feelings and emotions will be aroused, the topic of discussion is presented realistically and humanely. . The Koran provides a lot of information about dialogue, among the forms of dialogue are khitabi, taabbudi, descriptive, narrative, argumentative and Nabawiyah dialogue. (Abdurrahman An Nahlawi, 1995:206-238)

The dialogue method was often used by the Prophet Muhammad SAW to educate the morals of his friends. Dialogue will give students the opportunity to ask questions about something they do not understand.

2. Story Method

The method of educating morals through stories will give children the opportunity to think, feel, reflect on the story, so that it seems as if they are taking part in the story. The connection between children's emotions and the story will provide opportunities for children to imitate characters with good morals and try to abandon the behavior of characters with bad morals.

The story contains two negative elements and positive elements, the presence of these two elements will give color to the child if there is no filter from parents and educators. The method of educating morals through stories plays a role in forming children's morals, morals and intellect. (Abdurrahman An Nahlawi, 1995:289-296) From this quote it can be understood that stories can be a good method for shaping children's morals and personality.

Stories have their own power and charm in attracting children's sympathy, their feelings are active, this gives an idea that people like stories, stories in the Koran not only provide entertainment, but are something to reflect on, because stories in the Koran provide teaching to humans. It can be understood that stories can soften the hearts and souls of students, stories not only entertain but can also serve as advice, influence children's morals and behavior, and finally stories are a powerful tool in education, especially in forming children's morals.

3. *Mauizah* Method

In the interpretation of al-Manar as quoted by Abdurrahman An-Nahlawi, it is stated that advice has several important forms and concepts, namely, giving advice in the form of an explanation of the truth and importance of something with the aim that the person given the advice will stay away from immorality, the giver of advice should explain advice that can arouse feelings of affection and emotion, such as remembrance through death, remembrance through illness, remembrance through days of reckoning, charity. Then the expected impact of the mauizah method is to arouse feelings of divinity in the souls of students, generate determination to always adhere to divine thoughts, adhere to the congregation of believers, the most important thing is the creation of clean and holy individuals.

4. Habituating Good Morals Method

Humans have the same opportunity to shape their morals, whether with good habits or bad habits. This shows that the method of habituation in forming mujlai morals is very wide open, and is the right method. Habituation carried out from an early age / since childhood will bring these hobbies and habits into a kind of custom so that they become an inseparable part of their personality.

The habituation method for improving and forming morals is through habituation, thus the habituation carried out from childhood has a big impact on the personality/morals of children when they are adults. Because refraction that has been done since childhood will stick firmly in the memory and become a habit that cannot be changed easily. Thus, the habituation method is very good for educating children's morals.

5. Exemplary Method

Muhammad bin Muhammad al-Hamd said that educators are honorable according to their students, what they see from their teachers they will imitate, because students will imitate and emulate what they see from their teachers. By paying attention to the quote above, it can be understood that example has an important meaning in educating children's morals, example is the central point in educating and developing students' morals, if educators have good morals there is a possibility that their students will also have good morals, because students imitate their teachers, conversely if teachers have bad morals There is a possibility that their students also have bad morals.

Thus, example becomes important in moral education, example will be a powerful method in developing children's morals. Regarding the great example that Allah sent the Messenger to be the best example, Muhammad is the highest example as a role model in the context of fostering noble morals.

D. Conclusion

Based on the results of the research and discussion, it can be concluded that good communication between parents and children will produce good relationships between each other. Good relationships can create a sense of security, comfort and mutual trust, so good communication will help children to have good morals too. The type of communication used

can be classified into two, namely verbal and non-verbal communication. These two communication patterns can be realized through several methods of teaching or educating children, including the dialogue method, the story method, the *mauizah* method, the habituation for good morals method, and the exemplary method.

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