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# PROCEEDINGS

## International Conference on Media Studies 2017



**School of Multimedia Technology  
& Communication  
(SMMTC)**

**2<sup>nd</sup> - 4<sup>th</sup> May  
2017**

**GROWING WITH MEDIA**

**Organiser:**



Persatuan Teknologi Media  
MEDIA TECHNOLOGY ASSOCIATION  
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# Proceedings

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(ICMS'17)

2nd – 4th May 2017

Universiti Utara Malaysia, Sintok, Malaysia

## Editors

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Hakcipta terpelihara. Sebarang bahagian dalam buku ini tidak boleh diterbitkan semula, disimpan dalam apa cara yang boleh digunakan semula, ataupun dipindahkan dalam sebarang bentuk atau dengan sebarang cara, baik dengan cara elektronik, mekanik, penggambaran semula, perakaman dan sebagainya tanpa mendapat izin daripada Pusat Pengajian Teknologi Multimedia dan Komunikasi, Universiti Utara Malaysia.

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# PREFACE

## Growing with media

Assamualaikum dan Selamat Datang

First of all, we would like to welcome everyone to the International Conference on Media Studies 2017. This years ICMS 2017 will be addressed comprehensively from the media to social perspectives, aiming at presenting, discussing and disseminating current developments, new approaches, new tools and practical solutions for the media landscape. The conference is targeted to an academic audience (lecturers, researchers and students) and practitioners (media buyer, press and media managers from diverse media organizations).

To introduce the emerging developments of media. Growing with media is essential for every individual. Issues will be presented and discussed in this 360 degrees of media growth.

1. To introduce the importance of media in 360 degrees;
2. To deliberate on the challenges or difficulties associated with the media;
3. To discuss success factors of media;
4. To discuss the future trends of media in 360 degrees;
5. To introduce the state-of-the-art practices in media;

ICMS 2017 seeks high-quality contributions on media academics and practitioners, including theoretical foundations, innovative practices, case studies, experiences, among others.

We would like to extend our gratitude for the overwhelming response from UUM and Universitas Sebelasmaret (UNS), Neville Wadia Institute Of Management Studies And Research, Bansomdejchaopraya Rajabhat University, Hatyai University and Suryadatta Group of Institutes.

Thank you and look forward to seeing you again in Sintok !

The Editors,

Azahar Kasim  
Sabrina Mohd Rashid  
Norsiah Abdul Hamid

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## **The Development Of *Colestvia* Model As An Effort of Internalization Character Values in Social Studies Learning**

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**ABSTRACT.** This research aimed (1) to develop the COLESTVIA model as a tool to improve the teaching of social science and (2) to test the effectiveness of the COLESTVIA model in the teaching of the subject. This paper was conducted with research and development approach which consisted of three stages: preliminary studies, model development and model testing. The data were collected through observations, interviews, questioners and documentations. The data collected from the preliminary studies were analyzed using qualitative analysis. Then, the data collected from the model testing stage were analyzed using quantitative analysis. This research used t-test to measure the different level of effectiveness between teaching using the COLESTVIA model and lecturing model. This research concluded that (1) the COLESTVIA model which was validated by experts and tested in SMP 19 could be implemented in other schools. After being tested in quasi experiment in SMP 2 and SMP AL Muayyad, students who were taught using the COLESTVIA model successfully improved their cognitive and affective skills. They acquired better scores than those taught using the lecturing model. (2) The effectiveness test, which was carried out in SMP 9, SMP 24 and SMP Kristen 1 Surakarta, showed that again, if compared to the lecturing model, the COLESTVIA model more significantly improved the students' academic skills and strengthen their characters. Thus, it could be concluded that the COLESTVIA model is more effective than the lecturing model.

**Keywords:** social science learning, learning models, competence, characters and identity

### **1 INTRODUCTION**

Law No. 20/2003 on the National Education System (2007: 8) rules that the national education functions to develop the students' skill and character so that in the future they can become citizens who have faith in God and have noble personal qualities. The national education system is also expected to prepare students to be citizens who are smart, creative, independent, responsible and democratic. The law, indeed, provides noble ideals of the national education system. However, in reality, the ideals have yet to be achieved. There are still abundant moral injustices as well as problems concerning the nation's social, political, economical and cultural sector. In addition, currently, the nation also faces a crisis of identity. This reality check signifies that the current Indonesian national education system still fails functioning as expected by the aforementioned law (Rokhman, Nurhadi & Muhsinatun, 2006: 116).

Scholars have argued that the Indonesian education system is oriented only to develop students' cognitive skills. Thus, it has failed to develop the student's moral (Suyanto, 2003: 153). This is proven by much social illness emerging in the society including drugs abuse, free sex, crimes and violence among other things (Lubis, 2009: v). The current group of young generation also has failed to behave accordingly in front of the older generation. The younger generation is losing the grip of the nation's cultural identity, for example politeness, tolerance, humbleness and helpfulness among others (Supriyoko, 2003: 3).