

## THE MORAL EDUCATION OF EARLY CHILDHOOD BASED ON LOCAL WISDOM IN LELEDE VILLAGE

Early childhood (0-6 years) requires moral education to shape character. This study examines the influence of local wisdom on children's moral formation in Lelede Village, Kediri Sub-district, West Lombok Regency. This study applied a phenomenological qualitative approach to describe local wisdom-based moral education in early childhood in Lelede Village, West Lombok. Data were obtained through observation, interviews and documentation from selected subjects, including families and children aged 5-6 years. Data were analyzed using the Miles and Huberman model to understand the influence of local wisdom in children's moral formation. Early childhood moral education in Lelede village, West Lombok, is influenced by local wisdom such as togetherness, mutual cooperation, religiosity and politeness. These values are taught through parental example, folklore and participation in traditional activities and religious education. The main challenges come from the influence of technology and lack of parental time, but social support and the role of religious leaders maintain moral education. Positive integration of technology is needed to maintain the relevance of moral education in the context of social change. The conclusion of this study shows that early childhood moral education in Lelede village is influenced by local wisdom taught through parental example, folklore and involvement in traditional activities. Despite challenges from the influence of technology and parents' busy schedules, social support and the role of religious leaders remain important. Adaptation of educational methods is needed so that local wisdom values can continue to be instilled and developed in children's characters amidst changing times.

**Primary author:** Ms JON SARIPUDDIN, Norasikin (Universitas Mataram)

**Presenter:** Ms JON SARIPUDDIN, Norasikin (Universitas Mataram)

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