

## **ABSTRACT**

### ***TEACHER'S STRATEGY IN INSRUDING THE CHARACTER OF READING IN CLASS I STUDENTS THROUGH THE SCHOOL LITERACY MOVEMENT AT SDN GUNGGUNG I***

***Keywords : Strategy, Character Enjoys Reading, School Literacy Movement***

*The purpose of this study was to find out how the teacher's strategy in instilling the character of a love of reading in grade I students through GLS at SDN Gunggung I and what are the supporting and inhibiting factors.*

*This study uses qualitative research by thoroughly describing the data obtained in the field. Methods of data collection in this study using interview techniques, observation and documentation. In this case the researcher analyzed the data through 1) data collection, 2) data reduction, 3) data presentation, 4) drawing conclusions.*

*The results of this study indicate that the teacher's strategy in instilling a love of reading through GLS is carried out through (1) assigning students to read 15 minutes or 15 minutes of literacy (2) learning using big books (3) learning with literacy tree media (4) visiting the school library. The supporting factor is the active role of all school members. The inhibiting factor is the limited number of collections that students like.*