Abstract

The purpose of this study was to improve students' self-confidence through market day role-play activities at Ananda Kindergarten, Gorontalo Regency. This research used a classroom action approach. Based on the results of the study, the use of the market day role-play method in improving self-confidence in Group B students at Ananda Kindergarten showed that, in the initial observation, out of 20 students, 14, or 70%, had not yet developed. Then, in the first cycle of action, the number increased to 10 students, or 50%, who had developed as expected. Then, in the second meeting, the number increased again to 65%, or approximately 13 students, who had developed. In the second cycle, meeting 1, student performance increased to 75%, or 15 students. In the second meeting, the success indicator was exceeded, reaching 90%, or approximately 18 students. The research concluded that the use of the market day role-play method can increase self-confidence in Group B students at Ananda Kindergarten in Gorontalo Regency.

Keywords: *Early Childhood; Self-Confidence; Role-Play; Market Day*

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