

Strengthening The Academic Atmosphere In Higher Health Education With Character And Social Responsibility

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Abstract.

Education is a systematic process to improve human dignity holistically, which allows the three most elementary dimensions of humanity above to develop optimally. Thus, education should be a strategic vehicle for efforts to develop all the potential of individuals, so that the ideals of building Indonesian people as a whole can be achieved. The development of national education in the future is based on the paradigm of building Indonesian people as a whole, which functions as subjects who have the capacity to actualize the potential and dimensions of humanity optimally. build the portion of curricular activities with extra-curricular activities in Campus that are getting closer to balance. The existence of student organizations in Campus will be able to involve students in the development and self-actualization, as well as improve student competitiveness. culture and empowerment of students that take place must be able to give an example, build willpower, and develop student creativity in the learning process, through developing a cultural scheme of reading, writing, and arithmetic for all citizens, as Community Empowerment. The problem of the nation's strength lies in the capacity and capability of the generation, the purpose of higher education related to character building is basically to encourage the birth of good people. Students who have a positive character will have an attractive personality, ethical, unpretentious, honest, intelligent, caring, and tough. The campus atmosphere will be able to grow and develop good character will encourage students to grow with the capacity and commitment to do the best things and do everything with purpose. Students with good character will do their best as an offering to God Almighty, by optimizing their potential and accompanied by full awareness.

Keywords: Character education, Campus atmosphere, STIKES BPI.

I. INTRODUCTION

Law No. 20 of 2003 on the National Education System states that National Education serves to develop the ability and shape the character and civilization of a dignified nation in order to educate the life of the nation, aims to develop the potential of students to become human beings who have faith and fear of God Almighty, Noble, healthy, knowledgeable, capable, creative, independent, and The development of national education in the future is based on the paradigm of building Indonesian people as a whole, which functions as subjects who have the capacity to actualize the potential and dimensions of humanity optimally. The human dimension includes three most basic things, namely Affective which is reflected in the quality of faith, piety, noble character including noble character and superior personality, and aesthetic competence; Affective is everything related to attitudes, dispositions, behaviors, interests, emotions, and values that exist within each individual. According to some experts, this affective is closely related to the cognitive. The higher a person's level of cognitive power, the easier it is to predict changes in behavior. Five important aspects in understanding affectivity, namely the ability to receive or pay attention, this aspect is the aspect that emphasizes the presence of stimuli or stimuli from outside. That stimulus can be another problem, situation, or symptom. In this aspect, students are directed to be able to accept the good values obtained from learning. Another affective response is the ability to respond, in this aspect, the student can involve himself actively in an event and give his reaction. For example, there is a desire for students to learn things about defending the country.

The next stage of Affective understanding is to assess or appreciate, in this aspect, the student is already able to give an assessment of an event as good or bad. Not until then, once they can judge something, they will try to implement the good side and stay away from the bad side. The next Affective process is to organize, in this aspect, students can combine two different values so that they become one new value that is universal, so that a general improvement in values is formed. And the last is a characteristic with a value, this aspect is the highest aspect in the affective sphere because the student is able to integrate all the values, so that it is reflected in his personality and behavior. That is, in this aspect, values are already embedded that

consistently shape the personality of students. Cognitive reflected in the capacity of thought and intellectual power to explore and develop and master science and technology. Human thinking is the result of a series of complex and abstract processes, from the capture of certain stimuli, their interpretation, their storage in memory, and their translation into a system of values and concepts to which the response will then appear. Cognitive skills have a lot to do with the notions of intelligence, learning and experience, thanks to which an individual can grow cognitively and learn to perform complex tasks or to foresee future situations in relation to what has already been lived. This domain of cognitive intelligence includes attention, memory or memory, executive functions, language skills, to feel and recognize. From some of the opinions above, we can see that cognitive is not always about values and knowledge. But there are also those who refer to it as behavior. Unfortunately, what is circulating in society is the thought that this cognitive sphere is only limited to good intellectual values. Such thinking is certainly not very appropriate. On the psychomotor side, which is reflected in the ability to develop technical skills, practical skills, and kinesthetic competence. Psychomotor is a domain that includes movement behavior and bodily coordination, motor skills and physical abilities of a person.

This skill that will develop if practiced frequently can be measured based on distance, speed, pace, technique and manner of execution. In Article 13 paragraph 6 of the law. No. 12 of 2012 on Higher Education, namely students are obliged to maintain ethics and obey the norms of Higher Education to ensure the implementation of dharma and the development of academic culture, and Article 14 of UU.No.12 of 2012. The expected student conditions include: the implementation of student development patterns in Campus, without neglecting the diversity of backgrounds, forms and conditions of each university. Then it can be started from building the portion of curricular activities with extra-curricular activities in Campus that are getting closer to balance. The existence of student organizations in Campus will be able to involve students in the development and self-actualization, as well as improve student competitiveness. Optimal utilization of campus facilities and infrastructure by student organizations on campus in developing student activity programs. This is an important awareness on students that their position is as part of the academic community which is expected to remain high in the dignity of the alma mater. The above conditions will be able to create a climate of dialogical communication between university leaders, teaching staff, and administrators of student organizations in addressing the problems faced. With the increasing involvement of the guidance or assistance in student activities will help students and university leaders in developing student programs and student self-actualization. The importance of the campus to raise awareness and responsibility of students before the law, both as individuals and as members of an organization. The realization of communication, synchronization, and good cooperation between university leaders, teaching staff, and student organizations administrators in implementing and developing student activities.

With the development of Student Information Systems in a planned, directed, and sustainable manner. Campus in a planned, directed and sustainable manner allocate funds for the implementation of student programs. The birth of various academic achievements and proud students, both at national and international levels. In the industrial era 4.0 towards society 5.0 the Indonesian nation must increase the capacity of human resources, especially those related to the quality of human resources in the health sector. because the future conditions of health problems become a barometer of the success of the prosperity and well-being of a nation. the union between nations is no longer related to nuclear weapons and natural resources alone. In the future, the quality of human resources will determine the competitiveness of a nation. The role of higher education institutions, especially in the field of Health, will be a benchmark for the capacity of a nation's human resources in the face of global competition. because health factors will determine aspects of other field factors such as economic, socio-cultural and defense security of a nation. we see together how the covid-19 pandemic has destroyed the quality of a nation from the socio-cultural economy and defense of a nation. Building a higher quality campus atmosphere by preparing learning that encourages character improvement and social responsibility as a health student is very important to implement. Because human resources who undergo a profession in the field of health must have a strong character and social responsibility in realizing the progress of the nation through the field of Health and services. The campus atmosphere that supports the interaction and learning process with character and social

responsibility will result in the habituation of life that will be lived by campus graduates in the Health Study program to implement in a wider life, namely social life.

II. METHODS

In this study the authors deepen the various literacies related to the character and social responsibility of various sources of literature as well as the results of the implementation of campus life at the College of Health Sciences Bhakti Pertiwi Indonesia as an object of research that produces several recommendations to be improved and utilized by other universities. The author also deepened the study through discussions with alumni who have taken part in the community related to how strategies to improve competence through improving character education and social responsibility in the community. Some health service industries that become alumni's working areas are also interviewed so that the campus can have a lot of input in improving the curriculum that will be implemented in the next learning. Various inputs are processed again by the campus to get the right formulation in an effort to create a more adaptive curriculum for improving the quality of graduates

III. RESULT AND DISCUSSION

To realize these functions and objectives, the government and local governments have the right to direct, guide, assist, and supervise the implementation of education in accordance with applicable laws and regulations, in accordance with the principles in the implementation of national education, namely, democratic and fair and non-discriminatory by upholding human rights, religious values, cultural values, and national plurality. Building the character of the organization is built into a systemic unity with an open and meaningful system. Culture and empowerment of students that take place must be able to give an example, build willpower, and develop student creativity in the learning process, through developing a cultural scheme of reading, writing, and arithmetic for all citizens, as Community Empowerment. The problem of the nation's strength lies in the capacity and capability of the generation, the purpose of higher education related to character building is basically to encourage the birth of good people. Students who have a positive character will have an attractive personality, ethical, unpretentious, honest, intelligent, caring, and tough. The campus atmosphere will be able to grow and develop good character will encourage students to grow with the capacity and commitment to do the best things and do everything with purpose. Students with good character will do the best as an offering to God, by optimizing their potential and accompanied by full awareness. Education is organized by empowering all stakeholder components through participation in the implementation and quality control of educational services.

Education is a systematic process to improve human dignity holistically, which allows the three most elementary dimensions of humanity above to develop optimally. Thus, education should be a strategic vehicle for efforts to develop all the potential of individuals, so that the ideals of building Indonesian people as a whole can be achieved. In addition, the development of National Education is also directed to build national character and insight for students, which is an important foundation for efforts to maintain national unity within the framework of the Unitary State of the Republic of Indonesia (NKRI). In this case, the government has a constitutional obligation to provide educational services that can be reached by all citizens. Therefore, efforts to increase public access to higher quality education is a mandate that must be done by the Indonesian nation in accordance with the purpose of the Indonesian state contained in the Preamble of the 1945 Constitution, namely to protect the whole nation and all the blood of Indonesia, educate the nation's life, promote general welfare and participate in implementing world order based on independence, lasting peace and social justice. In campus life, the personality characteristics of students are expressed as scientific, rational, responsible and transparent. In a campus environment, the academic atmosphere is a barometer of the success of a campus in realizing the quality of Tridharma perguruan tinggi maximally and thoroughly. The implementation of academic atmosphere is listed in the Higher Education Management Program. In Tridharma perguruan tinggi, education, research and community service programs require a campus atmosphere that supports the realization of a transparent, credible and accountable campus life.

The role of campus management must be exemplary in the implementation of character and academic atmosphere on campus. The lecturers will be a bridge of communication and implementation of academic atmosphere in the form of guiding students in developing and implementing the model of academic atmosphere. The realization of the implementation of character education in the context of growing the academic atmosphere needs to be strengthened, namely, the value of responsibility, Building the character of students by beginning to understand the value of honesty, honesty will be reflected in the behavior followed by a straight heart (sincere), speak in accordance with reality, do according to evidence and truth. Thus honesty is one element of spiritual strength, noble character, and personality. Honesty in speech, that is, the conformity of speech to reality. Honesty in action, namely the conformity between speech and action. Honesty in intention, which is the highest honesty where words and deeds are all for God Almighty. Then the academic atmosphere is built from the curriculum to the extra curricular that is given to support honest attitudes to students. The opening of honesty canteen, for example, becomes a directed academic atmosphere. The value of criticality, the learning process carried out in college courses must facilitate so that students can develop their critical thinking skills. The importance of this critical thinking ability is especially for students who are just entering college. Shavelson (2010) divides critical thinking skills into three components namely analytical reasoning and evaluation, problem solving, and argumentation.

Where; Analytical reasoning and evaluation skills include recognizing key pieces of contradictory information, and understanding logical errors in conclusions. Problem-solving skills refer to making a conclusion based on logical and validated arguments. Argumentation skills mean convincing writing and the ability to build organized and logical arguments. The value of perseverance, the value of perseverance is the tendency of a student to have continuity in certain activities that will provide the desired end goal. Being persevering is about overcoming a series of obstacles to achieve a goal. Barriers can include physical, psychological, cultural, critical barriers, or despair. Perseverance can be implemented in the form of physical exercise or sports is one of the best ways to adopt perseverance. Also learn any physical or cognitive skill: dancing, playing an instrument, speaking a foreign language etc. Curiosity is a feeling that has arisen in a person as a baby looking for his mother's milk when hungry. The feeling is very natural, because in fact humans want to understand reality and even understand themselves with full understanding. The students also become forgotten with the nature of the task is very much, emotions are not stable, the environmental conditions are not supportive and mind-set to be a good student. The campus requires students to always obey, do their assignments well and get high scores every semester. The campus also forgets that its most important task is to increase curiosity in each student. If it does not succeed in doing so, students only become human-shaped robots that only store various kinds of information without having curiosity and critical thinking.

The value of caring, caring is treating others with courtesy, acting polite, tolerant of differences, do not like to hurt others, willing to hear others, willing to share, not degrading others, do not take advantage of others, able to work together, willing to be involved in community activities, loving humans and other creatures, loyal, peace-loving in dealing with the issue of the value of social, for example, invite children to visit friends or family who are sick, invite children to visit orphanages, invite children to care for the environment by throwing garbage in its place. And can also invite children to share food with friends. Diversity of cultures, tribes and religions also need to be introduced to children from an early age so that they understand and understand diversity. Health students must have learning to strengthen themselves more sensitivity in their profession and sensitivity in the social sense that provides spiritual moral encouragement for the community to remain always in a healthy condition with various interventions *keterampilannya*. Good interaction with students, both in terms of quantity and quality. Mutual relations between the academic community to establish friendship, discussion, cooperation applied in campus life. In the process of self-adjustment. Problems that often occur in campus socialization are related to academic and non-academic activities. Academic problems that are often experienced by new students are generally related to different learning processes while at school with new conditions on campus. Through the implementation of *Tridharma perguruan tinggi* that is structured, systematic and consistently applied in campus life activities, an ethical, responsible, independent and creative and innovative campus climate can be formed.

Students must also be prepared to be alumni who are ready to work and can distinguish the atmosphere in the world of work and the campus world later. Responsibility as a health student is applied in the form of mutual assistance and support between students in various situations and conditions that support the realization of quality health campus life Education in a country can be regarded as one of the most important things to be considered and improved. The reason is the improvement of the education system that runs well, is directly the success of a country in conducting human resource development that will later hold the responsibility of a country. In a broad scope, education can be said to be a process to acquire knowledge, skills and habits that will be used to be inherited from one generation to the next. The learning process itself starts from teaching, training, to research. Education can also be a way in an effort to improve intelligence, character, personality, and skills that will benefit yourself and others. Based on this, the purpose of Higher Education Development is to realize the development of human resources that increase faith, piety and noble character. Referring to Article 3 of Law No. 20 of 2003 on the National Education system reads that the purpose of National Education is to develop the potential of students to become human beings who believe and fear God Almighty, Noble, healthy, knowledgeable, competent, creative, independent, and become citizens of a democratic and responsible. Efforts to build a campus atmosphere are also useful to improve the mastery of Science and technology. The Indonesian people still have to struggle hard in the development of Science and technology capabilities.

In general, in absorbing and developing science and technology is still limited to the ability to use and or modification. At this level, it still requires greater efforts to be able to develop, discover and implement new technologies. The discovery, development and application of completely new technologies and in accordance with the existing comparative advantages, for the subsequent are able to put us at a competitive advantage. The development of Science and technology capabilities requires sufficient human resources, both in quantity and quality, while the available human resources are still very limited. The picture of this situation can be immediately understood when the comparison is made with the number and quality of human resources in countries that have advanced in the development of Science and technology capabilities. The budget from the government available for research and development activities that are needed in the development of scientific and technological capabilities is still limited. Thus causing the role of private universities in synergizing with the industry has not been running optimally. At the operational, system and institutional levels in the development of technological science capabilities in many private campuses have not met the minimum standards required for the development of technological science capabilities to run effectively and efficiently. Although conceptually the existing systems and institutions seem to have been quite capable of moving, directing, and controlling the pace of development of Science and technology capabilities. But basically the output produced in the process of developing science and technology capabilities have not been running effectively and efficiently. From this condition, it is very important that private higher education continues to optimize the process of developing effective and efficient Science and technology capabilities.

The ability to prepare supporting facilities and infrastructure needs is only possible if the equality and equivalence of government support to private universities that have good potential and verification by the government. In addition to the government, the industrial sector is also very important for increasing the capacity of Science and technology in proportion to the needs of its use in the industrial world and the business world in general. By improving the academic atmosphere, the campus will encourage the competitiveness of the nation by producing graduates who are independent, qualified, skilled, expert and professional, with the ability to learn throughout life. The academic atmosphere provides motivation to have life skills that can help him in facing various challenges and changes that exist today. With good atmospheric conditions on campus and the academic environment will provide support for the increasing relevance of higher education in accordance with the needs of development through increased research, development and creation of Science and technology by universities as well as dissemination and application in the community. In fact, in higher education management, through the arrangement of the system of regulation and management of education that is more efficient, productive, and democratic in a good and accountable governance will provide efficiency and effectiveness of Higher Education Service Management to the

maximum and sustainable. In the development of education, as well as the effectiveness of the implementation of autonomy and decentralization of education including scientific autonomy and accelerating the eradication of corruption, collusion, and nepotism of the nation and state. Formal character education is a systematic and planned education to educate, empower, and develop students in order to maximally build character personally.

Thus, individuals can grow into individuals who can provide benefits for themselves, for families, Nations, and countries. Our predecessors have also formulated tablets actually how education should run. Ki Hadjar Dewantara in the book 60 years Tamansiswa has been thinking further about how to build a personal nation through education. According to him, honing intelligence is the main thing, because it can build the character of humans well and firmly, so as to realize personality and character. He continued, If it is done in the education system and internalized in the individual, it will always defeat the passions and bad habits. According to the Presidential Regulation on strengthening character education requires the community to deepen and the main values namely, nationalist, Independent, religious, integrity, and mutual assistance or mutual cooperation. The values brought are expected to be applied in every line, especially in the current education system. Strengthening character education is encouraged because of the Times and technology that is getting faster. Thus, it needs strengthening from within the individual in order to continue to develop without distortion of the original culture of Indonesia.

Character education also keeps the nation's personality in the character of the Indonesian nation. Graduates of the College of Health Sciences must have the competence to be a care provider which is the professional competence of health workers who are smart and competent in providing health services to clients in the span of human life it can be achieved if the graduates have the competence of interaction and persuasion with patients and their families well. Graduates of the College of Health Sciences should be able to become communicators with clients, families, fellow health workers and other professions in providing effective health services. Graduates of the College of Health Sciences must also have a campus as educators and Health promoters for clients, families and communities in the role of being able to show role models to stimulate, motivate, teach and receive feedback. In its role as health promotion, the graduate is able to explain to clients and families related concepts and data about health, demonstrating procedures such as health service activities Health professionals when providing health services must be able to perform their functions and roles in various levels of Health Service Management comprehensively. Graduates of the Health Study program should be able to identify gaps between theory and practice of a given profession, formulate problems, and identify alternative solutions to problems so that they become solutions in the implementation of Health Services.

IV. CONCLUSION

To be able to carry out the mandate for the development of National Education, clarity of direction is needed. For that Mone has poured into the vision, mission, and values that must be run. Indonesia's future development rests on the long-term vision of Indonesia, namely the realization of a modern Indonesian nation-state that is safe and peaceful, fair and democratic, and prosperous by upholding human values, independence, and unity based on Pancasila and the 1945 Constitution. From the analysis by the Ministry of research and technology of Higher Education on data from 2,136 universities available, the results of the 2020 college cluster consisting of 5 (five) university clusters with the composition of Cluster 1 totaling 15 universities, Cluster 2 totaling 34 universities, cluster 3 totaling 97 universities, Cluster 4 totaling 400 universities, and Cluster 5 totaling 1,590 universities. The performance of Indonesian universities was again identified based on four main aspects, namely the quality of human resources and students (input), institutional management of universities (process), short-term performance achievements achieved by universities (output), and long-term performance achievements of universities (outcome). Therefore, it is very important for university stakeholders to build a foundation for the development of development policies, university coaching and to encourage universities to improve the quality of the implementation of Tri dharma perguruan tinggi in a sustainable manner. Implementation of the development of Tri dharma perguruan tinggi by prioritizing the value of concern, the value of criticality, perseverance, persuasive interaction and fairness

will be the foundation in producing the quality of bngsa resources that have global competitiveness. In addition, the role of information for universities serves to provide information to the general public about the quality of higher education performance not only in the academic side but the other side that is able to produce graduates who are independent, qualified, skilled, expert and professional, with the ability to learn throughout life.

The academic atmosphere is built on an ongoing basis to provide motivation that encourages college graduates to have life skills that can help them in facing various challenges and changes that exist today. The professionalism of university management must be exemplary in the implementation of character and academic atmosphere on campus. The lecturers will be a bridge of communication and implementation of academic atmosphere in the form of guiding students in developing and implementing the model of academic atmosphere. The realization of the implementation of character education in the context of growing up with the academic atmosphere needs to be strengthened so that it can be accessed by all people in Indonesia. The purpose of Indonesian human development is to create or grow superior Indonesian human qualities. Superior is a professional Indonesian human being in the sense of being productive, able to compete, and having a strong Indonesian personality. Referring to the World Economic Forum (WEF) report, Indonesia's global Competitiveness Index in the 2019 Global Competitiveness Index ranks 50th out of 141 countries. The development of professional human resources must be intensified. This step, he said, can be started from increasing the role of educational institutions in becoming central to building Indonesian human resources. In the world of education, character is one of the things that must be considered by all of us. Character is one of the forming personal capital that is good, wise, responsible, honest, and can appreciate one another. Character is the nature or character, character or personality of someone that they learn and pass through during their lives. The existence of character means the existence of the foundation of soft skills that actually support the level of success of a person in his life later. This is an ability that every human being must have that must be built continuously.

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