

IMPLEMENTATION OF CHARACTER EDUCATION IN GENERATION Z IN INDONESIA AND MALAYSIA

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ABSTRACT

Generation Z is a demographic group born between 1997 and 2012, facing various new challenges in the modern world filled with digital technology and rapid social changes. The dynamics of life and the progress of civilization place this generation at a crossroads. On one hand, they experience a pandemic situation that triggers self-reliance and independence. It is important to examine how the implementation of character and moral education plays out for this generation, given the penetration of technology, especially social media, and artificial intelligence that have become part of their daily lives. This research aims to analyze the implementation of character values in Generation Z in Indonesia and Malaysia. It seeks to understand how character education practices are applied in educational institutions. The study utilizes a mixed-method approach, with a focus on quantitative methods, while qualitative approaches are used to deepen the analysis. Quantitative data is collected from 195 respondents, secondary school students in Indonesia and Malaysia. The research variables and indicators refer to character and moral values set in the two countries with some adjustments. There are 16 character and moral values used, including religiosity, honesty, tolerance, hard work, creativity, independence, curiosity, national spirit (patriotism), love of peace, appreciation of achievement, responsibility, communicativeness, social concern, democratic values, discipline, and environmental concern. The research results indicate that the practice of instilling character and moral values in Indonesia and Malaysia is relatively different, depending on adjustments to the characteristics, culture, and government policies in each country. In Indonesia, character education is carried out through curriculum development, extracurricular activities, and integration into subjects through various activities such as traditional games. In Malaysia, character education is developed in the form of moral education subjects for non-Muslim students, while Muslim students are taught through religious education. The characteristics of the contemporary society attending secondary school, which belongs to Generation Z, tend to have a more complex understanding of moral values. The use of technology, as it turns out, influences the cultivation of character values and morality.

Kata Kunci: *Generation Z, Moral Education, Indonesia-Malaysia, Character*