

## **ABSTRACT**

*Character education is one of the important aspects in child development. This is explained in character education in Indonesia, the Ministry of Education and Culture implements character education through simple habits, such as teaching children to say 4 magic words, namely please, thank you, sorry, and excuse me. Currently there is a worrying crisis in children, namely a lack of manners, loss of respect, a decreasing sense of responsibility, fading tolerance, and many more that affect social problems. Based on the above phenomena, a learning method is needed that is adjusted in a fun way. Board games are interactive and fun learning tools that can facilitate the instillation of character values through game media. The research methods used are qualitative methods, data identification, and comparative studies. In the process of designing a Board Game, a concept is needed so that the Board Game runs effectively, this concept uses Jesse Schell's theory regarding the 4 basic elements in the game. The existence of the Board Game design is expected to have a positive impact on children's social development, especially in teaching the values of politeness and ethics in everyday life.*

**Keywords:** *Character Education, Board game, 4 Magic Words, Age 8 to 10 Years*