

## ABSTRACT

**Melati.**2021. Character building and creative way of teaching in English learning process. Case study: SDN 5 Melayu Muara Teweh. Thesis. English education department, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic university of Banjarmasin. Advisors : (I) Hj. Nani Hizriani, MA. (II) Nor Izzatil Hasanah, M. Pd

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In this era, English is the most internationally used language as it has around 1.5 billion speakers all over the world. It is the language of education, business, tourism, diplomacy, etc. However, people often face difficulties in learning and mastering process this language including Indonesian people who are not living in an English-speaking country. Thus, it is interesting for academia to speaking an effective and creative way of teaching in a lot of disciplines. At the same time English has its own role to teach character values to students because during the learning process, it is not only mastering language skills but also learn how to use it politely and properly.

In this research, the writer used a qualitative research design as guidance for study character building and creative learning. This study took place in SDN 5 MelayuMuaraTeweh with 38 students as participants. The writer chooses this place as students from the school are from diverse family backgrounds. The data were taken from observation and questionnaires.

The results showed that there are 11 characters that appeared in students during creative way of teaching, i.e., religious, honest, discipline, work hard, creative, independent, democratic, curiosity, friendly, love reading, responsibility with the most dominant character was work hard. Another finding is that there was a positive response from almost all students who were then asked whether English is difficult to learn. Therefore, teaching English in a creative way can be an excellent solution to change the stereotype of students who consider English as a complex subject to be a fun subject.