



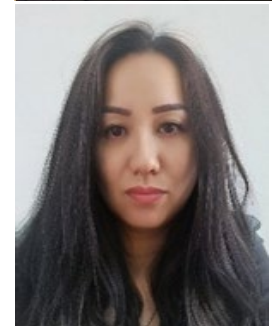
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BUILDING PERSONAL INTEGRITY AND POSITIVE CHARACTER TOWARD AN OUTSTANDING GENERATION.

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Abstract.

Introduction: This Community Service Program (PKM) aims to enhance young people's understanding of the importance of personal integrity and positive character as fundamental pillars in developing an outstanding generation in the modern era. Challenges in the VUCA era (Volatility, Uncertainty, Complexity, and Ambiguity) require young people not only to possess intellectual intelligence but also strong character, adaptability, responsibility, and sound social ethics.

Method: The program was implemented through educational seminars, material presentations, interactive discussions, and participant reflections. The topics covered included personal integrity, positive character development, challenges in the digital era, soft skills development, and the role of young people as agents of change.



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Results and Discussion: The results indicated an increased understanding among participants regarding the importance of integrity, discipline, responsibility, empathy, teamwork, and critical thinking as essential characteristics of an outstanding generation. Participants also demonstrated high enthusiasm during discussions and a strong commitment to applying positive values in their daily lives.

Conclusion: This program contributed positively to raising awareness that success is determined not only by academic competence but also by the quality of character and personal integrity as important assets for national development.

Keywords: Building Personal Integrity and Positive Character toward an Outstanding Generation.

INTRODUCTION

Background

The development of the times marked by technological advancements, digitalization, and the faster flow of information has brought major changes in people's lives, especially the younger generation. On the one hand, these developments open up wide opportunities in the fields of education, communication, creativity, and competency development. But on the other hand, these changes also present various moral and social challenges, such as declining honesty, weak responsibility, increasing individualistic behavior, instant culture, low digital ethics, rampant plagiarism, and the spread of irresponsible information. This condition shows that human resource development is not enough to focus only on intellectual aspects, but must also be accompanied by strengthening personal integrity and positive character.

This phenomenon is increasingly felt in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) era, which is an era characterized by very rapid change, high uncertainty, complexity of problems, and ambiguous situations. The VUCA era not only influenced the economic, technological, and organizational worlds, but also had a major impact on the mindset, behavior, and character of the younger generation. The rapid flow of information, social media culture, the pressure of digital existence, and the influence of the global environment that are not always in line with moral values have created serious challenges in the character formation of today's young generation.

In the developing social reality, there is beginning to be an integrity crisis among the younger generation. The integrity crisis can be seen from various negative behaviors such as academic dishonesty, plagiarism, information manipulation, cheating culture, low discipline, irresponsible attitudes, intolerance in digital communication, bullying behavior, hate speech on

social media, to the tendency to prioritize popularity over moral values. In addition, negative characters also appear such as individualistic attitudes, easy to give up, lack of social empathy, low communication ethics, instant culture, and a tendency to seek recognition without a healthy process. This condition is a serious concern because the young generation is a strategic asset of the nation that will determine the quality of leadership and community life in the future.

In the midst of this situation, self-integrity is one of the main foundations in building superior human qualities. Integrity is the unity of values, thoughts, words, and actions that are consistently reflected in daily life. Integrity doesn't just talk about adherence to the rules when being watched, but it further concerns a moral commitment to keep doing the right thing even when no one is looking. A person who has integrity will be able to maintain honesty, responsibility, and consistency in various life situations. Therefore, integrity is not just a self-image, but a personality quality that is the basis for the birth of trust, credibility, and appreciation from the social environment.

In addition to integrity, positive character is also an important aspect in building a quality generation. Positive character is not formed instantly, but through a process of habituation, self-awareness, a supportive environment, and continuous reflection and self-improvement. Values such as discipline, hard work, social care, courage to make the right decisions, the ability to respect others, and ethics in communication are part of positive character that needs to be instilled from an early age. In the VUCA era, positive character becomes an internal force that helps the younger generation to maintain direction, principles, and moral resilience in the midst of rapid and stressful changes.

In the context of higher education, students as the younger generation have a strategic position as agents of change. Students are not only required to have academic abilities and intellectual competence, but also required to be role models in attitudes, ethics, and social responsibility. The integrity and positive character of students can be seen from honesty in the learning process, anti-plagiarism attitude, responsibility in organizations, the ability to work together, and ethics in using social media and digital space. In today's digital era, a person's digital footprint is a reflection of their character and integrity. Therefore, strengthening the values of integrity and positive character is a very important need in forming students who are not only intelligent, but also trustworthy and beneficial to society.

The superior generation is essentially not only a generation that has academic intelligence, but a generation that is able to balance competence, morality, social ability, and adaptability to the changing times. A superior generation is a generation that has the ability to

think critically, creatively, innovatively, and collaboratively, but still uphold the values of honesty, ethics, and social responsibility. Generational excellence is not only measured by individual achievements, but also by its contribution to creating positive change for the environment, society, and nation.

The reality that is happening today shows that there are still various behaviors that reflect weak integrity and positive character among the younger generation. If this condition is not anticipated early, it can have an impact on the decline in the quality of human resources in the future. A growing crisis of integrity can give birth to a generation that is intellectually intelligent but morally weak. In fact, a developed nation not only needs competent human resources, but also a generation that has strong character, ethics, responsibility, and social concern.

Therefore, educational, preventive, and inspirational efforts are needed through community service activities that are able to provide understanding, awareness, and motivation to the younger generation about the importance of building self-integrity and positive character. The seminar activity with the theme "Building Self-Integrity and Positive Character Towards a Superior Generation" is a form of community service that aims to provide education, strengthen values, and inspiration to participants to be able to understand the importance of integrity and positive character in personal, academic, social, and professional lives.

Through this activity, it is hoped that participants will not only gain conceptual knowledge, but also be encouraged to internalize the values of integrity in daily life, so that they are able to become a superior generation that is competent, characterful, adaptive, and has a positive contribution to society and the nation.

Thus, strengthening one's integrity and positive character is a long-term investment in building the quality of future generations. Science and competence are essential to achieving success, but character and integrity determine the extent to which a person can be trusted, respected, and able to sustain his or her success on an ongoing basis. Therefore, this community service activity is relevant and important as part of the contribution of academics in building superior, moral, and competitive human resources in the global era.

Battuta University Medan, is very serious in building the younger generation, in this case students to have self-integrity and positive character. This nation does not lack smart people, but it really needs a generation with integrity, positive character, and trustworthiness. The Superior Generation was born when the two met in real action. In the hands of students with integrity and positive character, the future of the nation finds its hope.

Problem Identification and Formulation

Based on the background, the identification of problems in this community service activity is as follows:

1. There is still a low understanding of the young generation about the importance of self-integrity in personal, academic, social, and professional life.
2. Dishonest behavior is still found in the academic environment, such as plagiarism, cheating, assignment manipulation, and low academic responsibility.
3. The increasing negative influence of social media and digital space on the formation of the character of the younger generation.
4. The awareness of the younger generation is still weak in applying positive character values such as discipline, responsibility, social concern, and communication ethics.
5. There is an instant cultural tendency and orientation to popularity without considering moral and ethical values.
6. The lack of ability of the young generation to face the challenges of the VUCA era with an adaptive, wise, and integrity attitude.
7. There is not an optimal effort to educate and strengthen sustainable character for the younger generation in the academic and social environment.

Problem Formulation

The formulation of problems in this community service activity is as follows:

1. How to increase the understanding of the younger generation about the importance of self-integrity in daily life?
2. How to build awareness of the younger generation about the importance of positive character as the foundation of a superior generation?
3. How to foster honesty, discipline, responsibility, and social ethics among students and the younger generation?
4. How to encourage the young generation to be able to face the challenges of the VUCA era while still having integrity and positive character?
5. How to instill awareness of the ethical and responsible use of social media and digital space?

Activity Objectives

Community service activities through the seminar "Building Self-Integrity and Positive Character Towards a Superior Generation" aim to:

1. Provide participants with an understanding of the importance of self-integrity in personal, academic, social, and professional life.
2. Increasing the awareness of the younger generation about the importance of building positive character as a foundation in facing the challenges of life in the VUCA era.
3. Instilling positive character values such as honesty, discipline, responsibility, social concern, cooperation, and ethics in daily life.
4. Encourage participants to be able to apply integrity and positive character in the campus environment, organizations, society, and digital spaces.
5. Shaping the mindset of the younger generation so that it is not only oriented towards academic success, but also on moral qualities and social contributions.
6. Motivate students and the younger generation to become agents of change who are able to have a positive impact on the environment and society.
7. Preparing a young generation that is superior, adaptive, characterful, and able to face global challenges wisely and responsibly.

Benefits of the activity

This seminar activity is expected to provide benefits both theoretically and practically for participants and the surrounding environment.

1. Benefits for Participants

- Increase understanding of the importance of self-integrity and positive character.
- Cultivate awareness to be honest, disciplined, responsible, and consistent in daily life.
- To motivate participants to become better personalities and characters.
- Help participants understand the importance of ethics in the use of social media and digital space.
- Encouraging participants to become a young generation who are adaptive, positive, and able to face the challenges of the times.

Benefits for the Academic Environment and Society

- Encourage the creation of an academic culture that upholds honesty and integrity.
- Help build a more positive, ethical, and respectful social environment.
- Fostering social awareness and the spirit of contribution among the younger generation.

- Reduce negative behaviors such as plagiarism, indiscipline, and social media abuse.

Benefits for Colleges

- Supporting the implementation of the Tri Dharma of Higher Education, especially in the field of community service.
- Strengthening the role of universities in character formation and development of superior human resources.
- It is a means of character education for students as future leaders.

Long-Term Benefits

- To form a superior generation that not only has intellectual competence, but also integrity and strong character.
- Preparing human resources who are able to face global challenges with a positive, ethical, and responsible attitude.
- Encouraging the birth of a generation that is able to be role models, agents of change, and solution providers for society and the nation.

METHODS

Realization of Problem Solving

The realization of problem-solving in Community Service activities was carried out through the implementation of a Soft Skill Seminar organized by Battuta University of Medan, at the Multipurpose Hall – North Sumatra Fair, Medan, on May 16, 2026, with the theme "Building Self-Integrity and Positive Character Towards a Superior Generation". This activity was carried out as a form of response to various problems that occurred among the younger generation, especially related to integrity crises, weak positive characters, and moral and social challenges in the digital era and the VUCA era.

Problem-solving efforts are carried out through the following activities:

1. Provide participants with an understanding of the importance of self-integrity as a basis for building trust, responsibility, and personal qualities.
2. Providing education about the importance of positive characters such as discipline, honesty, social concern, ethics, and responsibility in academic and social life.
3. Explain the various challenges of the young generation in the VUCA era, including the negative influence of social media, instant culture, and low digital ethics.

4. Invite participants to understand the negative impact of behavior such as plagiarism, cheating, the dissemination of information without verification, and unethical behavior on social media.
5. Providing motivation to participants to be able to build self-awareness, courage to be right, and consistency in applying integrity values.
6. Encouraging participants to be able to become a generation of solution providers, have social concerns, and be able to make a positive contribution to the surrounding environment.
7. Instilling an understanding that superior generation is not only determined by intellectual intelligence, but also by character, integrity, adaptability, and social ethics.

Through this seminar activity, participants are expected to gain a better understanding of the importance of self-integrity and positive character, and be motivated to apply them in daily life.

Method of Activity

This Community Service activity was carried out in the form of a Soft Skill Seminar with the theme "Building Self-Integrity and Positive Character Towards a Superior Generation". The seminar was carried out as an educational effort to provide understanding, motivation, and strengthening the values of integrity and positive character to participants, especially the younger generation and students in facing the challenges of the VUCA era (Volatility, Uncertainty, Complexity, and Ambiguity).

In this activity, the author acted as a resource person who delivered material related to the importance of self-integrity, positive character formation, ethics in academic and social life, and the role of the younger generation as agents of change towards a superior generation. The method of implementing activities is carried out through an educational, communicative, inspiring, and participatory approach so that participants not only understand the material theoretically, but also are able to reflect and implement these values in daily life.

The methods used in this seminar include:

1. Educational Lecture Method

The resource persons delivered material on self-integrity, positive character, the challenges of the young generation in the VUCA era, digital ethics, and the importance of building a superior generation with character and integrity.

2. Motivation and Inspiration Methods

The delivery of material is carried out with a motivational and reflective approach through real-life examples, social experiences, and illustrations relevant to the lives of the younger generation so that participants can more easily understand and internalize the values conveyed.

3. Interactive Methods and Discussions

Participants were allowed to discuss, express opinions, and ask questions about various issues related to integrity, character, moral challenges, and the social life of the current young generation.

4. Reflective Method

Participants were invited to reflect on the importance of honesty, responsibility, discipline, communication ethics, and consistency in personal and academic life.

5. Persuasive Methods and Value Reinforcement

The seminar activities are directed to build participants' awareness that integrity and positive character are future investments that determine a person's level of trust, appreciation, and success.

Through this method, it is hoped that participants will be able to understand the importance of integrity and positive character as the main foundation in building self-quality and becoming a superior generation that is adaptive, competent, and responsible.

Evaluation Design

The evaluation design in this Community Service activity was carried out to determine the level of understanding, participation, and response of participants to the seminar material that had been delivered. The evaluation also aims to assess the effectiveness of seminar activities as a means of education and character strengthening for the younger generation.

The evaluation of activities is carried out through several stages as follows:

1. Evaluation of Attendees and Participation

Evaluation was carried out through the level of attendance, participant involvement in discussions, and enthusiasm of participants during the seminar activities.

2. Evaluation of Material Comprehension

The evaluation was carried out by looking at the participants' ability to understand the material presented through question and answer sessions, interactive discussions, and participants' responses to the seminar topic.



RESULTS AND DISCUSSION

Self-integrity is one of the main foundations in the formation of superior quality human resources. In the seminar "Building Self-Integrity and Positive Character Towards a Superior Generation", the material on self-integrity received great attention from the participants because it was directly related to the academic, social, and professional life of the younger generation in the VUCA era.

In general, integrity can be interpreted as a unity between values, thoughts, speech, and actions that are consistently reflected in daily life. Integrity is not only about obeying the rules, but also about one's moral commitment to do the right thing even in the absence of supervision. This is in line with the opinion of Stephen R. Covey who states that integrity is the harmony between what a person thinks, says, and does (Covey, 2004). Integrity is also seen as a form of moral integrity (wholeness) that reflects the consistency of values in various life situations.

According to Henry Cloud (2006), integrity is not only a matter of honesty, but also a person's ability to be responsible, committed, and maintain consistency of behavior based on the values they believe. Individuals who have high integrity tend to be more trusted, respected,

and able to build healthy social and professional relationships. In the context of education, integrity is an important part of forming an honest, responsible, and ethical academic culture.

The results of the seminar showed that participants began to understand that integrity is not just a theoretical concept, but must be realized in daily behavior, such as honesty in doing assignments, time discipline, responsibility for academic obligations, and ethics in using social media. Participants also realized that low integrity can lead to various negative behaviors such as plagiarism, information manipulation, cheating, and misuse of digital technology.

In the discussion of the seminar, it was also explained that the digital era and the VUCA era present a big challenge to the integrity of the young generation. The ease of access to information is often misused for unethical actions, while the culture of instant encourages some individuals to seek quick results without proper due process.

According to Bennis and Nanus (1985), the era of change full of uncertainty requires individuals to have the ability to adapt as well as the firmness of values in facing the complexity of life. In this context, integrity is one of the main forces that maintains the consistency of a person's attitude and decisions in the midst of rapid and dynamic change. Therefore, the younger generation needs to have integrity so that they are not easily influenced by environmental pressures and instant culture that develops in the modern era.

Therefore, integrity is an important value that must be strengthened so that the young generation is able to face the changing times without losing moral and ethical principles. In addition, participants were given the understanding that self-integrity has a close relationship with trust. Individuals who have integrity will be more easily trusted in academic, organizational, and community environments. Thus, integrity is not only a personal need, but also a social capital in building quality relationships and leadership.

Positive character is a personality quality that is reflected in a person's attitudes, behaviors, and habits that contain good moral and social values. In this seminar activity, the discussion on positive character was directed to the importance of forming attitudes that support individual success while creating a harmonious and responsible social life.

According to Thomas Lickona (1991), character is a reliable mental disposition to respond to situations in a morally good manner. Positive character includes values such as honesty, discipline, responsibility, hard work, social care, respect, and the ability to work together. Lickona also emphasized that character education aims not only to form intelligent individuals, but also morally sound individuals.

According to Heri Gunawan (2012), character education is a process of forming human personality which is carried out through the habituation of positive values in daily life, so that it is reflected in good attitudes and behaviors. Positive character is not only built through knowledge, but also through example, environment, and real practice in social life.

Samani and Hariyanto (2013) explained that character education aims to form individuals who are not only intellectually intelligent, but also have morals, ethics, and social responsibility. Therefore, strengthening positive character is an important part of creating a quality young generation that is able to face global challenges. Muslich (2011) stated that character education is a solution in dealing with multidimensional crises that occur in society, including moral, ethical, and social responsibility crises. In today's digital era, the formation of positive characters is becoming increasingly important as the younger generation is faced with various negative influences that can affect their behavior and mindset.

Suyanto (2010) emphasized that character education has a strategic role in forming a nation that is dignified, ethical, and competitive. Character education is not only the responsibility of educational institutions, but also requires the support of family and the social environment so that positive values can grow sustainably. Meanwhile, Ki Hajar Dewantara emphasized that education must be able to form civilized, ethical human beings, and have a balance between intellectual intelligence and character strength. This thinking shows that character has an important role in shaping human quality as a whole.

The results of the seminar showed that participants understood positive character as a good habit built consistently through self-awareness, a positive environment, and daily behavioral exercises. Participants also understand that character is not formed instantly, but through a continuous process of habituation, example, and self-reflection.

In the discussion of the seminar, it was explained that positive character is very necessary in facing the challenges of the VUCA era. Today's young generation faces various negative influences such as instant culture, low digital communication ethics, individualism, and the tendency to pursue popularity without paying attention to moral values. Therefore, strengthening positive character is an important step to build moral and social resilience of the younger generation.

Positive characters are also discussed in the context of student life. Students who have a positive character will show a disciplined attitude in learning, responsible for their tasks, able to work together in the organization, and have concern for the social environment. In addition,

positive character is reflected in the ethics of using social media, the ability to appreciate differences, and the awareness of maintaining a good digital footprint.

Through this seminar activity, participants are encouraged to build positive character starting from small things in daily life, such as being punctual, speaking honestly, respecting others, and being responsible for the decisions made. Thus, positive character can be an important foundation in forming a quality person and able to have a positive impact on the surrounding environment.

The superior generation is a generation that not only has intellectual competence, but also has strong character, adaptability, social skills, and integrity in facing the changing times. In this seminar, the concept of superior generation was discussed as the main goal of building self-integrity and positive character in the younger generation. The superior generation is not only seen from academic success alone, but also from the ability of individuals to face life's challenges wisely, ethically, and responsibly.

According to H.A.R. Tilaar (2000), the quality of human resources is not only determined by the mastery of science and technology, but also by the morality, culture, and character of the nation. A superior generation is a generation that is able to balance intellectual abilities with human values and social responsibility. This opinion shows that generational excellence is not only measured by academic achievement, but also by moral qualities and contributions to society.

A similar view was put forward by Thomas Lickona who stated that character education is a process of forming a person who is not only intellectually intelligent, but also morally good. According to him, a superior generation is a generation that has moral knowing, moral feeling, and moral action, namely the ability to understand the value of goodness, have concern for these values, and be able to apply them in daily life. Thus, character becomes the main foundation in building a quality generation.

In addition, Daniel Goleman explained that a person's success is not only influenced by intellectual intelligence (IQ), but also by emotional intelligence (EQ) which includes the ability to manage emotions, empathy, motivation, and social skills. In the context of superior generations, emotional intelligence is an important factor because it helps individuals build healthy social relationships, be able to work together, and have good leadership skills.

In the perspective of 21st century education, the Partnership for 21st Century Learning explains that the superior generation must have the 4C skills, namely critical thinking, creativity, collaboration, and communication. These four skills are important competencies that

must be possessed by the younger generation in order to be able to compete and survive in the era of globalization and the digital revolution.

Meanwhile, Ki Hajar Dewantara emphasized that the purpose of education is to guide all the natural forces that exist in children so that they are able to achieve the highest safety and happiness as human beings and members of society. This view shows that the superior generation is not only oriented towards personal achievement, but also has social awareness and responsibility towards the surrounding environment.

The superior generation is also closely related to the ability to adapt to the VUCA era (Volatility, Uncertainty, Complexity, and Ambiguity). Social change, technological developments, and global competition require the younger generation to have an open mindset, lifelong learning, and readiness to face change. However, the ability to adapt must still be based on the values of integrity and positive character so that the young generation does not lose moral direction in the midst of the times.

According to Stephen R. Covey, a superior individual is an individual who is able to build positive habits, have strong life principles, be proactive, responsible, and be able to synergize with others. This opinion confirms that the success of the younger generation is greatly influenced by habits and character that are built consistently in daily life.

In the context of the modern world of work, the superior generation is not only required to have hard skills, but also good soft skills. Today's world of work requires individuals who are able to work in teams, have effective communication skills, think creatively, be able to solve problems, and have high professional ethics. Therefore, strengthening integrity and positive character is an important part of preparing a superior and competitive young generation.

The results of the seminar showed that participants began to understand that success is not only determined by intellectual intelligence, but also by character and ability to build good social relationships. Participants realized that the superior generation must be able to become agents of change who provide solutions, inspiration, and positive contributions to the community.

In addition, the superior generation must also have the spirit of nationalism, social concern, and awareness to maintain the unity of the nation in the midst of diversity. In the digital era, the young generation faces challenges in the form of rapid information dissemination, global cultural influences, and lifestyle changes that can affect values and character. Therefore, character education, integrity, digital literacy, and moral strengthening

are very important so that the younger generation is able to use technology wisely and responsibly.

Through this seminar activity, participants are encouraged to build personal commitment in becoming a superior generation who is able to maintain integrity, have a positive character, think critically, creatively, adaptively, and be able to make a real contribution to society and the nation. Thus, the superior generation not only becomes a symbol of individual success, but also becomes an important force in the development of a sustainable, ethical, and globally competitive nation.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Community Service activities through the seminar "Building Self-Integrity and Positive Character Towards a Superior Generation" provided participants with an understanding of the importance of integrity, positive character, and ethics in facing the challenges of the VUCA era. Integrity and positive character are the main foundations in forming a superior generation that not only has intellectual competence, but also responsibility, discipline, social concern, and the ability to adapt to change. The high participation and enthusiasm of the participants shows that this activity is relevant as an effort to strengthen the character of the younger generation. Through this activity, it is hoped that the young generation will be able to become individuals with character, integrity, and make a positive contribution to society and the nation.

Suggestions

Based on the activities that have been carried out, it is hoped that universities and various related parties can continue to strengthen character and integrity education through sustainable educational activities. The younger generation is also expected to be able to apply the values of honesty, discipline, responsibility, and ethics in academic, social, and digital life. In addition, synergy is needed between the educational environment, family, and society in forming a superior generation that is not only intellectually intelligent, but also has a positive character and strong integrity in facing the challenges of the VUCA era.

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