

DEVELOPMENT OF JAVANESE CULTURE CHARACTER VIDEOTRON FOR PREPARING 21ST CENTURY VOCATIONAL TEACHERS

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ABSTRACT

This study aims to: (1) describe the cultural values of Java in accordance with the competence of teachers vocational 21st century and (2) obtain a form of value the cultural values of Java in accordance with the competence of teachers vocational 21st century will be displayed in the media display Videotron and led running text. Videotron development model characterized by Javanese culture to prepare vocational teachers 21st century is done only on the needs analysis with the following procedures: Identify vocational teacher competence 21st century; identify the cultural values of Java based puppet characters, the teachings *hastabrata*, *Tembung Saloka*, *upload-ungguh* manners prevailing in Javanese society; collect, clarify, classify, reduce information; summarizes the required information and consultation at expert; and construct expert judgment results into a vocational teacher competency guidelines 21st century Javanese cultural character. The results showed that: (1) skill 21st century vocational teachers in this study consists of three aspects, namely: (a) learning and innovation skills consist of 22 characters Javanese cultural values; (B) life and career skills consist of 17 characters Javanese cultural values; and (c) emotional intelligence consists of seven characters Javanese cultural values. Meanings of each character needs to be referred to the teacher as a figure who has the character in question and its relationship related to the profession and work environment. Thus, it can really put the students as future teachers as a figure with the characters visualized, so the students gain knowledge related to Javanese cultural values that match the skills of vocational teachers 21st century; and (2) the general visualization Javanese cultural values in accordance with the 21st century skills of vocational teachers to students and academics more flexible manner can be pursued in the form of text and video. See these values as the visualization of characters is one method *inkulkasi* (planting) using a text-based visualization development strategy and the writing on the LED running text and Videotron. Recommendations advanced research are: development of the storyboard, the prioritization of the interests of each value, the integration of learning (the development of media visualization each value), determining the locations of the strategic installation of LED running text and Videotron, and manufacture of visualization of text and video that can be accessed via the media other than Videotron, such as the website.

Kata Kunci: Needs Analysis, vocational teacher skills of the 21st century, Javanese culture