

Socialization Of Strengthening The Pancasila Virtue Movement To UPMI Students

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Abstract.

Pancasila, as the foundation of the state, plays a vital role in shaping the character of the nation. However, the practice of its values among students has begun to fade due to the challenges of globalization, technological advances, and the influence of foreign ideologies. The problem faced by students at the UPMI in Medan is that their understanding of Pancasila is limited to memorization without appreciation and practice in their daily lives. The phenomena of intolerance, individualistic attitudes, and a decline in social awareness indicate that the internalization of Pancasila values has not been successful. To overcome these problems, activities to promote the Pancasila Virtue Movement were carried out in coordination with the UPMI rectorate and student organizations. The implementation methods included interactive lectures, group discussions, inspirational video screenings, and question and answer sessions. The material covered Pancasila as the foundation of the state and the Pancasila Virtue Movement, the implementation of Pancasila values in student life, and strategies for becoming agents of change. The results of the activity showed an increase in students' understanding of the practice of Pancasila values and the formation of a community of Pancasila-minded students who are committed to carrying out real acts of virtue. This program is expected to strengthen the character of students and make them pioneers of the Pancasila Virtue Movement on campus and in the community.

Keywords: Pancasila; Virtue Movement; Students and National Character.

I. INTRODUCTION

Pancasila, as the foundation of the state and ideology of the Indonesian nation, plays a vital role in shaping the character and identity of the nation. The values contained in Pancasila are not merely a symbol of statehood, but must be a guideline for life that is practiced in everyday life by all Indonesian citizens. The five principles of Pancasila, namely belief in God, humanity, unity, democracy, and social justice, are the moral foundation that can guide the Indonesian people to behave well and maintain harmony in the life of the nation and state. However, the challenges of an ever-evolving era, with the emergence of various foreign ideologies, the unstoppable advancement of information technology, and the fading values of mutual cooperation and tolerance among the younger generation, have caused the practice of Pancasila values to begin to erode and be forgotten, especially among students, who are in fact agents of change and the future leaders of the nation. The Pancasila Virtue Movement was established as an effort to restore and strengthen the implementation of Pancasila values in the daily lives of Indonesian society. This movement invites all elements of society, especially the younger generation, to practice the virtues derived from Pancasila through simple but meaningful actions. The virtues in question include honesty, mutual respect, helping one another, maintaining brotherhood across religions and ethnicities, and caring for others and the environment.

This movement is not just a slogan or discourse, but an invitation to do good deeds that can be felt directly by the community, so that the values of Pancasila truly live and thrive in the midst of national life. Students, as part of the nation's young generation and young intellectuals, have a great responsibility to uphold and preserve the values of Pancasila. Students at the Indonesian Community Development University (UPMI), as future leaders, need to have a strong understanding of Pancasila and be able to implement it in campus life and society. However, the reality shows that students' understanding of Pancasila is still limited to rote knowledge without deep appreciation and practice. Many students can recite the five principles of

Pancasila, but do not yet understand how to apply these values in real life. The phenomena of intolerance, individualistic attitudes, the erosion of mutual cooperation, and declining social awareness among students are indications that the internalization of Pancasila values has not been successful. Based on these conditions, it is very important to socialize the Strengthening of the Pancasila Virtue Movement to UPMI Medan students.

This activity aims to increase students' understanding of the meaning and implementation of Pancasila values in everyday life, as well as encourage students to participate in the Pancasila Virtue Movement through concrete actions. Through this community service activity, it is hoped that students will understand that Pancasila is not just a theory learned in class, but a guide for life that must be practiced. This socialization was carried out using interactive and engaging methods, employing an approach relevant to students' lives, and providing concrete examples of how Pancasila values can be applied in campus life and society, so that students not only understand but are also motivated to become pioneers of the Pancasila Virtue Movement in their communities.

II. COMMUNITY SERVICE IMPLEMENTATION METHOD

This community service program began with a preparation phase involving coordination with the Indonesian Community Development University (UPMI) in Medan, particularly with the student affairs unit and student organizations active on campus. Through discussions and mutual agreement with the relevant parties, it was decided that the socialization of the Strengthening of the Pancasila Virtue Movement would be carried out on the UPMI Medan campus in North Sumatra, involving students from various study programs and semesters. The implementation of the activity followed a series of systematically planned stages, namely:

a. Coordination and Preparation Stage

This activity began with an in-depth coordination stage between the community service team and the UPMI rectorate, the student affairs department, and student organizations to develop an effective implementation strategy in line with student needs. The team identified issues related to the understanding and practice of Pancasila values among students through observation and brief interviews with several students and student affairs advisors. At this stage, the team also prepared interesting and relevant socialization materials related to student life, including an introduction to the Pancasila Virtue Movement, the implementation of Pancasila values in campus and community life, and examples of virtuous actions that students can take. The team also prepared supporting media in the form of visual presentations, inspirational videos, and guidance modules to be distributed to participants.

b. Socialization Implementation Stage

During the implementation stage, the activity began with remarks from representatives of the UPMI rectorate, the head of community service, and student representatives. The team delivered the main material, which covered the history and meaning of Pancasila as the foundation of the state, the urgency of strengthening Pancasila values in the modern era, an introduction to the Pancasila Virtue Movement along with its objectives and benefits, the implementation of each principle of Pancasila in students' daily lives, and strategies for becoming agents of change in spreading virtue on campus and in the community. The material was delivered using interactive lectures, group discussions, inspirational videos about young figures who practice Pancasila values, and question and answer sessions that gave students the opportunity to share their experiences and ask questions about the application of Pancasila values.

c. Evaluation and Follow-up Stage

The evaluation stage was conducted to measure the students' level of understanding and enthusiasm for the material presented. The evaluation was carried out through a questionnaire filled out by participants, which contained questions about their understanding of the material, the benefits of the activity, and their commitment to practicing the Pancasila Virtue Movement. The team also held discussions with student representatives to formulate concrete action plans that could be carried out as

a follow-up to this outreach activity. The action plans included the formation of a community or group of students concerned with Pancasila, the development of regular virtue programs on campus, and campaigns promoting Pancasila values through student social media.

The results of the activity are as follows:

1. This activity can broaden the knowledge and understanding of UPMI students about the Pancasila Virtue Movement initiated by the government as an effort to revitalize Pancasila values in the life of the nation and state, especially those related to the philosophical meaning of each principle of Pancasila, the implementation of virtue values in daily life, the role of students as agents of change in disseminating Pancasila values, and strategies for facing challenges that can erode Pancasila values in the digital and globalization era.
2. The formation of a community of students who care about Pancasila and are committed to practicing and disseminating the Pancasila Virtue Movement on campus and in the community through concrete activities such as social services, anti-intolerance campaigns, working together to clean up the campus environment, and providing learning assistance to underprivileged communities around the campus, so that the values of Pancasila are not only understood theoretically but also practiced in concrete actions that benefit others.



Fig 1. Implementation of Socialization Activities for Upmi Students

III. COMMUNITY SERVICE IMPLEMENTATION MATERIALS

1. Pancasila Pancasila as the Foundation of the State and the Pancasila Movement

Pancasila has been established as the foundation of the Indonesian state since the proclamation of independence on August 17, 1945, as stated in the Preamble to the 1945 Constitution of the Republic of Indonesia. The position of Pancasila as the foundation of the state means that every aspect of state administration, national life, and community life must be based on the values contained in the five principles of Pancasila. MPR Decree No. I/MPR/2003 concerning the Review of the Material and Legal Status of the Provisional People's Consultative Assembly Decrees and the People's Consultative Assembly Decrees from 1960 to 2002 reaffirms that Pancasila is the unchangeable foundation of the state. The five principles of Pancasila, namely Belief in One God, Just and Civilized Humanity, Indonesian Unity, Democracy Led by the Wisdom of Deliberation/Representation, and Social Justice for All Indonesian People, form an integral whole and cannot be separated from one another. Each principle has a deep philosophical meaning and is interrelated in shaping the character of the Indonesian nation, which is religious, humanistic, nationalistic, democratic, and just.

The Pancasila Virtue Movement was launched by the government as a concrete effort to restore and strengthen the practice of Pancasila values in the daily lives of the Indonesian people. This movement is not merely a top-down government program, but rather an invitation to all components of the nation to work together to realize the noble values of Pancasila through simple but meaningful actions. The

Pancasila Virtue Movement emphasizes the practical implementation of Pancasila values, not just theoretical understanding or memorization. Through this movement, every citizen is invited to do good deeds that can be directly felt by others and the surrounding community, such as helping neighbors in need, maintaining environmental cleanliness, respecting religious and ethnic differences, participating in mutual assistance activities, speaking politely, being honest in transactions, and caring for others in need. These virtues are a tangible manifestation of the values of Pancasila, which have been rooted in Indonesian culture since ancient times.

As a group of young intellectuals and agents of change, students have a strategic role in the success of the Pancasila Virtues Movement. Students are not only expected to understand the values of Pancasila cognitively, but also to be able to internalize and actualize these values in their daily attitudes and behaviors, both on campus and in the community. Students have critical thinking skills, creativity, and energy that can be utilized to develop various programs and activities that promote the values of Pancasila to the wider community. In addition, students also have access to various communication platforms and social media that can be used to spread the spirit of Pancasila virtue to other young people. A deep understanding of Pancasila and the Pancasila Virtue Movement will equip students with a strong character foundation to face various challenges in life and become future leaders with integrity, nationalism, and a high level of social awareness.

2. Implementation of Pancasila Values in Student Life

The implementation of the principle of Belief in One God in student life can be realized through various religious and spiritual activities that respect diversity. Students can actively participate in religious activities according to their respective beliefs, respect friends of different religions by not disturbing them during worship, and even help maintain worship facilities on campus. Religious tolerance is key, where students need to understand that religious diversity is a national treasure that must be preserved, not a source of division. Students can show tolerance by not imposing their beliefs on others, not mocking or belittling other religions, and being willing to work with students of different religions in various campus activities. Religious attitudes can also be manifested through honest, responsible, and noble behavior in all aspects of life, because all religions teach universal values of goodness.

Students can implement the principle of Just and Civilized Humanity by respecting the dignity of every human being regardless of their social, economic, ethnic, racial, or religious background. Students can demonstrate a humanitarian attitude by not bullying their friends, helping friends who are experiencing academic or personal difficulties, caring for students who come from underprivileged families, and being active in student social activities such as community service, blood donation, or fundraising to help disaster victims. Fairness can be demonstrated by not discriminating in organizations, providing equal opportunities for all students to participate, and having the courage to speak up when witnessing injustice on campus. Civilized behavior is manifested through polite communication, respecting others' opinions even if they differ, resolving conflicts in a mature and constructive manner, and maintaining ethics in using social media by not spreading hate speech, hoaxes, or content that harms others.

Students can implement the principle of Indonesian Unity by developing nationalism and love for the country through various activities. Students can be active in activities that promote Indonesian culture, use domestic products, speak Indonesian properly and correctly, and be proud of their identity as Indonesians. The attitude of unity can also be demonstrated by not being provoked by issues that can divide the nation, such as issues of ethnicity, religion, race, and intergroup relations (SARA), not spreading content that incites division on social media, and actively reducing conflicts or divisions that arise on campus or in the community. Students can become a unifying bridge between different groups by developing an inclusive attitude, respecting diversity, and building harmonious communication between students from various regions and backgrounds. Student organization activities can be designed to strengthen brotherhood and togetherness, such as outbound activities, cultural exchanges between regions, or collaborative projects involving students from various study programs.

Students can implement the principle of Democracy Led by Wisdom in Deliberation/Representation through democratic attitudes in organizations and society. Students can demonstrate democratic attitudes by respecting differences of opinion in discussions, making decisions through deliberation to reach consensus, giving all parties the opportunity to express their opinions, and accepting joint decisions with an open mind even if they differ from personal opinions. In student organizations, democratic principles must be upheld by conducting honest and fair elections for administrators, involving members in important decision-making, being transparent in managing the organization, and being responsible for the mandate given. Students also need to develop critical and wise thinking skills in addressing various issues, not be easily provoked or hasty in making decisions, and always prioritize the common good over personal or group interests.

The implementation of Social Justice for All Indonesian People can be realized by students through social awareness and non-discriminatory attitudes. Students can demonstrate social awareness by actively participating in community service activities, helping people in need, sharing knowledge by providing free tutoring to underprivileged children, or developing community empowerment programs. A socially just attitude can also be demonstrated by not living a consumptive and hedonistic lifestyle that is not in line with the nation's economic conditions, appreciating the hard work of others, not taking advantage of one's position for personal gain, and being willing to share with others in need. Students can develop a spirit of social entrepreneurship by creating programs or businesses that are not only economically profitable but also have a positive impact on society. Through the full and consistent implementation of the five principles of Pancasila in their daily lives, students will not only become individuals of good character but also agents of change who bring a positive influence to their surroundings and society at large.

3. Strategies for Students to Become Agents of Change in the Pancasila Virtue Movement

Students, as agents of change, hold a strategic position in disseminating and implementing the Pancasila Virtue Movement in society. To become effective agents of change, students need to have a deep understanding of Pancasila values and the ability to translate them into concrete actions relevant to current societal conditions.

The strategy of becoming a role model or exemplar is a crucial first step, as social change begins with oneself. Students must be able to become living examples of practicing Pancasila values in daily life, such as acting honestly in exams by not cheating, respecting lecturers and peers through courteous communication, maintaining campus cleanliness, arriving on time, completing assignments responsibly, and actively helping friends who are experiencing difficulties. When students are able to become good role models, they will gain trust and respect from others, making messages and calls to practice Pancasila values more easily accepted and followed by others.

The strategy of building communities or Pancasila-concerned groups on campus is an important step in creating a larger and more impactful collective movement. Students can form study groups, student activity units, or informal communities focused on developing and implementing Pancasila values. These communities can design various attractive programs relevant to student life, such as regular discussions on national issues, essay competitions about Pancasila, virtue campaigns through social media, regular social service to communities around campus, environmental clean-up activities, blood donation drives, or other innovative programs. Through collaboration within communities, students can mutually strengthen their commitment to practicing Pancasila values, share experiences and challenges faced, and develop larger and more broadly impactful programs. Communities also serve as venues for regenerating the spirit of Pancasila, where senior students can transfer knowledge and enthusiasm to junior students, ensuring the Pancasila Virtue Movement continues sustainably from one generation to the next.

The strategy of utilizing technology and social media is key to reaching a wider audience, especially young people who are very active in the digital world. Students can create creative content about Pancasila on various social media platforms such as Instagram, TikTok, YouTube, Twitter, or Facebook. Content can take the form of short videos showcasing daily acts of virtue, infographics explaining the meaning of each principle of Pancasila in easily understandable language, podcasts discussing national

issues, or digital campaigns with specific hashtags to encourage young people to practice Pancasila values. Social media provides opportunities to spread messages virally and massively at minimal cost. However, students need to be wise in using social media by ensuring that shared content is of high quality, not provocative, and does not offend others. Additionally, students must also actively combat negative content on social media, such as hoaxes, hate speech, or content contrary to Pancasila values, by reporting such content or providing accurate information to the public.

The strategy of collaboration with various parties is a strategic step to expand the reach and impact of the Pancasila Virtue Movement. Students can establish partnerships with other student organizations, non-governmental organizations, local governments, schools, or community groups to jointly develop programs that support the strengthening of Pancasila values. This collaboration can take the form of joint seminars, workshops, Pancasila-based leadership training, community empowerment programs, or joint campaigns involving various elements of society. Through collaboration, resources can be optimized, reach can be expanded, and the resulting impact will be greater and more sustainable. Students also need to develop communication, negotiation, and project management skills to work effectively and professionally with various parties.

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