

The Role of PAI Lecturers in Character Education on Social Media: Character Education Analysis Study on the Status of PAI Lecturers on Facebook

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ABSTRACT

Nowadays, the importance of character education is not only in the form of face-to-face, but also in the form of Facebook social media statuses. This research aims to analyze the role of PAI lecturers when creating statuses on Facebook, which include character education. The primary sources for this research were 10 PAI lecturers in Banten, who had Facebook accounts. Data taken from October 2022 to October 2023. Meanwhile, secondary sources used in this research are books and research results that are relevant to the research. The sampling technique uses purposive sampling. Then, the data was analyzed using Content Analysis. Content Analysis is a scientific analysis of the message content of a communication. Technically, the scope of content analysis includes; classification of signs used in communication, using criteria as a basis for classification, and using certain analytical techniques to make predictions. There are three conditions in content analysis, namely; objectivity, systematic approach, and generalization. The results of the research show that the character education that PAI lecturers want to build on Facebook social media is very diverse. Starting from making netizens happy, becoming an entrepreneur, introspection, building future generations, building literacy, leaving behind something that is not useful, being able to work together in a variety of differences, to paying attention to social life in the form of spiritual education.

Keywords: PAI Lecturers, Character Education, Facebook

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A. INTRODUCTION

The case of a lecturer who was caught in a dishonorable case a few months ago went viral. On the one hand, there are cases of inappropriate relationships between male lecturers and their female students. In fact, he has had sex six times (https://regional.kompas.com/read/2023/10/11/060000178/dosen-di-lampung-digerebek-warga-dunia-an-dengan-mahasiswa-di-kamar, 2023). On the other hand, there is the opposite case, namely that there is an inappropriate relationship between female lecturers and their students. This incident occurred when her

husband was out of town on duty (https://news.detik.com/berita/d-6991553/unhas-jual-dugaan-mahasiswa-dokter-specialis-mesum-dengan-istri-police, nd). Case after case, it seems to emerge as a medium to encourage the importance of character education on social media. According to Kaplan & Haenlein as quoted by Leon A. Abdillah a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0, and that enable the creation and exchange of User Generated Content (Abdillah, 2022). Meanwhile, according to Mulyasa, character education is an effort to encourage and direct the souls of students,

both spiritually and born of their destiny, towards a humane and better civilization (Tsauri, 2015). According to Barnawi and Arifin, character education is an effort to educate children so they can make wise decisions and apply them in everyday life so that children can make a good contribution to the community (Tsauri, 2015). The importance of character education on social media, because social media has become an important means of communication in global life with increasingly sophisticated technological means (Suastika, Suartama, & Sanjaya, 2022).

Increasingly sophisticated technological developments have made cyberspace people interested in taking part in educating netizens who have a lot of contact with social media. Why not, social media in this digital era is loved by many young people, including by educators in universities. Educators in higher education often come into contact with their students. Apart from teaching in formal classes, lecturers should also provide enlightenment to the virtual world community on Facebook. Facebook social media should not be left without direction and content that provides character education to netizens. So this is where the role of PAI lecturers in particular is to be able to educate netizens. This means that PAI lecturers, apart from educating in class, also have an obligation to educate the public on Facebook social media. PAI lecturers should not carelessly create statuses that do not set an example for netizens, such as the incident of irresponsible lecturers and students described above. Existing research on character education has been sporadic and not specific. At a more serious stage, character education has so far been more

oriented towards cultivating akhlakul karimah (moral education) combined with government regulations (Susilo, Dewantoro, & Yuningsih, 2022). Research related to character education by PAI lecturers is still relatively rare and has not specifically studied social media, especially Facebook. First, the use of social media by universities has a positive impact on the educational process by (a) encouraging the teaching and learning process, (b) motivating students to become active participants, and (c) establishing connections within the university community (Papademetriou, Anastasiadou, Konteos, & Papalexandris, 2022). Second, on social media the most followed pages share posts about exams held across the country, provide summaries of information, and explain answers to questions (Şimşek, 2023). Third, there is no significant influence between the use of social media (Instagram) on academic achievement because the magnitude of the influence is 0.2% and 99.8%. influenced by other factors not explained in this research (Tarigan, Soesilo, & Irawan, 2019). Fourth, this research explains that there are Facebook users who have a moral responsibility to develop social responsibility as evidenced by spreading news or content that has a positive impact on Facebook users (Dyer, 2018). Fifth, explaining that the information that enters the social media Facebook explains mental images in various economic, political and entertainment aspects that reflect the lives of Syrian students who are studying at various Jordanian universities (Al Khudari, 2023). Of the five studies described above, researchers are more interested in Facebook social media which is used as a medium for disseminating information by universities and various

parties who are trying to build social responsibility on Facebook social media. However, studies that explain that PAI (Islamic Religious Education) lecturers play a role in carrying out social responsibility towards netizens who are active on social media Facebook to provide character education, are currently not widely visible. So this research focuses on studying PAI lecturers who actively share information which includes character education. Share this information, including writing, images, videos, articles and various other information. This research is important to carry out because the netizens who are active on Facebook social media are mostly young people. This research is qualitative research, because the results that will be obtained in the research are in the form of words from the status of PAI lecturers on Facebook. According to Creswell, qualitative research methods are

a type of method that describes, explores and understands the meaning that certain individuals or groups of people attach to social or humanitarian problems. The qualitative research process requires significant effort, such as asking questions and processing, gathering information. specific data from participants, analyzing the data inductively from specific themes to general themes, and interpreting the meaning of the data (John W Creswell, 2013). The aim of the research is to analyze to what extent PAI lecturers in Banten Province have social responsibility and take a role in educating students.netizenson social media, especially Facebook. The primary sources in this research were 10 PAI lecturers from universities in Banten. Facebook data taken by the author starts from October 2023 to October 2022. Below it is presented in table form

Table 1.1
PAI Lecturer Informant

No.	Lecturer Name	From Campus	Education
1	Informant 1	UMT	S2
2	Informant 2	UMT	S3
3	Informant 3	Untirta	S2
4	Informant 4	Untirta	S3
5	Informant 5	Unpam	S3
6	Informant 6	Unpam	S2
7	Informant 7	UCA	S3
8	Informant 8	UCA	S3
9	Informant 9	Unis	S2
10	Informant 10	UMT	S3

Source: Doc. Researcher

The sampling technique uses purposive sampling. According to Sugiyono purposive sampling is a sampling technique using certain considerations (Sugiyono-1.pdf, nd). To examine the Facebook status of PAI lecturers, the author uses content analysis. According to Noeng Muhadjir, Content Analysis is a scientific analysis of the message content of a communication. Technically, the scope of content analysis includes; classification of signs used in communication, using criteria as a basis for classification, and using certain analytical techniques to make predictions. There are three conditions in content analysis, namely; objectivity, systematic

approach, and generalization (Noeng Muhadjir.pdf, nd)

B. RESULTS

Character research nowadays really needs to be instilled by various parties. Character education has become a necessity, including for educators in universities. Educators in higher education are nothing more than lecturers who provide enlightenment to the community. Not only people in the real world, people in the virtual world need character education. Below are presented the research results of each lecturer in Banten Province

a. Informant 1

Musuh yg paling berat adalah orang munafik

Source: Facebook September 26, 2023

Saya neran sama manusia,
Dikasih panas minta hujan, dikasih hujan minta panas
Ntar kalo dikasih air panas minta kopi

Source: Facebook: September 29, 2023

Seksimu di dunia surgamu di akhirat. Tentu imannya yg seksi

Source: Facebook September 29, 2023

From the sample presented above, informant 1 during the period October 2023 to October 2022 has created 278 statuses on Facebook. If $278/365 = 0.76$. This means that informant 1 almost every day creates a status on Facebook. Even

though its status contains a lot of character education, especially the character education of wanting to please other people
(www.facebook.com/ali.mubin.14).

b. Informant 2



Source: Facebook October 16, 2023

Bismillahirrahmanirrahim. Hari ini Senin, 9 Oktober 2023, mendapat amanah sebagai abdi masyarakat paling dasar (RT).

Source: Facebook October 9, 2023

Alhamdulillah, setelah dilakukan ikhtiar langit, kini spanduk telah terpasang di gubuk kami.

Source: Facebook October 6, 2023

From the three samples presented above, informant 2 from October 2022 to October 2023 has written 112 statuses on Facebook. If $112/365 \text{ days} = 0.30$. This means that informant 2 is not very active, in fact almost inactive. His Facebook status contains a lot of entrepreneurship

education content. Even the main homepage has pictures of Umrah and Hajj players. In detail, informant 2's forms of entrepreneurship include: selling books, sarongs, fish, and the Umrah and Hajj travel business (<https://www.facebook.com/erpin.haraha>).

c. Informant 3

Visitasi akreditasi di SMPN 7 Solear Kab. Tangerang

Source: Facebook 7 October 2023

Visitasi Akreditasi di SDN 1 Cikadu, Kec. Cibeber, 25-26 September 2023

Source: September 26, 2023

Asesmen lapangan akreditasi pendidikan vokasional teknik mesin UNTIRTA. Semoga mendapatkan hasil maksimal

Source: Facebook 30 August 2023

From the three samples taken via the third informant's Facebook account, the author found 30 statuses. If calculated with the research range from October 2022 to October 2023, or 365 days. Then the result can be calculated as $30/365=0.082$. The number 0.0082, in the context of writing activity, is almost inactive. Of the 30 statuses, almost all of them lead to academic activities. Both

academic activities as a lecturer, assessor, boarding school administrator, halal assistant, and member of the lecturer association. Of the six activities carried out by this third informant, the role that is quite prominent in the informant is as an assessor

(<https://www.facebook.com/profile.php?id=100018983256381>).

d. Informant 4

Progres pembangunan rumah kelas baru SD Al Quran Amirul Mukminin 3 ruang kelas vertikal. Mohon doanya semoga bermanfaat, selamat lancar sukses dan berkah

Source: Facebook 29 October 2023

SD Amirul Mukminin Serang Banten Galang Dana Kemanusiaan untuk Palestina

Source: Facebook October 28, 2023

Pesantren dan Santri memang seksi untuk mendulang suara...tapi hati-hati apabila salah niat, para alim pun bisa tergelincir ke neraka..

Source: Facebook October 27, 2023

From the three samples above, informant 4, counting backwards from October to July 2023, has created 428 Facebook statuses. If $428/304 \text{ days} = 1.40$. That is, 1.40 means that informant 4 makes a status every day. Facebook is almost twice. The variety of Facebook statuses ranges from lecturer organization activities, Islamic boarding school

forums, university activities, recitations, seminars and publications on the development of educational institutions. Judging from its intensity, publication of the existence of educational institutions is more prominent than other activities (<https://www.facebook.com/fadlullah.fadlullah.1420>).

e. Informant 5

Selamat Hari Santri.

Hari ini dapat kiriman buku dari [Penerbit Adab](#) , penerbit murah dan kualitas. Di Hari Santri mencoba menulis artikel walaupun cuma iseng doang, tulisan yang dilatar belakangi kasus doktor DL yang selingkuh dengan mahasiswa. Alhamdulillah 2 artikel jadi

1. Antara Pemahaman Agama dan Cinta Dalam Legal Pernikahan
2. Strengthening Marriage Through *Ati Maccinong* Ethical Values.

Source: Facebook October 23, 2023



Source: Facebook 22 October 2023

Pengabdian kepada Masyarakat (PkM) Prodi Manajemen Pendidikan Islam , Depok 15 Oktober 2023.

Source: Facebook October 15, 2023

Of the three samples, the fifth informant from October 2022 to October 2023 has created 83 Facebook statuses. If averaged, then $83/365=0.22$. That is, 0.22 in the context of creating almost inactive status. Despite this, the variety of publication activities on Facebook seems to be more directed towards

academic activities, such as; writing books, writing journals, field research, work meetings, KKN mentoring, and academic discussions. The rest, activities related to family activities and entertainment (<https://www.facebook.com/yunus.bayu.12>).

f. Informant 6

لَبَّيْكَ اللَّهُمَّ لَبَّيْكَ، لَبَّيْكَ لَا شَرِيكَ لَكَ لَبَّيْكَ، إِنَّ الْحَمْدَ وَالْبِغْمَةَ لَكَ وَالْمُلْكَ، لَا شَرِيكَ لَكَ

Ya Allah, dihatimu, dihatimu tidak ada pasangan. Pujian dan rahmat adalah milik Anda dan kerajaan, mereka tidak memiliki pasangan

Source: Facebook September 10, 2023

Bagi teman-teman yang ingin berpartisipasi dalam acara peringatan Muharram pada hari Sabtu nanti tanggal 5 Agustus 2023 boleh ditransfer ke norek yg ada di flyer. Setelah ditransfer jangan lupa konfirmasi ke nomor yg tertera di flyer paling bawah. Terimakasih...

"Merajut ukhuwah, menggapai berkah"

Jazakumullah kheyr Al jaza....

Source: Facebook August 1, 2023



Source: Facebook July 24, 2023

Of the three samples above, this sixth informant from October 2022 to October 2023 has created 41 Facebook statuses. If $41/365 = 0.11$. This means that 0.11 is considered inactive. In the context of Facebook status dynamics, this sixth informant has a variety of statuses. These variations range from

academic activities and holidays, such as; da'wah activities on campus, KKN assistance, lecturer professional association activities, work meetings, academic-based family gatherings, and seminars

(<https://www.facebook.com/abubakar.djafar.98>).

g. Informant 7

Asesor Jawara Banten

#koordinasi luring

Source: Facebook 29 October 2023

Bersama bunda PAUD #BANPAUDPNFBANTEN

Source: Facebook 29 October 2023

Ditraktir Bu Bos yang punya kawasan 😊 kumpul bareng, diskusi dan sambil 🍲🥤

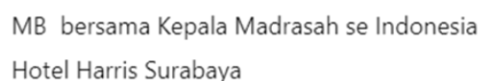
#kumpul2

Source: Facebook October 14, 2023

From the three samples above, this seventh informant from October 2022 to October 2023 has created 152 statuses. If $152/365=0.41$. This means that every seventh informant almost half creates a status. Variations in creating status are quite dynamic, starting from activities as an assessor, lecturer, business, academic

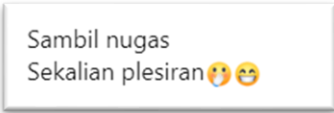
meetings, international seminars, after-teaching activities and family activities. The academic intensity that is quite prominent in this seventh informant is being an assessor (<https://www.facebook.com/maemunah.rahman.3>).

h. Informant 8



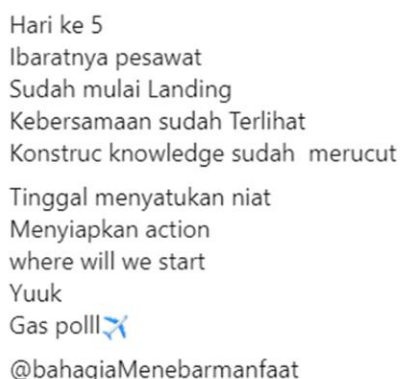
MB bersama Kepala Madrasah se Indonesia
Hotel Harris Surabaya

Source: Facebook October 31, 2023



Sambil nugas
Sekalian plesiran 🤔😄

Source: October 24, 2023



Hari ke 5
Ibaratnya pesawat
Sudah mulai Landing
Kebersamaan sudah Terlihat
Konstruc knowledge sudah merucut
Tinggal menyatukan niat
Menyiapkan action
where will we start
Yuuk
Gas polll ✈️
@bahaqiaMenebarmanfaat

Source: Facebook 27 October 2023

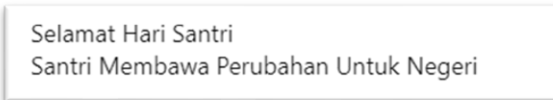
From the three samples above, this eighth informant from October 2022 to October 2023 has created 102 statuses. If $102/365=0.27$. This means that 0.27 on the status creation activity scale is not very active. However, the level of academic activity in terms of religious moderation is higher than others. Moments for creating status are generally divided into two parts, namely academics and family holidays. Academic activities, such as: activities as a religious moderation trainer for the Ministry of Religion, seminars, national

days, campus academic activities, international conferences and third-level lectures. Meanwhile for holidays, such as: traveling with family, weekend sports, holidays after academic activities, walk together with colleagues. Of all the activities, both academic and family holidays, the intensity of academic activities is higher than holidays, especially academic activities as a religious moderation trainer (<https://www.facebook.com/lathifatul.hasanah>).

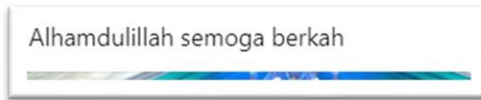
i. Informant 9



Source: Facebook 29 October 2023



Source: Facebook 22 October 2023

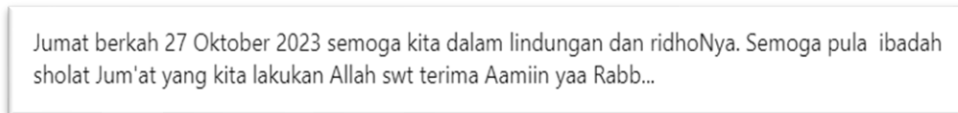


Source: Facebook October 14, 2023

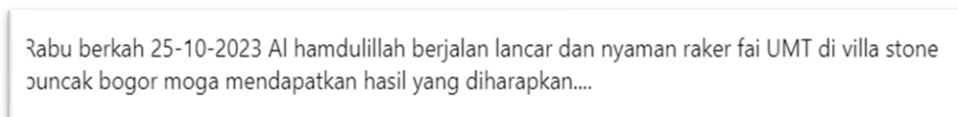
Of the three samples above, this ninth informant from October 2022 to October 2023 has made 104 statuses. If $104/365=0.28$. This means that the activity level of this ninth informant is not

very active. However, the ninth informant's activeness in the world of da'wah is higher than other activities (<https://www.facebook.com/profile.php?id=100075788452456>).

j. Informant 10



Source: Facebook October 27, 2023



Source: Facebook October 25, 2023

Source: Facebook October 11, 2023

Of the three samples above, this tenth informant from October 2022 to October 2023 has created 139 Facebook statuses. If $139/365 = 0.38$. This means that 0.38 is still categorized as less active. However, the level of academic activity is still quite high. The tenth informant's academic activities include; completing Friday sermons, studies, thesis examining, structural meetings, community events,

work meetings, and accompanying KKN students. While the remaining activities are related to family events, such as; invitations, holidays and visits to various places

(<https://www.facebook.com/abdul.basyit.568>). For greater clarity, the activity trends of informants 1 to 10 below are presented in table form

Table 1.2
Publication Trends and Activeness of PAI Lecturers on Facebook

No.	Informant	Trend	Level Liveliness
1	Informant 1	Pantun	Active
2	Informant 2	Entrepreneurship	Less Active
3	Informant 3	Assessor	Barely Active
4	Informant 4	Building Educational Institutions	Very active
5	Informant 5	Academic Activities	Less Active
6	Informant 6	Academic Activities	Barely Active
7	Informant 7	Assessor	Quite active
8	Informant 8	Religious Moderation Trainer	Less Active
9	Informant 9	Da'wah Activities	Less Active
10	Informant 10	Academic Activities	Less Active

Source: Doc. Researcher

C. Discussion

Based on data from 10 informants that have been obtained on Facebook social media above, transformationThe lecturer profession in the social context does not only stop as a lecturer, stillThe teaching profession has progressed in accordance with the Tridharma of Higher Education. Of the 10 PAI lecturers in Banten, the trend of

character education on Facebook social media can be explained below.

First, Informant 1 in everyday context, is known as being humorous and has a high sense of humor. In fact, at every major event at the University, informant 1 is almost guaranteed to always be present. Its presence not only structurally requires attendance but can certainly invite jokes and laughter. With his distinctive style and rhymes that

invite the audience to laugh, his arrival is always eagerly awaited by institutions at the university. In his posts on social media Facebook, many are filled with humorous words. These humorous words, apart from rhymes, are also words that are funny and sometimes quite strange for people. Not a little who give likes and comments. In simple terms, this post provides character education in the form of wanting to always be fun. This character of wanting to please and make you happy is a noble character. Because everyone desires happiness and does not want to find difficulties, including a peaceful and happy school (Calp, 2020). The question is why does informant 1 almost fill his Facebook with humorous posts? Of course, only informant 1 knows this. If it is related to informant 1's duties, there is no harm in doing something like that. Moreover, his daily tasks require him to always relax to help deal with academic problems. Taking problems too seriously is not good. It is best to approach the problem calmly and try to convince yourself that you can handle it. This is relevant to current conditions which require the role of students to be able to manage problems well. So it becomes relevant if it is linked to Problem Based Learning (PBL), which is a learning method that is considered capable of changing students' views (Nurtanto, Nurhaji, Baser, & Yadin, 2018).

Second, As a PAI lecturer, informant 1, apart from being a PAI lecturer, is also the Secretary of the Islamic Religious Education Study Program at the Faculty of Islamic Religion, Muhammadiyah University, Tangerang. In the daily context, informant 1 is quite active in offering his business. Starting from selling side dishes, sarongs ahead of Eid al-Fitr, to

then looking for pilgrims to depart Umrah on a Hajj and Umrah trip in Tangerang City (<https://www.facebook.com/erpin.harahap>). Although, judging from the creation of statuses on Facebook related to character education, they are almost inactive. The results of the author's calculations show that informant 1 in the period October 2022 to October 2023 has made 112 statuses (<https://www.facebook.com/erpin.harahap>). If $112/365 \text{ days} = 0.30$. This 0.30, in the context of creating status, can be said to be less active. Nevertheless, in the context of character education, informant 1 has a quite important role. The role of PAI lecturers is not only offline, online they also provide their role as character educators. The character education raised by informant 1 is entrepreneurship. The importance of entrepreneurship in the context of the national economy is to increase the number of entrepreneurs who can support the government in terms of the nation's and society's economy (Melia Astiana, Maya Malinda, Anny Nurbasari, 2021). The development of the nation's economy cannot be separated from the role of educational institutions in introducing and at the same time as suppliers of business products. The life and growth of an educational institution is supported by how strongly the educational institution educates the academic community, including its lecturers (Hanif, Dharin, & Hutauruk, 2023).

Third, Informant 3 whose intensity of status publication on Facebook is more prominent is his activities as a BAN S/M assessor. As an assessor, informant 3 took it upon himself to explain that working responsibly and doing it with heart is important. If any work is not carried out with heart and

responsibility, it will not be able to inspire the work. This third informant tries to show an example for netizens who are thirsty looking for a working figure. Introspection before judging others. And informant three is trying to play it. Played in the life of Facebook social media. However, informant three in terms of creating Facebook related to character education, was almost inactive. This can be seen from October 2022 to October 2023, or for 365 days with 30 statuses (<https://www.facebook.com/profile.php?id=100018983256381>). Then the result can be calculated as $30/365=0.082$. 0.082 is a value in the context of making a Facebook status close to inactive. Even though that is the case, the values of responsibility will work this could not escape the attention of informant three. This was proven when informant three was given other responsibilities, such as: Chair of the DKM Untirta Mosque (Interview, 2023), Banten Islamic Boarding School Forum organizational activities, accompanying KKN students, and fulfilling the invitation of ADPISI (Indonesian PAI Lecturers Association) (<https://www.facebook.com/profile.php?id=100018983256381>). The importance of responsibility in doing something, not just for the company or workplace. But to show to other people that he has the right to get a job commensurate with his competence. Because companies that want to increase their production capacity, do not focus on the value obtained during the study, but rather on whether they are responsible or not. Can be invited to collaborate or not, and so on (Kgati & Beer, 2023)

Fourth, Informant 4, in the context of the dynamics of status publication on Facebook social media, has several types

of varied activities. Starting from lecturer organization activities, Islamic boarding school forums, university activities, recitations, seminars and publications on the development of educational institutions. However, publications on Facebook social media regarding the development of Islamic educational institutions are more prominent than other activities. If calculated from October to July 2023, 428 Facebook statuses have been created (<https://www.facebook.com/fadlullah.fadlullah.1420>). If $428/304 \text{ days} = 1.40$. That is, 1.40 means informant 4 every day makes his Facebook status almost twice a day. Making statuses almost twice a day can be said to be very active. However, his activities are used to promote the educational institutions he created

(<https://www.facebook.com/fadlullah.fadlullah.1420>). From these activities, the character education that can emerge is that paying attention to the nation's future generations is very important. One form of attention is to build educational institutions with character. In this context, in the current era, educational institutions with character are much sought after by parents. Because, by sending their children to educational institutions with character, their children will also have strong character. This strong character is really needed by all parties. So, educational institutions must pay attention to various means that will strengthen character. One of them is providing learning media based on local wisdom which has a big influence on students' character (Ali, 2023).

Fifth, Informant 5 status publications on Facebook were less active, only 0.22 per day on average over a period of one year, 83 times. The most prominent status publication for

informant 5 was in terms of academic activities. Meanwhile, other activities include attention to family and entertainment. In an academic context, a frequent activity is writing journals, books and at the same time publishing information

(<https://www.facebook.com/yunus.bayu.12>). In the context of character education, the publication of this informant's status teaches people that increasing literacy is important for the development of science. Literacy in question is increasing the ability to write in journals and books. Moreover, in the midst of minimal literacy, the Indonesian nation needs real examples from PAI lecturers, including managers of educational institutions with various programs (Nuryana, Suroyo, Nurcahyati, Setiawan, & Rahman, 2020). Through this fifth informant's Facebook status, people are taught the importance of cultivating reading and writing. Reading and writing will not only benefit the writer, but also benefit the reader. Readers will be invited to be intelligent and invited to be happy. Both birth happiness and inner happiness (Sezer & Can, 2020). In the category of being an educator, it is important to promote happiness. One of the factors driving happiness is working optimistically (ZORBA, PALA, & GOKSEL, 2016). So, optimism can be built from quality reading results. Meanwhile, quality reading is obtained through writing written by optimistic writers.

Sixth, This sixth informant, in the context of creating Facebook statuses, is almost inactive. The research period is from October 2022 to October 2023, there are 41 statuses. In general, the status is divided into two categories, namely academic and entertainment categories. Academic categories, such

as; da'wah activities on campus, accompanying KKN students, PAI lecturer association activities, work meetings and seminars. Meanwhile, entertainment takes the form of a holiday together with the family (<https://www.facebook.com/abubakar.djafar.98>). That is, if $41/365 = 0.11$. This 0.11 for PAI lecturers at public universities is not very active, or close to inactive. To assess whether they are active or not active, the author cannot directly judge them, but must explore why lecturers who are still categorized as young are not active on Facebook. Several lecturers answered that being active on social media wastes time and has no benefits. Despite this, this sixth informant is always enthusiastic in academic activities, accompanied by good humor and does not mince words. The sixth informant's academic activities remind the public that mingling with lots of people is important. In another context, paying attention to the social world is human nature. Although in the theory of multiple intelligences there is interpersonal intelligence. Interpersonal intelligence is one of the media for achieving success with good relationships between one person and another (et al., 2021)

Seventh, Judging from his activeness in making Facebook statuses, the seventh informant can be categorized as quite active. This can be proven by its frequently seen status. Starting from October 2022 to October 2023, 152 statuses have been created. The dynamics of status creation start from assessors, lecturers, business, academic meetings, international seminars, after-teaching activities and family activities. The academic intensity that is quite prominent in this seventh informant is being an assessor (<https://www.facebook.com/maemunah>).

[rahman.3](#)). The assessor's job is identical to being the party who assesses an institution. In this context, the seventh informant has provided an example that assessing other parties and seeking truth and error is his professional duty. On the other hand, assessors teach readers that before assessing other parties, they should first assess themselves. Assessing yourself is one of the character education that needs to be developed and disseminated to the community (AL Bdour, Al-Bustami, & AL Dhamit, 2022).

Eighth, the eighth informant, whose prominent Facebook status is that of being a religious moderation trainer. An attitude of religious moderation in the context of the nation and state is and will always be needed by the state. The country needs a society that can respect various differences. So, the role of and function Religious moderation plays a big role in efforts to build the sustainability of a country. Although, in the context of educational institutions, religious moderation is not effective enough in religion or in educational environments (Muhaemin, Rusdiansyah, Pabbajah, & Hasbi, 2023). This is because Islamic religious and moral education textbooks do not yet contain comprehensive indicators of religious moderation. This can be seen from the classification of religious indicators, such as national commitment, tolerance, non-violence, and local cultural accommodation, which require less time available for religious and moral education. Therefore, it is necessary to have religious moderation content to be integrated into all subjects (Muhaimin et al., 2023). So, through this eighth informant, the character education that is put forward is how society is able to live together in a variety of differences. On the other hand, religious moderation also

teaches being a tolerant society, defending the country, respecting local culture, and not considering he is right and everyone else is wrong. Such an attitude is certainly detrimental to the person in the eyes of other people and has worked to the detriment of the work institution. Through this eighth informant, it is not wrong that the eighth informant is involved in religious moderation (<https://www.facebook.com/lathifatul.hasanah>). Because apart from getting a wide network of friends, experience that you can't afford and of course material that you can take home.

Ninth, This ninth informant, although as a lecturer, is also active in the world of da'wah. The scope of his lectures is around Jabodetabek and Banten. If you calculate the average Facebook status publication, it is still considered less active. This can be seen from the publication data of his Facebook status. from October 2022 to October 2023, 104 statuses have been created

(<https://www.facebook.com/profile.php?id=100075788452456>). If $104/365=0.28$. Despite this, the character education that is intended to be built is to spread goodness and stop evil. Moreover, technological developments are so rapid that social change cannot be avoided. Like it or not, whether we like it or not, social change has entered all directions, including educational institutions. It's not wrong, educational institutions need moderate educators, not educators who tend to be radical. One of them is respecting local wisdom which can reduce the level of intolerance (Amin, Alumni, Kurniawan, Chen, & Wirayuda, 2022). So, through the role of lecturers who provide a lot of character education through preaching, it must continue to be echoed and increase the color of goodness on social media which

is a gathering place for young people. In contextamarMa'ruf is appropriate if social media is full of preachers conveying goodness. On the other hand, even though more and more preachers are appearing on social media and at the same time disobedience is increasingrampant, even openly, aka not shy.

Tenth, This tenth informant is important to think about, because they both highlight aspectsamarma'ruf nahi munkar through sermons and studies in various mosques. Even though the intensity of publication of his Facebook status is still less active. from October 2022 to October 2023, 139 Facebook statuses have been created (<https://www.facebook.com/abdul.basyi>

t.568). But nowadays it can be said to be good. Moreover, the published content concerns the responsibility of character educators who pay attention to the public benefit. So the role of the lecturer is to participate in educatingnetizenshighly expected, sonetizensMany young people get enlightenment from character education lecturers. In fact, character education is not only the responsibility of PAI lecturers, it is also a shared responsibility. It means,anybodyAs long as you have good literacy skills, you should be the party who contributes to enlightening young people who use social media a lot (Wrestling,Coombes, & Yoosabai, 2021). For more details, below it is presented in table form.

Table 1.3
PAI Lecturer character education on Facebook Status

No.	Informant	Character building	Sub Character Education
1	Informant 1	Make netizens happy	Humorous
2	Informant 2	Entrepreneurship	entrepreneurship
3	Informant 3	Assessor	Self-intropection
4	Informant 4	Building Educational Institutions	Building future generations
5	Informant 5	Academic Activities	Reader
6	Informant 6	Academic Activities	Leave what is not useful
7	Informant 7	Assessor	Self-intropection
8	Informant 8	Religious Moderation Trainer	Together in various differences
9	Informant 9	Da'wah Activities	Social attention
10	Informant 10	Academic Activities	Social attention

Source: Researcher Document

D. CONCLUSION

Based on explanation, the character education that PAI lecturers want to build on Facebook social media is very diverse. Starting from being happynetizens, becoming an entrepreneur, introspection, building future generations, building

literacy, leaving behindsomethingthose who are not useful, able to work together in a variety of differences, to pay attention to social life in the form of spiritual education.

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