Journal of Community Empowerment Issue

E-ISSN: (2774-6208)
P-ISSN: (2774-6216)
Vol. 7 No. 1, 2026
Page: 10-18

Strengthening the Character Values of the Young Generation Through Educational Media in the Datarang Environment

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Article Info

Article History:

Received 15 January 2026
Revised 16 February 2026
Accepted: 5 Maret 2026

Keywords:

Pancasila, KKN Students, Bullying.

Abstract

This community service activity aims to strengthen community character values using educational media in the form of quote boards installed in public spaces in the Datarang area. The program was conducted as part of the Community Service Program (Kuliah Kerja Nyata/KKN) using the Asset-Based Community Development (ABCD) approach, which emphasizes the utilization of local assets and community potential. Neighborhood roads and public spaces were selected as strategic media for delivering moral and educational messages that can be accessed continuously by all levels of society. The stages of the activity included identifying environmental assets, designing quote content containing character values,installing quote boards, and conducting reflection and review of community responses. The results indicate that the quote boards functioned as effective non-formal learning media in instilling religious values, discipline, responsibility, and social care. Therefore, the use of environment-based educational media contributes positively to strengthening community character in the Datarang area.

Introduction

Real Work Lectures (KKN) is a mandatory activity for Undergraduate Students (S1) which aims to involve students directly in community service activities (Jihad, 2025). In this program, students carry out activities to strengthen character values through educational media in the form of quote boards in the Datarang environment as an effort to instill positive values and build character in the community, especially children and teenagers (LUSI, 2023).

Strengthening character values is an important part in forming an individual's personality. Character reflects human attitudes and behavior in relation to God, oneself, others, the environment and social life, which is manifested through thoughts, words and actions in accordance with religious and cultural norms. Character education is a conscious effort to guide individuals to develop mentally and behave positively, so that they are able to live harmoniously in society (Abdurahman et al., 2025).

The community environment plays an important role in shaping individual character, especially in children and adolescents. Patterns of social interaction, developing habits, and various visual stimuli in public spaces also influence a person's way of thinking and behaving. Various results of community service show that the social environment can be an effective means of non-formal learning in instilling character values if utilized optimally ((Participant et al., 2021)

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Educational media in public spaces is a strategic alternative in community-based character education. Visual media such as information boards, posters and quotes have a wide reach and are persuasive. Community service research shows that visual media placed in public spaces is able to increase moral awareness and form positive habits because the messages conveyed can be accessed repeatedly by the community (Sari, 2024).

The educational environment includes various elements that play a role in forming the character of students. The family is the initial space for cultivating moral values, the school functions as the main means of formal education, while society and social media also have a significant influence on attitudes and behavior. In the context of community-based education, the use of educational media in public spaces such as information boards, posters and inspirational quotes can be an effective strategy for instilling character values, because these visual messages are easy to reach and can be internalized through repeated exposure (Tarigan & Albina, 2024).

The use of environmentally based educational media is also in line with the community service approach which emphasizes participation and sustainability. The Asset Based Community Development (ABCD) approach places local assets as the main capital in implementing community service, so that the programs implemented are more contextual and effective (Nurliza et al., 2025).

The Datarang environment has social and environmental potential that can be used as a medium for character education. The high level of community activity along neighborhood roads makes public space a strategic place for conveying educational messages. However, this potential has not been utilized optimally as a means of planned and sustainable character learning.

Based on this background, this article aims to describe the implementation of community service activities in strengthening character values through educational media in the form of quotes boards in the Datarang Environment, as well as analyzing its suitability with the ABCD approach as recommended in various community service journals.

This program is designed as a non-formal learning medium that is simple, communicative and sustainable in order to strengthen the character values of the people in the Datarang Environment. By installing educational quote boards, it is hoped that people will be encouraged to develop positive attitudes such as discipline, care and responsibility in their daily lives.

Methods

Asset-Based Community Development (ABCD) Approach

This community service activity uses the Asset-Based Community Development (ABCD) approach, which emphasizes community empowerment by identifying, mapping, and utilizing assets available within the community. These assets may include natural resources, individual skills, local knowledge, physical facilities, and existing social networks. The activity was conducted in the Datarang Environment as an effort to utilize existing environmental and social potential as a medium for strengthening character education (Muzayyin Maq et al., 2024). Previous community service studies have demonstrated that the ABCD approach can support the development of participatory and sustainable community-based programs (Ashahidda et al., 2024).

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The ABCD approach was selected because the program does not aim to introduce external resources as the primary basis of intervention, but rather to identify and optimize assets that already exist within the community. Through this approach, the community is positioned not merely as the recipient of the program but as an active participant in the planning and implementation of activities.

Identification and Mapping of Community Assets

The first stage of the activity involved identifying and mapping environmental assets through direct observation and communication with local community members. This process was conducted to recognize physical and social resources that could potentially be utilized as educational media.

The identified assets included environmental roads, public spaces, and areas frequently used by community members, particularly children and adolescents. The mapping of these assets served as an important basis for determining strategic locations and designing educational activities that were relevant to the characteristics of the local environment. Asset identification is an essential component of the ABCD approach because it enables community service programs to be developed based on existing local potential rather than solely on identified problems (Zunaidi, 2024).

Design and Development of Educational Media

Based on the results of asset identification, educational media were designed in the form of quote boards containing messages related to character values**.** The content of the quote boards was developed using simple, concise, and easily understandable language so that the messages could be received by different groups within the community.

The messages emphasized positive character values, including discipline, responsibility, caring, mutual respect, and other behaviors relevant to everyday social life. The use of visual educational media was intended to make character messages more accessible and memorable, particularly for children and adolescents. By placing the messages in public spaces, character education can be integrated into the community's daily environment rather than being limited to formal educational settings.

Implementation and Installation of Quote Boards

The educational media that had been designed were subsequently installed at strategic points along environmental roads. The installation process involved KKN-T students and local community members. Strategic placement was intended to ensure that the quote boards could be seen and read by residents during their daily activities.

Community involvement in the installation process represented an important form of active participation in the program. Rather than positioning residents solely as beneficiaries, the activity encouraged them to participate directly in creating and maintaining the educational environment. This participation also aimed to foster a sense of ownership toward the educational media and increase the likelihood that the program would continue after the KKN-T activities had ended.

Community Participation and Character Education

The implementation of quote board media provided an opportunity for community members to gain a greater understanding of character values in everyday life. The messages presented in a simple and visual form were expected to help residents,

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particularly children and adolescents, recognize and practice values such as discipline, responsibility, caring, and mutual respect.

The presence of educational media in public spaces also created opportunities for continuous exposure to positive messages. Repeated exposure to character-oriented messages can support the formation of positive habits and encourage the development of a more conducive social environment. In this context, the quote boards function not only as communication media but also as part of the community's informal educational environment.

Sustainability of the Program

The final stage of the activity focused on the sustainability of the educational media and the continued involvement of the community. The participation of residents in the installation and utilization of the quote boards was expected to strengthen their sense of ownership and responsibility toward the program.

Overall, the implementation of the KKN-T program through quote board educational media in the Datarang Environment represents an effort to strengthen community character values by integrating education with community empowerment. Through the ABCD approach, the program utilizes existing environmental and social assets while encouraging active community participation. Sustainable and participatory implementation is expected to enable the educational media to remain useful beyond the completion of the KKN-T program and to provide broader benefits for the community.

Flagship Program

The KKN-T INASS program in the Datarang area focuses one of its primary community service activities on strengthening character values through the use of educational media. In the context of contemporary social life, character strengthening is a crucial aspect, particularly in shaping the community's attitudes, behaviors, and social awareness. Values such as religiosity, discipline, responsibility, social concern, and mutual respect need to be instilled continuously through approaches closely aligned with the community's daily lives. Therefore, this activity is designed not merely as an educational exercise but also as an effort to foster character values through an environment-based approach (Rochaendi et al., 2024).

By utilizing educational media in the form of "quote boards," KKN-T students aim to convey moral messages that are simple, communicative, and easily understood by diverse segments of the community. Quote boards were selected due to their wide reach and accessibility in public spaces. The character-building messages displayed are crafted using concise and persuasive language, designed to capture public attention and encourage reflection during daily activities.

The presence of quote boards in public spaces serves not only to convey moral messages but also contributes to shaping a learning environment. An environment that visually presents character values can influence the collective mindset and behavior of the community. Residents accustomed to seeing positive messages in public spaces tend to become more conscious of the norms and values governing communal life. Thus, environment-based educational media acts to reinforce social norms, supporting the creation of a harmonious community life.

This program is implemented using a participatory approach, actively involving the community in the installation of quote boards at strategic points along local roads.

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Community involvement aims not only to ensure the smooth execution of the activity but also to foster a sense of ownership regarding the installed educational media. Consequently, it is hoped that the local community will maintain and continue to utilize the quote boards in the long term. Beyond conveying moral messages, quote boards serve as a medium for non-formal education, fostering a more educational social environment. The repeated display of messages regarding character values in public spaces helps the community particularly children and adolescents to more easily grasp and internalize positive values essential to communal life. These boards act as visual reminders that encourage the gradual yet consistent formation of good habits.

The program employs the Asset-Based Community Development (ABCD) approach, which emphasizes leveraging the community's local assets and potential. Neighborhood streets and public spaces are utilized as strategic assets to support character education. This approach positions community members not merely as passive recipients of the activity, but as active participants in strengthening character values within their own environment (Riyanti & Raharjo, 2021).

Through these efforts, the KKN-T INASS initiative in the Datarang neighborhood is expected to contribute positively to community character building. Strengthening character values via environment-based educational media impacts not only individuals but also fosters a social atmosphere that is more conducive to and oriented toward positive behavior. Overall, this program holds the potential to serve as a simple, practical, and sustainable model of community service that supports character development within the community.

Results and Discussion

Implementation of community service activities through the installation of quote boards in the Datarang neighbourhood shows a significant contribution in efforts to strengthen community character values. Quote boards installed at a number of strategic points along environmental roads function as visual educational media that are easy to reach and read by the public in various daily activities. Visual media has the advantage of conveying messages concisely, interestingly and easily remembered, so it is effectively used as a means of instilling character values in public spaces (Arsyad, A. 2021). The existence of quote boards in the community allows moral messages to be presented consistently and repeatedly, without being limited by certain time and space.

The results of observations during the activity showed that the public responded quite positively to the existence of the quotes board. Messages presented in simple and contextual language are considered easy to understand and relevant to everyday life. Several residents said that these messages could be a reminder to behave and act, both in social interactions and in religious practices. This finding is in line with the results of research and community service which states that conveying character values through simple media and close to the context of people's lives can increase moral acceptance and awareness (Ruslin, 2023). Thus, quote boards act as an effective non-formal learning medium in the community.

The character values outlined in the quotes board, such as religiosity, discipline, responsibility, social awareness, and mutual respect, are instilled through a habituation process. Repeated exposure to messages in public spaces encourages the formation of value awareness slowly and continuously. Habituation-based character education is considered effective because the values conveyed are not instructive or patronizing, but

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are present naturally in people's daily lives (Akhmad, 2020). A social environment filled with moral messages functions as a learning space that supports the long-term internalization of character values.

Viewed from an Asset-Based Community Development (ABCD) perspective, this activity shows efforts to utilize environmental assets that have not previously been maximized as a means of character education. Environmental roads and public spaces which until now only functioned as a means of mobility were developed into contextual social learning media. The ABCD approach emphasizes that community development and empowerment can be carried out by optimizing existing assets, not solely focusing on existing deficiencies or problems. Utilization of local assets makes service activities more relevant to community conditions and has the potential to be sustainable (Salahuddin, 2015).

Apart from having an impact on society, this service activity also provides significant benefits for KKN students as program implementers. Students gain direct experience in designing, implementing and monitoring community service activities based on local potential. This process helps students develop social sensitivity, the ability to communicate with the community, and skills in implementing service programs contextually. This experience is in line with the aim of implementing KKN as a vehicle for contextual learning that integrates academic aspects with community service (Rosdialena & Alrasi, 2023).

One of the advantages of using quote boards as educational media is their nature

which is simple, economical and easy to maintain. Simple media has a higher chance of sustainability than programs that require technology or large costs. As long as the quotes board remains installed and legible, the message of character values will continue to be conveyed without requiring intensive intervention. This shows that strengthening community character does not always have to be done through large-scale programs, but can start from small interventions that are consistent and contextual.

Overall, this discussion shows that the use of educational media in the form of environment-based quote boards is a simple but effective strategy in supporting the strengthening of community character values. The existence of visual media in public spaces not only functions as a means of conveying moral messages, but also as an effort to build a social environment that is conducive and oriented towards the habit of positive behavior. With sustainable management and development, environmentally based educational media has the potential to become a model for strengthening community character that can be applied in other regions.

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Documentation of Quote Board Installation

Evaluation and Monitoring Stages

Implementation of community service activities through the installation of educational quote boards in the Datarang Environment shows a positive contribution in supporting the strengthening of community character values. Quote boards installed at strategic points along environmental roads function as visual educational media that are easy to access and read by the public in their daily activities. The existence of visual media in public spaces allows messages of character values to be conveyed repeatedly and not limited to a certain time, thus having the potential to form positive habits gradually. The results of field observations show that the public responded quite well to the existence of the quotes board. Messages presented in simple and short language attract people's attention and are easily understood by various groups. This condition shows that visual-based educational media is effectively used as a means of non-formal learning, especially in conveying moral messages and character values that are close to people's daily lives.

The character values conveyed through the quote board, such as religiosity, discipline, responsibility, social awareness, and mutual respect, are indirectly instilled through the habituation process. Continuous exposure to messages in public spaces encourages people to remember and reflect these values in their daily behavior. Character education through habituation is considered effective because it is able to form awareness and attitudes on an ongoing basis without coercion. Judging from the Asset-Based Community Development (ABCD) approach, this activity succeeded in utilizing environmental assets that had not previously been used optimally as educational media. Neighborhood roads and public spaces are used as social learning spaces that support the formation of community character. The use of local assets shows that the surrounding environment has great potential to be developed as an educational facility if managed creatively and contextually (Yakub et al., 2025).

Evaluation and monitoring of activities is carried out through direct observation by KKN-T students of the condition of quote boards installed in the community. Observations focused on the presence of media, the level of readability of messages, and people's attention to quote boards in their daily activities. Monitoring is also carried out to ensure that the quotes board remains installed properly and functions according to the initial objectives of the activity. The results of these observations are the basis for assessing program implementation and its suitability to local environmental conditions. Apart from having an impact on society, this service activity also provides benefits for students as program implementers. Students gain direct experience in designing and implementing local asset-based service activities, so they can develop social sensitivity, the ability to

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collaborate with the community, and skills in designing simple educational media. This experience is in line with the aim of implementing KKN as a contextual learning tool that integrates academic aspects and community service.

Conclusion

Community service activities through the use of educational media in the form of quote boards in the Datarang Environment provide a positive contribution in strengthening community character values. Quote boards installed in public spaces function as non-formal learning media that are easily accessible and able to convey moral messages simply and persuasively. Character values such as religiosity, discipline, responsibility, social awareness and mutual respect are instilled through visual exposure that is present in people's daily activities. The Asset-Based Community Development (ABCD) approach allows the use of environmental assets, especially environmental roads and public spaces, as a means of contextual character education. The use of local assets shows that the surrounding environment has great potential to be developed as a community-based learning medium. Apart from providing benefits to the community, this activity is also a means of contextual learning for KKN students in developing social sensitivity, creativity and community service skills based on local potential. In the future, activities to strengthen character values through environmentally based educational media can be developed by expanding installation points and updating quote content so that it remains relevant to societal conditions. The development of other creative and contextual educational media can also be considered. Apart from that, it is hoped that more active community involvement in community service activities will increase the sustainability of the program and strengthen the internalization of character values in the community.

Acknowledgment

Alhamdulillahi Rabbil 'Alamin, we express our thanks to Allah SWT for His mercy and grace, so that this service activity can be carried out well. We would like to express our deepest gratitude to the LPPM Management who have facilitated, guided and accompanied us, Batch VII KKN students, from the start to the end of the activity. The guidance and direction provided really helped the smoothness and success of this service activity. Hopefully all the support and assistance provided will receive the best response from Allah SWT.

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