

# Character Education Communication Model Nation to Form the Integrity of Self in Students

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## ABSTRACT

*The formation of self-identity can be built through the establishment of a character that is applied to every aspect of education, one's identity is determined more by the actions and character of the person. The purpose of this study is 1. To find out how to approach communication in shaping the nation's character education integrity of the student; 2. To determine the communication barriers in shaping the nation's character education integrity of the student; 3. To study the response of the students in the communication model of character education in the formation of the nation's integrity students. The method used in this research is descriptive qualitative research. Subjects will be selected purposively as appropriate, for which explored in this study is the depth of information, not quantity informant. This study is expected to serve as a guide and reference for Higher Education and Civitas Academica in applying the Model Communications National Character Education in Shaping Student Integrity*

*Keywords: Models of Communication, Character Education, Personal Integrity*

## I. INTRODUCTION

### 1.1. Background

At this time education is central to the development of the nation, the sons and daughters of the nation today is what will bring this nation for the better or worse. The country needs a leader who is educated and well characterized. Education in Indonesia is gradually progressing quite well, with the nine-year compulsory education free of charge, it is a more or less education have helped the nation's children have a good education, and most do not have eradicate illiteracy among children ren in school age.

Unfortunately, Indonesia could not quite satisfied with the education of nine years, the sons and daughters of this nation should have a good self integritas to become self-identity, both personal and national. Establishing the integrity of the self is not difficult but not too easy. Formation of self-integrity can be formed with the character education that is applied to each of the students themselves, for example, when students in the test-cheating, basically cheating actions performed fully realized by the students but because of the lack of integrity in the student's self is cheating the proper sense of himself.

Integrity which is basically an act of honesty disappear when the perception is a difficult test done alone, internal drive to be superior. Students should be made aware of the importance of good integrity in everyday life, because in addition to helping his development, also have a positive impact for the environment, and with integritaslah we

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were able to show our true selves to the outside world and is considered appropriate as a student. (Sinaga, 2011)

In general, the integrity is not specifically interpreted by the students of integrity is just an ordinary discourse that no application and does not have any influence for them. Integrity is an act of the totality of a person with heart and high spirits. Its should be owned by any individual (student) as the identity and institutional (in this case education).

The formation of self-identity can be built through the establishment of characters inserted on every aspect of education, one's identity is determined more by the actions and character of the person. Through the communication model of education as a source of learning that can deliver the message, thus helping to overcome barriers to communication education. Differences in learning styles, interests, intelligence, sense of power limitations, or barriers to geographical distance, the distance of time and others can be helped to cope with the utilization of educational media.

In general, according to (Nurmaliah, 2009) have educational communications utilities as follows: (1) Clarify the presentation of the message in order not to be verbalistis (in the form of written words or mere oral), (2) Overcoming the limitations of space, time and sense of power, (3) Generate excitement for learning, (4) Allows more direct interaction between the students with the environment and reality, (5) Allows students to learn on their own according to their ability and interest.

To get maximum results in educational communication is necessary preparation and planning a program of instructional media. Preparation and planning can be expressed with the following steps: (1) Formulate instructional objectives with typical operasionaldan, (2) Formulate particles of matter in detail that supports the achievement of objectives, (3) to analyze the needs and characteristics of students, (4) Develop tools measuring the success of such a test or assignment, (5) Write a script media, and (6) Conducting tests and revision.

### **1.2. Problem Formulation**

According to Littlejohn communication model is a symbolic representation of an object, process or idea / ideas. Model is often used to describe a variety of phenomena that occur in a variety of events in human life, is no exception events communication. Communication is done by two people or more that occur in both directions is called the communication interaction. If the interaction is linked to the achievement of learning objectives, then called educative interaction, so that the educational communication is communication that occurs in an atmosphere of education. Here the communication is controlled and conditioned for educational purposes. How can we make the process of delivering an eye teaching materials by Lecturers (as communicators) to the Student (as communicant) must occur in person (face to face) and the reciprocal two-way (two way communication). Teachers present the lesson material not only with the lecture method, but also by the method of discussion. Teachers try to provide an opportunity to asked or disclaimed opinion, while being responsive students, explores the opinions or ask questions, solicited or unsolicited. The situation is meant to evoke the power of reasoning effort among students. If the reasoning is very nice, the students will be more mature learner personality or his personality reaches maturity.

## **2. RESEARCH METHODS**

The method used in this study is a descriptive-qualitative research study of data collected and expressed in the form of words and images, the words are arranged sentences, such sentences interviews between the researcher and the informant. One reason for using this

method is that it can be used to find what is hidden behind the phenomenon is something that is sometimes hard to grasp satisfactorily. Moreover, it can open up opportunities to better understand the phenomenon that is being studied with the consideration that life is ever-changing and dynamic human behavior. In this case the researchers will try to find how the communication model used the following character education approaches to communication, communication barriers character education, as well as the student's response to the communication model of character education is done on the object of study. (Moleong: 2007). Data collection techniques in this study using interviews, observations, and literature with informants from the target of this research is determined by purposive technique namely: leadership element, Faculty, Staff, and Students. The validity of the test data using triangulation techniques.

### **3. DISCUSSION**

#### **3.1. Character Education Development Strategy in Unswagati**

Based on interviews with several informants both the elements of Leadership, Faculty, Staff and Students as well as the adoption of the Guide in the Character Education Model Unswagati following is the result of research :

##### *3.1.1 Lecturers as Backbone of Education and Students as product output College*

Character education in Unswagati lies in human actors academic organizers, be it education, research, and community service for lecturers and students. Its leading vision and outstanding brilliance lies in the thinking of the faculty as a producing machine academic-scientific, and internalization of values embodied in the quality of performance quality driven evenly on all elements of the university, from the chancellor to the page maintainer.

Lecturers teach what he has done. Thus, a teacher must do the research is conducted on the results of observations are then taught and then resume practicing, siagai form of community service. Such understanding, it is necessary in budayakan, because science is not just for science as understood in the Greek philosophers. Additionally Unswagati have Quality Assurance Agency (LPM) in order to achieve the vision, mission and goals to make the University Unswagati character.

##### *3.1. Development of Character Education Values in Religious Education*

Question what is the essence of the nation who as away from the values of civility, chivalry, honesty, responsibility, self-discipline, self-reliance, concern, tolerance, peace and unity and do not reflect the personal character and noble character as glorified in the past as characteristic of the Indonesian people? Various character education expert whom Edi Sujarwo stated in a talk show on Metro TV on 25 September 2011 said that the root of the problem national character is messy; First, it needs to be built and restyled character education, or in religious language is called morality and order affirmed in a comprehensive curriculum in each subject or subjects. Second, re-education needs to be strengthened character from family at home, in the form of optimizing the role of parents who became the first teacher - because basically parents who teach everything on a live mostly children and be an example with mutual respect (especially the older ones), mutual respect among peer and love to the younger, even put in the womb through the behavior of the mother and father who gave comfort. Third, build synergies shared between parents and educational institutions to develop, foster the dignity, honor kemulyaan and reverent attitude of teachers and learners as well as the attitude of trust

and respect to the parents who nurture their children, so that each role optimal to form the nation's noble personality and able to raise your head along with other nations, and play an active role in community development.

### *3.1.3 Character Maintenance Methods*

The use of the word, referring to "keep something that is already there before". Josephson Institute delivered six pillars that need to be built in the world of education:

1. Trustworthiness (Trustworthy) is character to be honest, not cheating, cunning (cheat = cheating), stealing, reliable (do what is said). Having the courage (fortitude) to do the right thing in any condition (integrity), build a reputation, loyal (ready to assist the family / friends and defend the State).
2. Respect (respect for others) is the character of the students in respect to each other.
3. Responsibility (responsibility). Is the character to do what is expected to be done.
4. Fairness (fair) is a character build-abiding behavior in accordance with the rules of the game, sharing, open-minded, willing to listen to others, do not take advantage of others and not always blame others.
5. Caring (Attention terhadap others) is a good-natured character, concerned with the suffering of others, clever grateful, forgiving, and helper.
6. Citizenship (citizens, citizens). Is willing to share with the community character residence, campus, school, workplace, community, willing cooperation, participation involved community, community service, volunteer, taxes, elections, being a good neighbor, law obey, respect for law officers, bureaucracy and preserve the environment.

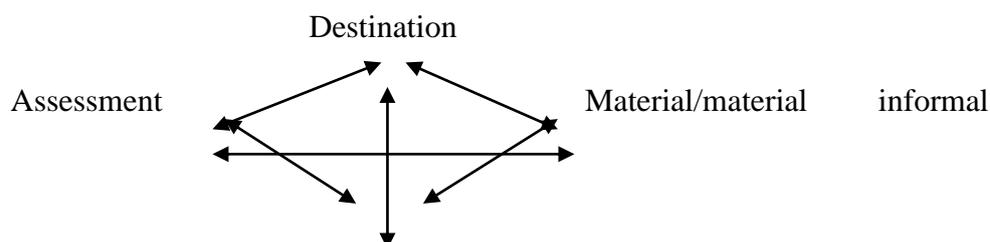
### *3.1.4. Principles of curriculum in Shaping Character*

Curriculum development is essentially a very complex due to the many factors involved in it. Each curriculum is based on certain principles, namely; 1). The philosophical principle, which is the ideal grip. 2). The principle of sociological, which provides the basis for determining on things that will be studied according to the needs of society, culture, and the development of science and technology. 3). The organizational principle that gives the basics of how the material in the form of lessons (study groups) was prepared including the vast and sequence. 4). The psychological principle which gives the principles of individual conditions and specifically in various aspects as well as study groups was announced that the teaching materials are provided can be digested and understood by the congregation in accordance with the level of thinking.

### *3.1.5 Components of Curriculum in Shaping Character.*

The components of the curriculum which is commonly known and always be considered in the development of each curriculum are: Purpose, Materials study groups, The process of study groups, and Evaluation. Each component is interrelated closely with all components sharing. The objectives include cognitive, affective and psychomotor, which are evaluated in a different way, for example, knowledge of the material will vary with

the monotheistic worship. Interrelatedness with components that can be described in the following chart:



The process of study groups

### 3.1.6. Curriculum-Based Mentoring Unswagati POAC in Cirebon.

#### 1) Planning

Starting with the manufacture of purpose, vision, mission and work programs are implemented in the form of objectives, realistic targets, activity schedules, and budgets. Minimum planning made in one year.

#### 2) Organizing

Once a plan is created, it needs to be organized in a matter subject matter, including the human resources in the execution of the work, and institutional structures.

#### 3) Actuating

Mobilisation of the Majlis study groups especially as the manager requires skill, lead, direct, and motivate including in the direction of this activity.

#### 4) Controlling

If there is a change in circumstances must be made new plans to achieve the goals set. There are three important elements in the control are:

- a) Set standards of achievement targets / goals
- b) Measure the level of ketercapaian now and compare it with the established standards.
- c) Take action to correct the achievements that do not meet established standards.

### 3.1.7. Assessment Mentoring

Evaluation or assessment is one part of the proses mentoring, focusing on character development programs students. Scope of the evaluation of the mentoring program from planning, implementation, training and development programs.

### 3.1.8. Implementation of POAC religious activities in Unswagati

1. The activities of Islamic Study Intensive (SII)
2. Taraweeh together in Romadhan
3. Compensation and Thrift

### 3.1.9. Implementation Model Character Education through Learning Civics

Based on the context of the cultural values of the nation Citizenship Education became a major foothold, for the purpose of learning is to foster insight and awareness of the state, as well as attitudes and behaviors that bersendikan unpatriotic national culture. Characteristics of Citizenship Education which called the birth a citizen and citizens who Pancasilaist, faith and fear of God Almighty. (AA.Wahab, 1996: 4)

3.1.10. Character Education Development Strategy in Language Courses Indonesia Based on the Strengthening of Local Wisdom in Unswagati

Indonesian studied with the aim that students have a positive attitude towards Indonesian. Includes Communicative Approach, Politeness Language, and Learning Model Playing Role (Role Playing)

3.1.11. *Through Character Education Model Student Entrepreneurship (Student Entrepreneurship)*  
The program curriculum includes the study of several faculty entrepreneurship courses

3.1.12. *Revolving Fund assistance program for Weak Economic Community*

This assistance program is not subject to interest for anyone who wants to borrow with the requirements specified

**3.2. Strategi conducted by Lecturer in Communication Model National Character**

**Education in Shaping Student Integrity self**

The strategy used by the Faculty as well as what is in the book Guidelines for Character Education Model, starting in the delivery of messages by using some good things to use persuasive techniques in teaching delivery, then the delivery of the experience of each student, but it also uses recitation techniques (assignment either individually or in groups), as well as widen the horizon over the internet. Another informant added that by using surgical cases or social realities that occur in the community.

Communication Model Education National Character in the subject of Islamic education. Based on interviews with informants strategy undertaken by the Character Education Lecturers are delivered either directly to the formal lecture material or subject matter contained in the sub, while the technique of indirect delivery or non-formal Lecturer develop by doing a comparative between reality and idealism for example by develop a case study. The other method is by using a comparison in a group. Participants of the group had received the material in advance of the results of comparative examples are followed tutor. It would be more effective in adding knowledge, psychological, intrinsic motivation is better than the other because there is action so that students become motivated to do about what is expected.

Another strategy is to use a medium of communication that is part of the communication elements. Media communication basically as a complementary and even as a means for Lecturers in the hope of more easily accepted about material presented. Media used include infokus. Display is usually in the form of a slide show in the form of video, audio-visual, or only the translation in the form of writing is usually done by lecturers in the class. Media used in the tutorial more by using two way communications or in the form of lectures.

Expectations of one lecturer of Islamic Education Course is the creation of moral communication embodies the moral good communication (Habluminallah), communication with other parents through the use of ethical language, manners, good morals in one of which is worship. Informants also in trying to straighten out a misunderstanding of the teaching of Islam (missed communications) in accepting the whole of Islam, such as the meaning of 'Jihad' in Islam and how the embodiment of Shariat. Ahkannuddauliyah (laws of state politics), ahkamuddustariyah (laws legislation), and politics in Islam. Argumentative approach to materials that are doctrines of Islamic law as Muslims have to pray, but it also straighten out a misunderstanding of Islam regarding the exposition of the easy implementation of Islamic Shari'a (religious practices).

The expected target of PAI Lecturers, based on interviews that students tend to value obtained significant. In this case the assessment criteria through the Middle Semester Exam (UTS), task given to the students, Semester Final Examination (UAS) is also seen from the presence of even the most accomplished students well. The material presented in the tutorial, based on the observation that the trend will significantly informant also if the student actively participates, is more intense in the following tutorial activities.

According to one informant Lecturer Pancasila and Citizenship Education, there are several reasons why character education is required, namely:

- a. To foster patriotism in the students themselves
- b. Students have the spirit of '45.
- c. Develop Nation willing to sacrifice for the homeland and religion
- d. Creating the physical and mental health thinking.

This is consistent with what has been programmed University. Pancasila and Citizenship Education activities are not only learned in the classroom, but also done by reading some book references given Lecturers subjects, researching to evaluate the social realities that occur are assigned Lecturer, then discussed in class lectures or conducting studies, even the Unswagati not just things that, based on the observation of researchers, each University has always held a rally Monday morning as a means to convey the latest information even for bond site, then the University is also often mark the national day with the help of students and academics Regiment to smooth the flag raising ceremony. In addition, students do activities such as trail and social activities by Student Regiment (regiment) also, the activities Field Work Experience (CCN) which implemented the University, in the Faculty of Social implement Social Activity Tent (SAT) and many more as a form of actuality the character of the nation loving and proud homeland.

For those reasons, Lecturer citizenship courses do some communication model character education strategies undertaken, such as: In teaching using several methods:

- a. Audiovisual media (digital technology), such as the screening of a documentary film about the social reality in order to develop the knowledge, inculcate awareness which can ultimately develop the character of the nation in establishing a student's integrity.
- b. Discussion topics together in the hope of Student choice can be accustomed to the face of social reality, so his insight is greatly increased even be able to provide a solution or opinion of the problems that occur in the community.
- c. Application of the method of learning by doing (college field), this is done so that the student response to serve the community and also have experience in social life, which in turn can be formed.
- d. Giving handbook, textbook, and the textbook as a reference material that would theoretically can be used as a basis, they reference the integrity of her character in the show.

The process of delivering a national character education models is often done by lecturers deliver the message directly or indirectly (implicit and explicit), but it is also done by giving an example of the behavior of the students. All done by lecturers to enhance learning for students, so the students are expected to easily digest and appreciate what is presented, which in turn would carry positive values of the model of communication in shaping the nation's character education integrity of students.

Students are the hope of the nation, the nation's next, therefore the character of Students need to be created by methods, means or a place that should provide a positive contribution to students. Unswagati has programmed a national character education through several educational approach in some subjects that applied to some approaches used.

Strategy communication model character education by one of Indonesian lecturers, that the use of role models in doing Lecturer is a good example, to apply the student's integrity through their speech and behavior will reflect, so it will be easier to be applied based on the knowledge and awareness of Students them in forming his integrity.

Strategy national character education model that is centered on the students, by reading the text, by finding the elements of language and content of the text. Selected text is no national character values must, therefore, has become a mainstay of role playing as a strategy that many courses conducted in Indonesian, in addition to the manners of behaving is with loving attention and local knowledge. In addition, according to one Indonesian Course Lecturer, Lecturer in teaching was to instill the values of honesty, work ethic so that the student also be respectful and courteous to Lecturer in particular in shaping the expectations of their integrity in everyday life. Accuracy be raised as well, because the application of techniques of communication models related to the communicative approach in learning Indonesian is one way to facilitate the creative messaging. The results of the evaluation conducted in Student Lecturer, informants stated that the message directly, it is generally not look perfect, although some students seem to be an awareness of the values of the character of the nation as decorum in the face of Lecturer, work ethic and discipline in carrying out duties subject-duty, a sense of nationalism with a sense of community as a fellow student Unswagati or more familiar with the term not cliquish or gaps between their late, they formed together as well.

Strategy communication model character education this nation made a lecturer in Entrepreneurship is to provide motivation through case studies, organizing seminars / workshops or by creating an event that is certainly related to the world of entrepreneurship that are assigned to students in addition to lectures in class. This is done in almost every faculty as in Faculty of Social, FKIP they could make the events are to develop the talent that already exists or to menancing them to develop their talents, there are even those who realize that they have the talent to develop an entrepreneurial spirit that is now being also the major project by the Government. To improve the quality and knowledge of lecturers was often included in the meeting such as TOT (Training of Trainers) or comparative studies in other universities

To develop the entrepreneurial spirit, the mid Desember precisely on December 22, 2012 the Faculty of Social and Political Sciences in cooperation with PT.Indocement Tunggal Tbk invited Prof. Dr.Rhenald Kasali to discuss with students and lecturers in the Cirebon.

Unswagati basically support the programs of activities to increase knowledge or experience for the academic community, even in entrepreneurship is also developing a corporate social responsibility in the form of revolving funds in the form of borrowing cash without interest, during the month of ramadhan bazaar by inviting entrepreneurs to open a booth on campus and relief food packages, as well as stand faculties with groceries that sell below the market price at the time.

### **3.3. Barriers Lecturer at the National Character Education Delivery Models in Shaping Student Personal Integrity**

Obstacles encountered Lecturers Lecturers include subjects facing Islamic education, including the first half of the course students have gotten PAI and Lecturers assess if students

are less since the beginning of religious knowledge well so lacking in accordance with the expected goals, besides motivation in students who are less because of the perception of students about religious teachings are considered easy, so that when the teaching and Learning Activities (KBM), students not memcerna well. Therefore Lecturers prepare course materials need to be prepared based on the level of student knowledge and straighten out the problems that have anything to do with religion, so that the response of the students did not judge that the material is of high level. In addition, during mentoring activities sometimes students are busy with their own activities that do not focus on studies that should be conveyed flashed and updated by students in the nation's character education integrity Students relates to religious values.

Another obstacle courses especially for Lecturers Education of Pancasila and Citizenship is about understanding the local wisdom that students themselves are lacking. Therefore, it is necessary to apply local wisdom on student self for example by bringing students to the museum field studies or places of historic heritage, reflecting historical events, national days, and others. Lecturer informant course Pancasila and Citizenship Education added that "Students that are here are good enough in terms of the integrity of her only living character alone application, starting from the top to the bottom of the class."

One of the Indonesian Lecturer stated that the barriers to communication model national character education is more likely to follow the trend of college students and the media, in addition to the external pressure is very strong (many disorders such as emotional level, and maturity of thought). As what was said Indonesian Lecturer, Lecturer in Entrepreneurship Course also assume that students who are categorized as teenagers tend to join in the trend, so they tend to follow the trend of consumption, especially trends that follow the external force, so as to instill a culture of the nation's business image slightly delayed because of the trend. Therefore we nor the students are required to develop creative ideas of domestic products that eventually become a trend not only in the environment itself, but also to foreign countries, so that business opportunities especially local products also increased with modest capital and support from the Government in relation to the policies .

Other obstacles are the obstacles found in the course of practice activities until the mindset of the entrepreneurial spirit in the student's own. For practice lectures, takes time, costs and takes good care of the students, the Institute, sponsor or local government. For Students soul itself they have to take a decision or risk facing the challenge of competence, and others. If the student still thinks that entrepreneurship need big capital, the challenges and the risks are too great anyway, let alone a less supportive environment, ultimately they are still looking for an alternative as workers not job creators, this is our common challenge.

Communication model national character education conducted by lecturers to establish themselves on the integrity of Students, both in the classroom teaching, case discussions, practical courses, or studies and comparative studies and studies, most of the targets are achieved can be seen from the performance value obtained by the students themselves, and of course also of their daily behavior, such as how to dress, the student is more polite in speech, or in everyday life, but the informant stated that rather difficult how to feel and predict changes in student behavior within a period of time, so that the target can be applied continuously and always do an evaluation.

#### **3.4. Student Response Model National Character Education in Shaping Self Integrity in Student**

Communication model of character education in shaping the student's integrity is about delivering messages verbally and in writing. Informants support of the character education model of communication, because it can affect the behavior of the students and of

course in order to understand the values of the character as a nation. As one informant of Economics student stated that "the conduct of a character in shaping the nation's integrity is to appreciate the time, increasing the sense of nationalism of the nation against our own people, not to be anarchists, uphold morality and do not follow the anarchist demo." Then from lessons learned in the course Indonesian, know more about Indonesian culture (as well as examples of traditions taught us to use Indonesian is good at communicating. "

Another informant of Student Communication Science states that knowledge and cultivation of religious subjects over the daily behavior ranging from how to dress decently (close the genitals), prevents promiscuity (by way of the holding of mentoring), mutual respect between religious communities, with regular recitation weekly, it can tighten silaturahmi each other and to recognize religion for the better again. Then using a speech / language is good and true, while maintaining decorum as the nation's character. Through courses in entrepreneurial independence be a Human Resources training, thinking about plans for emerging entrepreneurs, students gain employment as an alternative solution though not self-employed in a large scope, Students doing online shop marketing, marketing freelancers, as well as members shopping house medidik them more resilient again. Through Pancasila and Citizenship Education reminds national days, a sense of nationalism, giving rise to a sense of love and are proud of the homeland always appear, commemorate and remember the heroes of the services to be relied on self-weeks to work hard, be grateful.

Results of interviews with informants as well that need to be avoided of course as a student is not free in the association, not forgetting the services of the heroes, not forgetting the culture or traditions of Indonesia, entrepreneurship is not easy to despair, passion, and to be confident. In the current environment does not support a positive way, the emergence of the pros and cons between the principle with which we do, then we must think komprehenships, not selfish or idealistic, but we think logically, to empathize, and adults. Communication model character education provide education in a campus environment has its benefits, ranging from discipline, get to read or brainstorm with friends or sharing, discussing with better, as well as providing a knowledge in finding solutions to problems.

Character education is placed as the foundation for realizing the vision of national development, which bring people of high morals, ethics, culture, and based on the philosophy of Pancasila. Use it as the effort to support the realization of the ideals as set out in the Preamble of the 1945 Constitution and Pancasila In addition, various problems faced by our nation today is more encouraging and the government's efforts to prioritize the development of character education as the basis of education. That spirit is implicitly affirmed in the National Long-Term Development Plan (RPJPN) 2005-2015. The government made the development of the character as one of the priority programs of national development.

Efforts to establish the character according to the nation's culture is certainly not solely carried out through a series of activities on campus and off-campus learning, but also through habituation (habituation) in life, such as: religious, honest, disciplined, tolerant, hard work, love peace, responsibility, and so on. Pembiasaan it not only teaches (cognitive) what is right and wrong, but also capable of feeling (affective aspect) good value and are not good and are willing to do (psychomotor aspects) of the smallest sphere like a family up to a wider coverage in the community . These values need to be nurtured students who will ultimately be a reflection of the nation of Indonesia. therefore, the school has a major role as a center of cultural familiarization through the development of a school (school culture).

In order to further strengthen the implementation of character education has identified 18 values derived from religion, Pancasila, culture, and national education goals, namely: (1) Religious, (2) honest, (3) tolerance, (4) Discipline, (5) hard work, (6) Creative (7)

Independent, (8) Democratic, (9) curiosity, (10) The spirit of Nationality, (11) Love of country, (12) Rewarding Achievement, (13) Friendly / Communicative , (14) Love of Peace, (15) Joy of Reading, (16) Environmental Care, (17) Social Care, and (18) Responsibility (Kurikulum.Pengembangan and Cultural Center & National Character: Guidelines for Schools. 2009: 9- 10).

Thus, the mahasiswa able to think in a mature and adult in addressing matters into her. Integrity is also associated with the development of personality, that uphold the ethics of the profession and keep away from unfavorable environments. This is what really needs to be considered by the education to be applied in the world of education today, because of a positive character development is more difficult than teaching a person completing a design. Students should be made aware of the importance of good integrity in everyday life, because in addition to helping his development, also have a positive impact for the environment, and with integritaslah we were able to show our true selves to the outside world and is considered appropriate as a student.

#### 4. CONCLUSION :

1. Principles of development communication model of education in shaping the character of the nation's integrity in the student are:
  - a. Develop habits, behaviors and attitudes of tolerance between religions, race, ethnicity, opinions, attitudes and actions toward others who differ with him.
  - b. Develop an independent attitude and behavior do not always rely on others in his daily life and discipline.
  - c. Develop attitudes and actions that show a sense of fun, talk, hang out, and cooperate with others.
2. Barriers found Lecturer in the development of the communication model of education in shaping the character of the nation's integrity in the student basically there is always good in terms of planting the realm of knowledge, emotional aspects, and aspects of targeted action by each lecturer course. Nevertheless Lecturers can measure performance through measurement tools and evaluation has determined that the strategy used in its delivery can be varied Lecturer adapted to the circumstances of students.
3. Student Response Model in shaping the nation's character education integrity in Student performed in everyday life on campus and off campus that can serve as the student's self-concept as well as in the development of scientifically.

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<http://nuramaliahdreams.blogspot.com/2010/07/komunikasi-pendidikan.html>

**iv. Laws and Regulations**

Law No. 20 In 2003, the National Education System