

## **ABSTRACT**

IRA SARTIKA. 2024. ***THE EFFECT OF EFFECTIVE PARENTAL COMMUNICATION ON CHARACTER FORMATION OF CHILDREN AGED 6-7 YEARS (STUDY OF PAUD AL-HUDA VILLAGE CIKALONG, TASIKMALAYA REGENCY)***. Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

*The importance of communication between parents and children in shaping children's character in everyday life. The purpose of this study was to determine whether or not there is an influence of communication of people aged 6-7 years on the formation of children's character. The research method used in this study is a correlational quantitative method, by looking for the influence of variables X and Y. The population in this study is students of PAUD Al-Huda Cikalong village, Tasikmalaya regency, with a sample of 20 students, the technique used is a saturated sampling technique. Data collection techniques carried out are by observation, questionnaire and documentation. The results of the study were the largest scale of parental communication category with 13 or 65% medium category and child character amounting to 13 or 67% medium category. Based on the results of the R-Square determinant analysis, a value of 0.440 was obtained, meaning that parental communication with children (X) affects the character of children (Y) by 44%. While the remaining 56% is influenced by other factors. So that it can be concluded that  $H_a$  is accepted,  $H_o$  is denied that communication between parents and children affects the child's character. Then with the level of correlation between the variables of communication between parents and children to the child's character is 0.663 which means the level of correlation is strong.*

***Keywords: Parent Communication, Child Character, Early Childhood***