

ABSTRACT

Storytelling is a technique or ability to tell a story, setting scenes, and dialogue. Character education is education that involves aspects of the theory of knowledge. Educational communication is a communication process that occurs in learning activities by providing theoretical or practical understanding of the material presented. This study aims to understand how the implementation of educational communication to improve character education for children aged 6-12 years through the storytelling method (analysis of the Arsa Bandung community program). This research is a descriptive qualitative research. The research subjects are children aged 6-12 who are studying in the Arsa Bandung community. Data collection techniques used in this study are observation, interviews with informants and documentation.

The research method used in this study through 3 processes, namely data reduction, data presentation process and the process of drawing conclusions. The results obtained consist of 5 things, namely communication, educational communication, character education, character ages 6-12 years and storytelling methods based on the opinions of key informants, expert informants and supporting informants. The process of implementing educational communication in children aged 6-12 years through the storytelling method that has been carried out by the Arsa Bandung community is through the programs it organizes, namely "Aku Ceria", "Cita-Citaku" and the "SAFE" (Sharing And Fun Education) program.

KEY WORDS: Educational Communication, Character Education, Storytelling Method, Arsa Bandung Community, Children Aged 6-12 Years.