Abstract

This study aims to analyze character development among students in a school environment, focusing on SD Muhammadiyah 1 Limboto, Gorontalo Regency. The research method used is qualitative, with data collection techniques through observation, interviews, and documentation. The study's results indicate several obstacles in character building among students, such as a lack of understanding of character values, low discipline, lack of empathy, and minimal personal approach by educators. Although some teachers have implemented character-building methods through role modeling, classroom rules, and rewards for positive behavior, further efforts are needed to instill character values consistently in students' daily lives. Further research on the effectiveness of character-building methods in elementary schools is needed to find more effective and applicable strategies. Comparative studies between various character-building models in other schools should be conducted to gain broader insights into the most effective methods.

Keywords: *Character Building; School Environment; Character Values; SD Muhammadiyah 1 Limboto*

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