

## **ABSTRACT**

Moral degradation is the impact of technological developments and the entry of foreign cultures in the era of globalization. The importance of cultural education in early childhood will build good morality in accordance with the noble cultural character of the Indonesian nation, so that the Indonesian people will still be known as a cultured nation, polite, friendly, highly intelligent, have strong character and have a strong attitude of solidarity. If Indonesian culture that has moral values goes extinct, it will have an impact on the problem of Indonesian national identity which will be threatened in the future. Therefore, we need to build morality in children so that later they become a young generation who is strong in morals and can filter foreign cultures and preserve the noble values of Indonesian culture. One of the cultures with the concept of moral education is the Siri' na pacce culture of the Bugis-Makassar tribe, this culture teaches the morality of self-esteem and empathy. However, learning media regarding the moral values of Siri' Na Pacce culture is still very limited. This makes it easy for children to forget their local culture and easily filter out foreign information and culture. The research method that will be carried out by the author is data collection, SWOT analysis and matrix. This study aims to design educational media about moral values in Bugis-Makassar children and to educate moral values in Siri' na pacce culture as well as interactively so that children can easily understand the moral values of their culture. The benefits of this research can be concluded that the design of educational media regarding the moral values of Siri' na pacce culture that is appropriate and on target is very necessary in order to help provide education about moral values and instill a sense of love for Indonesian culture from an early age. This design is expected to be a supporting media in the formation of children's morals and character as well as teaching materials about regional culture.

**Keywords:** Education, Morals, Culture, Siri' Na Pacce