

ABSTRACT

MORAL VALUE AND CHARACTER BUILDING EDUCATION IN FOLKLORE: LUBUK EMAS

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The character might be a significant and fundamental matter in children's education development. Character education has an identical orientation with moral education, whereas moral education is extremely important in directing the young generation to become good people through good values approach. In this modern era, folklore has become one of the stories that can be effective and interesting in transferring the values of character education and moral messages to children In education. The folklore story entitled Lubuk Emas is one of the stories that come from North Sumatra, Indonesia that the writers used to research the moral value and character building in education. The aim of this study is the researcher wants to show the importance of moral value and character-building education through the Lubuk Emas folklore. This research used the literature study method or library research method, where the writers will gather deeper information about the moral value and the character-building education through the Lubuk Emas folklore. The results of this study are to show that the Lubuk Emas folklore character has a different characterization and also give the reader a different morality, include; individual morality and social morality. This study also shows that the existence of moral values can be learned from folklore and folklore can build better children's character because folk tales contain a lot of moral messages which can be applied in everyday life by studying the characters so that the children will grow and develop with a commendable personality and character.