

## ABSTRACT

The purpose of this study is to develop and build moral values and character for the next generation, especially for senior high school. Floklora Tugu Silalahi is one of Indonesia's rich cultural diversity and stories.

Teaching moral values and character building from the Tugu Silalahi Batak Toba folklore will be applied through learning English on narrative text material and can also be in the form of descriptive text. The moral values contained in the story are loving each other, being fair, honest, obedient, social care, humble, and the character building contained in the story is responsible, hard work, brave, assertive, clever, patient and keeping promises. The study of the analysis of moral values and character education from folklore was conducted in Silahi Sabungan Village, Silahi Sabungan III District, Dairi Regency, North Sumatra in the form of location observations and interviews with local communities and cultural figures.

***Keywords: Character Building, Floklora, Moral Value, Teaching Materials.***