

## **ABSTRACT**

*Character education is increasingly felt important to shape the character of children since basic education. The formation of this character can be done, among others, by inviting elementary school-age children to listen to stories or folktales that become local treasures. Each ethnic group in Indonesia has much folklore that contain local wisdom values that can be listened to for character education. And lazy children learn has become a common complaint about parents and teachers. Cases that occur, children, spend more time in front of the television screen, computer, or cellphone (cellphone), so that ignoring the learning time. Collecting data to build learning media to develop children's character using qualitative research methods, namely methods that emphasize the aspect of in-depth understanding of a problem experienced by junior high school students, by collecting data through interviews conducted to several existing school parties in Bandung. with the results of these data researchers can easily find out what problems are found in building the character of a child so that the media book collection of folklore stories can be a medium to facilitate learning at school, at home, and also personally by the reader, and this book can also help preserve Indonesian folklore and culture.*

**Keywords:** *Character education, children's character formation, folklore, illustrated book*