

## ABSTRACT

The existence of character degradation or character decline can be said of the younger generation of Indonesia which is influenced by the negative side of globalization. So character education needs to be introduced early on because its existence is important in forming a civilized personality in educating the life of the nation. However, there is still a lack of learning media that provides character education for children from an early age. This results in children easily accepting without filtering good or bad information from the internet. The research method that will be carried out is by data collection, SWOT analysis, and matrix. This study aims to design a learning media that contains several Indonesian children's songs that have positive messages according to the value of the pillars of character education and interactive to facilitate the delivery of messages. The benefits of this study can be concluded that the design of character education learning media through appropriate and targeted children's songs is needed to assist in providing education about character education early on. This design is expected to be a supporting medium for teaching elementary school subjects in the city of Bandung.

Keywords: Learning Media, Character Education, Children's Songs