

MANAGEMENT OF THE DEVELOPMENT OF SOCIAL VALUES FOR THE ENHANCEMENT OF THE QUALITY OF GRADUATES IN THE ERA OF FREE MARKET

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Abstract

In the free market era, smart, competitive and qualified HUMAN RESOURCES are needed among others by having social values. The Purpose of this article is to discuss the importance of the teaching of social values, which is needed to develop in the learning activity from the basic level and it becomes the foundation for child development. The development of a learning management based social values should be planned, organized, monitored and evaluated properly so it's really become the character that supports the achievement of national education in this era.

Keyword: *Development, social values, quality, graduates*

A. Introduction

Enter the era of free market means entering a world full of war in many different facets of life and demands the quality of the human resources (HR) high which is competent but also capable of competition. To be competitive in an era of global HR it takes an intelligent, dignified and still have a strong faith and noble character. The need to have global human values – social values to support the formation of Human Resources in the era of the competitive free market. Social values are also desperately needed in the world of work, so we can look them up on the entry requirements of the world of work, in addition to the level of education is also required to have a social ability, among other: the ability to communicate, able to work in teams, creative etc. Problems of education when entering the era of free market according to Usman Husaini (1997: 1) still has shortcomings, among other: others: competition, cooperation, participation, adaptability, communication, identity and negotiation.

Early life, contemporary or modern it is necessary an intelligent human being. It showed in the era of global character and social values is the ability is very important and need to be developed in children. Such capabilities could not be owned by someone suddenly, needs to be conscious effort to instill character and values – social values from the very beginning, starting the child enters elementary or primary education. Development of social values are not only begins when children enter middle school or high school but starting from elementary school.

Learning in elementary schools in our education system still operates on the abundance of knowledge that must be delivered on a child is not a formation of character values, so that the author could not agree when the Government is currently conducting a review of the curriculum of the primary school. Nowadays the process of teaching and learning in the primary is less emphasized on the creation of characters or affective aspects but rather on the cognitive aspects of low level so that less children dared to ask, did not dare to give opinions, analysis of low power, it also has an effect on creativity. Children are not accustomed to the cooperation within the team, even if there are only a few groups are learning an active child that others participated. The cognitive aspect remains important but certainly more accentuated there higher cognitive levels, no child was told to recite the lesson (cognitive/memory) but also developed levels think understanding, application, analysis, evaluation and creativity. In contrast to learning in another country for example in the Philippines that emphasizes the development of social values and the character so that although they are still small but they have the ability to communicate, maintain and analyze. This is in line with the opinion Tilar (2012) that the issue of education in the era of free markets, among others, scientific analytic ability of how children are developed, how to create power creativity and innovation.

The development of social values in schools are part of the basic formation of the child's character so that the child has a solid foundation for further development both in entering higher education and the world of work. Needs to be a systematic effort to develop social values early on. For it was in this study will discuss social values what needs to be developed in elementary school children and how to develop it, so that more competitive in this free era lives on. In addition to this study provide feedback in the improvement of elementary curriculum which is currently still under discussion.

B. The Development Social Values

Education is essentially an attempt to humanize humans, or motorized. Generally, an adult human is a human being who has personal, character and able to adjust to the environment was then in an effort to improve the quality of Human Resources and education that has orientation on life need to be developed.

Nature education is essentially a process of developing the potential of humanity of which sociological potential for human dignity and the degree of increase in the direction of higher. Development of the potentialities of the sociological is part an effort to achieve the goal of quality education.

The purpose of national education serves to develop and shape the character of a dignified nation developing era as well as in the framework of the intellectual life of the nation, aimed at the development of potential learners in order to become a man of faith and piety towards God, precious, healthy and have good faith, ably, creative, self and become a citizen of a democratic and responsible. Department of national education, article 3 of LAW No. 20 of 2003). Based on the purpose of education is to prepare learners to be able to: (1) develop life as private, (2) develop life as a society, (3) develop life for the nation and (4) prepare learners to participate in higher education.

Social value is an abstract concept in man in a society about what is considered good and bad, what is considered beautiful or not beautiful, and true or false. According to Horton and Hunt the value is the notion of whether an experience means or doesn't mean. The value in the fact that direct behavior and consideration of someone, but not to judge whether a particular behavior is wrong or right. The value is an important part of the culture. An act considered valid that is morally acceptable in case harmonious value – the value agreed upon by society and esteem in which the action was performed. For example, people perceive help have good value, while stealing a bad value.

According to Idianto M (2004: 108) the characteristics of the social values are as follows: 1) Created from the process of interactions between humans, rather than the behavior that brought since birth. 2) is transformed through the learning process. 3) Of size or social rules that also meet social needs. 4) vary in each human group. 5) each value has different effects for human action. 6) can affect the personality of individuals as members of the community. 7) is the construction of the community as a result of interaction among themselves, 8) vary from one culture to another culture. 9) tend to be associated with each other.

The development of social values be Permendiknas No. 23 of 2006 about the competency standard unit of Graduate Education (SKLSP) contains three elements: (1) the competence of a must-have when the student graduated from a unit of a certain education, (2) the ability to develop intellectual abilities, social and cultural (3) life skills (life skills) in a broad sense. While Wikipedia (2010: 5) that sociologies termination of a person, is the ability of how people are related between each other, such as communicating, listening, giving feedback, working together in a team, finish issues, contribute in meetings, and resolve conflicts.

Social skills or proficiency between personal (inter-personal skills) includes, among others, communication skills and empathy (communication skills) and proficiency in collaboration (collaboration of skill). Empathy, understanding and attitude of the art full two-way communication

need to be emphasized because it is communicated not just convey a message, but the content of his message to and accompanied by a good impression that can foster harmonious relations. For oral communication, the ability to listen to and convey a verbal idea need to be developed. Listen with empathy skills will make people able to understand the content of the speech of others, while the person you feel cared for and valued. Convey ideas with empathy skills, will make people can convey ideas clearly and with polite words, so her message to caller and feel appreciated. In the stage of higher skills, convey the idea also includes the ability to convince others. Communication is the key to the success of the person (Koswara, 2009:1).

Proficiency in cooperation is very necessary because as social beings, in everyday life people will always cooperate with other human beings. Cooperation is not just a "joint work" but of cooperation accompanied by mutual understanding, mutual respect and mutual help. Cutting-edge studies demonstrating the ability of such cooperation it is very necessary to build the harmonious spirit of communality. Two generic life skills described above (personal skills and social skills) needed by anyone, whether they are working, not working and those who are being educated.

C. Social Values in the Era of Free Markets

According to the World Health Organization that the individual's social function improvement required capabilities include: to: (1) the ability to make decisions, (2) ability to solve problems, (3) critical thinking ability, (4) creative thinking skills, (5) communicate effectively, interpersonal relationships (6), (7) the ability to empathic, (8) the ability keep emotions, (9) the ability to manage stress. It can be concluded that a person requires a basic need: i.e. communication skills, interpersonal relationships, problem solving, decision making and self development. The Model is emphasized by Gazdaet. all in Ayi Ohm and Mohammad Ali (2007:1278, consisting of (1) communication skills and interpersonal relationship of humanity required to: a) communicate effectively both orally and in writing in a relationship with someone else, b) facilitate the membership at large, small areas of expertise as well as the public, c) manage interpersonal relationship d) the ability of self expression good idea or notion.

In the world of education communication skills will provide benefits to graduates in doing personal relationships, where this communication capabilities will provide a smooth in conveying meaning and messages from other people. Communication ability is not merely a language ability orally but it came to the discussion of how later communicate using gestures (body language). According to Waggoner (2002: 41-51), communication skills are needed at a time when people have to communicate with other people and also to resolve the conflict. Communication skills include: motivation skills, leadership skills, Negotiation skills, presentation skills, communication skills, public speaking skills, building relationships, self marketing skill. Personal skills include time management, stress management, change management, transforming belief, transforming character, creative thinking, goal setting, life purpose. Communication skills are the skills most needed, so that this aspect needs to be managed either by the school. Model of learning that result communication ability. Communication skills are the most important skills needed, so this aspect needs to be manage dither by the school through learning models appropriate so that children have the ability communication in this era of free market.

The cooperation within the team, In a study of children observed working in teams instead of working groups. Build an effective work teams, leadership skill, motivating members, avoid conflict, manage the work. Team work is self-employment by having contributions on the other team members, such as the music player the allusion, where every individual is able to play in accordance with the characteristics of the means of music being played, and individually the music instrument can be played and enjoyed individually, but when combined it will bring up a beautiful voice and full of harmony, and in the game combined respectively can improvise in order to produce a mix of beautiful music.

E. Conclusions

The development social values in learning in line with the national education goals and Graduate Competence Standard (SKL) No. 19 in 2006. Besides social values is the key to success of a person in life and the world of work that need to be cultivated in children since the start of primary school. Social values that form of communication skills: the ability to have good or a land written personal rooted in the local culture, ability to work in teams that work independently but all have a contribution or role in the achievement of goals. Creativity in learning by applying freedom through the potential and uniqueness of each individual student so hopefully spawned innovations needed by the community. Management based learning social values need to be managed from the planning, organization, monitoring and evaluation so that values are fully understood and internalized the child become the character. It will be an asset or a solid foundation for children in the era of free market.

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