The Urgency of Digital Literacy in Character Education Through Halal Lifestyle Content

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Abstract— **Character education for students is a serious concern in the digital era. Currently, there is a change in generation Z's habitual patterns in using technology. Generation Z spends quite a lot of time accessing social media. Of course, this can influence the mindset and attitudes of Generation Z. One alternative for implementing character education is to utilize information technology platforms. Digital Literacy is an urgent need. Awareness of being wise in choosing content will greatly influence the smooth process of implementing character education. Educational content about Halal Lifestyle is very necessary to increase knowledge of religious literacy. This research uses a qualitative approach with library methods. This Library Research uses content analysis techniques from documented library sources and/or data. The results of this research show that character formation with digital literacy containing Islamic education is something that is very urgent to implement. The research results obtained are the importance of: (1) Strengthening Understanding of Character Education, (2) Strengthening character-based Digital Literacy, and (3) Halal Lifestyle Education Content.**

Keywords:Digital Literacy; Character building; Islamic education; Halal Lifestyle.

Abstrak— **Pendidikan karakter bagi peserta didik menjadi perhatian serius pada era digital. Saat ini terjadi perubahan pola kebiasaan generasi z dalam menggunakan teknologi. Generasi z menggunakan cukup banyak waktunya dalam mengakses media sosial. Tentunya hal tersebut dapat mempengaruhi pola pikir dan sikap generasi z. Salah satu alternatif untuk mengimplementasikan pendidikan karakter adalah dengan memanfaatkan platform dari teknologi informasi. Literasi Digital merupakan kebutuhan yang mendesak. Kesadaran untuk bijak dalam memilih konten akan sangat berpengaruh terhadap kelancaran proses penerapan pendidikan karakter. Konten edukasi tentang *Halal Lifestyle* sangat diperlukan untuk menambah pengetahuan akan literasi keagamaan. Penelitian ini menggunakan pendekatan kualitatif dengan metode kepustakaan. *Library Research* ini menggunakan teknik *content analysis* dari sumber dan atau data kepustakaan yang terdokumentasi. Hasil penelitian ini menunjukkan bahwa pembentukan karakter dengan literasi digital bermuatan pendidikan Islam merupakan hal yang sangat urgen untuk dilaksanakan. Hasil penelitian yang didapatkan adalah pentingnya akan : (1) Penguatan Pemahaman Pendidikan Karakter, (2) Penguatan Literasi Digital berbasis karakter, dan (3) Konten Edukasi *Halal Lifestyle*.**

Kata kunci: Literasi Digital; Pendidikan Karakter; Pendidikan Islam; Halal Lifestyle.

I. INTRODUCTION

In the digital era, with sophisticated technology and the use of the internet, it makes it easier to access various information. Various social media platforms have emerged as a result of these technological advances, such as YouTube, Instagram, Twitter, TikTok, WhatsApp and others. According to the Indonesian Internet Service Providers Association (APJII) (2022), teenagers are the largest social media users, namely 90.61%. Furthermore, data was obtained that High School (SMA) students were the largest internet users, with a figure of 37.69%. Then it also emerged that there was a decline in values and ethics in socializing, causing controversial

problems regarding the negative impacts of internet use. [1]

The high number of people accessing digital services has an impact on changes in people's lifestyles. The reason is seen from an efficiency and practical perspective. The positive and negative impacts that arise for humans must of course be addressed wisely. An understanding of ethics in using information technology is very necessary. One way to meet these needs is through Digital Literacy Capability Training. [2]

In the era of society 5.0 which knows no boundaries of space and time, character education is an important concern in the world of education. Currently, Generation Z is experiencing a shift in habits in using technology. The majority of internet users in Indonesia spend more than 7 hours. Of course, the content accessed by Gen Z is determining in character formation. According to generation Z, social media is an important part of their lives. Therefore, methods are needed to minimize the negative impact of social media. Education can make humans have character. Thus education has a role in this matter. This is in line with the contents of the National Education System Law Number 20 of 2003, Article 1. With the existence of Islamic Religious Education, it is hoped that it can encourage students to adhere to the teachings of their religion in their daily lives. [3].

Therefore, the main goal of education is to provide character education to students. This includes morality, which can be taught in the form of moral, character and religious education. Growing character can be done through digital literacy. Digital literacy can be the ability of modern life to choose content carefully. This situation creates urgency in conducting research and development to find out how capability, or the ability to use digital literacy, can help improve morality. The goal is for students to become individuals who can help their personal and social lives. [4]. Character

education is good in terms of the meaning of education, educational goals, nature of teaching staff, value education, and educational content. This is used as a basis for understanding the concept of moral and ethical education.

On the sideOn the other hand, digital trends can have a positive impact. This can be seen in the development of digital skills at an early age under the direction and control of educational goals. [5]. Socialization and education are needed so that everything can go according to plans and expectations. That humans can coexist with technology. Technology can be used to make life easier for people.

According to Ahmad and Ahmad, lifestyle is defined as a set of attitudes or habits associated with a particular individual or group, and is described as the way a person lives his life, uses and organizes his time, and organizes his lifestyle. For example, someone who has implemented a Halal Lifestyle will of course make decisions that affect their life based on their knowledge about halal. [6]

The background of this research is about character education in Indonesia which is currently being eroded by cultural shifts due to the negative impact of negative content circulating on social media. In this research, the relevance of Islamic education content such as halal lifestyle is explained when applying digital literacy in building students' character education.

II. METHOD

Based on the above background, the urgency of Digital Literacy through selecting content such as Halal Lifestyle is very important in Character Education. According to Dyah and Sukardi in MI Saputra and MC Syahputra, one of the qualitative research methods is Library Research.

This research uses a qualitative approach with library methods. This Library Research uses content analysis

techniques from documented library sources and/or data. By using theories and concepts, this research emphasizes the power of analysis of current sources and data. Then, the results will be interpreted based on previous research related to that topic. [7]

III. RESULTS AND DISCUSSION

A. Digital Literacy

According to UNESCO terminology in 2011, digital literacy refers to all literacy activities, such as reading, writing and mathematics. The point is comprehensive education.So that not only the ability to write and read, but also the ability to socialize, learn, think critically, be creative and be inspired as digital skills. [8]

According to Paul Gilster's book, digital literacy is the ability to read and use various types of information from various sources, which are very broad and can be obtained from sophisticated computers. Digital literacy skills are a solution to anticipate the negative impacts of globalization on students in Indonesia.Students must have protection for themselves to be able to avoid turmoil that can affect mental health. Digital literacy is the human ability to read, analyze, filter and process information published digitally and spread quickly through content on media platforms. [9]. Ginting, et al in Nurjannah stated that increasing digital literacy skills can influence the formation of the character of students in the 21st century era.

TABLE 1. DIGITAL LITERACY COMPETENCE

No	Digital Literacy	
	Competence	*Definition*
1	Access	Able to obtain data using digital media
2	Selecting	Able to group various types of information from various sources which are useful for digital media users.
3	Understand	Able to understand previously grouped information.

No	Digital Literacy	
	Competence	*Definition*
4	Analyze	Able to assess the positive and negative effects of information that has been understood
5	Verifying	Able to double-check similar information
6	Evaluate	Able to reduce negative effects before spreading information
7	Distribute	Able to disseminate information to the right targets.
8	Produce	Able to use good internet principles to create and create new information based on facts
9	Participate	Able to act wisely when using digital media
10	Collaborate	Able to work together with other people who use digital media to disseminate accurate information in accordance with good internet rules.

Source: Amirhardja et. al (2022) in S. Manuella and N. Perdani

Digital media is here to provide all conveniences in unlimited information transactions. This includes accessing culture and citizenship as well as knowledge about cultural values. However, assistance is needed for the younger generation, especially children, in using social media. Help is needed in analyzing and understanding the information they obtain. [10]. Because every content accessed via social media will contribute to the mindset and behavior of the younger generation.

Implementation of digital literacy in Islamic education can be done with Tabbayun. Students must be careful in understanding the information they obtain. This thoroughness can certainly avoid negative information and content that is contrary to Islamic teachings. When using social media is done wisely, it can help students achieve the goals of Islamic education itself. [11]

B. Character building

A person's character can be studied as the basic principles that shape his personality. Heredity and environmental influences can influence a person's qualities. This can make a difference for each individual. One can see what the individual's pattern is. A person's morality, righteousness, kindness, strength, and attitude are traits that are demonstrated to others through their

actions. That is what is said about a person with character.[12]

The importance of character education from an early age will also help in preventing radicalism. Of course, this can be achieved through several methods. Choosing the right methods and of course in accordance with Islamic teachings can make the younger generation into people educated in faith, knowledge and charity. Apart from that, we are also expected to be able to have broad insight, be a good citizen, and have good morals [13]

The intake of spiritual and physical consumption in the form of material and spiritual is an important part of a person's faith. Faith provides a perspective that can influence human behavior and personality, which makes it one of the most important benchmarks. Trends in consumer behavior in the market are influenced by the level of knowledge. Halal knowledge is needed to make decisions about what to consume. Either in order to fulfill a need or desire. [14]. Choices from various lifestyles, of course, have both good and bad effects. This is of course influenced by interest in viewing certain content on social media. These habits are accepted by the mind and will then be applied routinely in everyday life. Until forming it into a character.

However, Dalman stated that there are a number of variables that can influence children's interest and ability to read. One of them is cultivating interest. Changes in interest in types of reading are also related to physical and mental development and personal maturity. [15]

By utilizing digital literacy in schools, students' ethical attitudes can improve due to the involvement of technology such as YouTube, TikTok, Instagram and other social media which can be accessed by teachers or educators to develop student character. A person of character means that someone has behaved in accordance with moral principles or standards. Because of this, a way is needed to develop spiritual strength, independence, personality, intelligence, noble character and skills needed for oneself, society, nation and state. [16]

C. *Halal Lifestyle Content*

Speech by KH. Ma'ruf Amin at the 2016 Indonesia International Halal Lifestyle Expo and Conference at HH Adinugraha, discussing Halal Lifestyle in Sharia Economic Education. Basically, having awareness about a halal lifestyle is the best way to live an ideal and environmentally friendly lifestyle. The term "lifestyle" refers to the way a person lives their daily life that combines the various principles, values and standards of living they are accustomed to. It is a fact of life that circumstances, culture and living conditions often influence the lifestyle one chooses. However, a halal lifestyle is a person's habit in everyday life to consume, utilize and use goods and services that are in accordance with the principles and values of the Islamic religion. [17] The Halal Lifestyle concept itself includes various halal industries such as Halal Food and Beverages, Halal Logistics and supply chains, Sharia Financial Institutions, Muslim Friendly Tourism and Sharia Hotels, Halal medicines, Halal cosmetics and Halal media and entertainment.

As the halal media and entertainment industry grows, more and more people are using this media and entertainment. The worldwide halal media and entertainment market is estimated to reach US$ 232 billion in 2019, according to data from Dinard Standard. This surpasses record highs in 2017 and 2018, when the industry earned only around US$ 209 and 220 billion. [18]

However, halal industry and media are still not fully utilized by Indonesia. Until now, Indonesian media and entertainment is still filled with negative content such as hoaxes, hate speech and SARA. A lot of content is pure entertainment without paying attention to educational and religious messages. There is still little content containing moral messages. Halal

media and entertainment is an important part of a halal lifestyle. Halal media and entertainment can be a place for Muslims to increase their faith through Islamic content. Apart from that, edutainment content is also needed for the younger generation so that it is easier to understand and of course can attract the attention of many people. The Indonesian government and all parties can help participate in sharing educational content in the media and entertainment industry which aims to instill moral values in society at large. As Muslims, you should be wise when using social media which is available in various places to consume media and entertainment. By adopting a halal lifestyle, life will be full of blessings. [19].

One of the values that underlies digital ethics is "virtue", which shows that internet users in consuming messages and sharing messages on digital platforms must prioritize the values of goodness and usefulness. However, in this pillar, understanding of the guidelines for virtue values has increased slightly by looking at the presentation of a group of people who use the internet, only 52.5% understand virtue values when surfing the internet. [20]

According to the Indonesian Ministry of Religion and the World Population Review, the majority of Indonesia's population is Muslim with an estimated 229,771,974 million people. With this number, of course the need for educational content should be met. Virtual communities are also expected to produce and disseminate halal educational content to fulfill the desire for halal literacy. One of them is like the account on Instagram, "Halal Corner". Halal Corner is a virtual community that regularly shares information and education about Halal Lifestyle, especially about halal food. This virtual community cares about a halal lifestyle by consistently creating and sharing content via Instagram. The aim is to

increase public awareness of halal food. This activity takes the form of social connectedness with effective communication, such as by creating content from information sources that have been filtered for facts. According to Nasrullah, "sharing" is not only about information technology, but can be seen in terms of digital literacy culture on social media which is slowly becoming a new habit in the digital era. [21] Therefore, the continuous habit of viewing certain content will influence a person's character or disposition.

D. The Urgency of Digital Literacy in Character Education through Halal Lifestyle Content

One alternative for implementing character education is to utilize information technology platforms. Digital Literacy is an urgent need. Awareness of being wise in choosing content will greatly influence the smooth process of implementing character education. Educational content about Halal Lifestyle is very necessary to increase knowledge of religious literacy.

A person's consumption behavior can be influenced by knowledge and halal literacy, as well as a person's belief and ability regarding halal self-efficacy. If this has been fulfilled, then you can be sure that you will implement a halal lifestyle in your daily life. [22]. The knowledge gained from halal literacy will shape the mindset that is reflected in decision making in behaving and choosing what is in accordance with sharia.

Students have a positive perspective and are able to implement digital literacy wisely. However, it was still found that some students were distracted from implementing self-directed learning skills. This can be used as a reference for increasing the efforts needed to achieve the school's mission. [23]. There are many ways to improve digital literacy. We can do the following things at a basic and individual level: First, raise students'

literacy awareness and encourage them to show greater interest in reading. The two collaborated using digital media. Through digital media, there is a lot of educational content available that can be used as an interesting and fun learning medium. Comprehensive socialization must be carried out in order to create social resilience in society. This includes digital ethics, so that students are smart and selective in sorting and choosing content as a source of information. [24]

Muslims appreciate the benefits of accessing knowledge, communicating ideas, and facilitating religious pluralism through digital platforms. To prevent and minimize risks to Generation Z, there should be dissemination of digital literacy education to warn against the dangers that can arise. Muslim scholars are needed to create and disseminate content containing religious literacy. Because nowadays, many young people take part in online recitations. So as not to make Generation Z misinterpret religious practices. It is appropriate that content with the themes of Halal Lifestyle and Religious Moderation was developed and disseminated to help understanding in religion, so that the needs of Gen Z are met logically, emotionally and spiritually. So that Generation Z can be moderate in religion.

The following are the results of research using source analysis techniques obtained regarding the Urgency of Digital Literacy in Character Education through Content *Halal Lifestyle:*

(1) Strengthening Understanding of Character Education,

Character education is an effort to instill good moral, ethical and personality principles in people. This includes not only academic knowledge, but also non-academic aspects such as attitudes, values, and behavior. This can be done in various ways, such as: First, ensuring that character education is part of the school curriculum. Today's subjects can teach principles such as honesty, responsibility, cooperation, simplicity, and others. Second, during daily activities, help students develop positive behavior by giving awards or praise to those who behave well. Involve educators and education staff at schools as role models. Students have a tendency to imitate the actions of adults around them. Third, participate in daily activities to encourage students to behave positively. One way to do this is by giving rewards or praise to students who demonstrate positive behavior. Fourth, participate in extracurricular activities that help character growth, such as spiritism, volunteer initiatives, digital literacy, financial literacy, literary literacy, arts and culture that instill positive values. And fifth, Sustainable Character Education. Character education is not something that can be taught all at once. This is an ongoing process. Provide an ongoing approach to comprehensive character development.

(2) Strengthening character-based Digital Literacy,

Efforts to increase character-based digital literacy include teaching technology and internet skills as well as character values that are important when using technology. This can be done by providing Digital Ethics Education, namely learning digital ethics, such as responsibility, honesty and respect when interacting online; discusses the concepts of digital privacy and security. Apart from that, by increasing awareness of the use of technology. Teach students to consider how their online behavior impacts themselves and others and cultivate empathy when using social media. IQ ability must be balanced with ESQ and SQ. To interact with others online, students must be aware that there are other people behind the screen. Treating other people well in cyberspace (the internet) is just as important as treating other people in the real world.

(3) Halal Lifestyle Educational Content.

In the context of a halal lifestyle, building character means incorporating Islamic values into various aspects of daily life. We must choose Halal Lifestyle content. Create and disseminate content ideas that can help shape character with a halal lifestyle approach.

The Urgency of Content that explains the concept of halal from an Islamic perspective, including food, drink, dress code and behavior in daily socializing that is in accordance with the teachings of the Islamic religion is very necessary. Online courses or webinars that discuss specific aspects of the Islamic religion, such as ethics, morality, and spirituality. Podcast that discusses Islamic financial principles, halal investments, and financial management in accordance with religious teachings.

Motivational and Inspirational Content in the form of videos or writings that provide motivation and inspiration based on Islamic values, linking them to challenges and opportunities in the dynamic and fast era of society 5.0. In addition, a Community Empowerment Program is needed. Initiatives or community events that focus on empowerment and social support by broadcasting Islamic values.

It is hoped that content with the theme of a halal lifestyle can help students who are also Generation Z understand, internalize and apply character values in a halal lifestyle in accordance with the teachings of the Islamic religion.

CONCLUSION

This study was conducted to contribute to new theoretical knowledge in the digital era and society 5.0. Halal Lifestyle content is proposed as a Digital Literacy option that can help provide understanding and implementation of character education for students among Generation Z. However, this research is limited to Digital Literacy with the concept of halal lifestyle content.

It can be concluded that the integration of digital literacy through halal lifestyle content can be an effective approach in shaping student character. The hope is that Generation Z as students will have balanced technological and moral awareness.The research results obtained are the importance of: (1) Strengthening Understanding of Character Education, (2) Strengthening character-based Digital Literacy, and (3) Halal Lifestyle Education Content.

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