**Instilling student character values into batik technology course**

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**Abstract.** This research aims to examine: (1) the implementation of character values in the learning process of Batik Technology course, (2) student attitudes after character values are implemented in the learning process, and (3) the improvement of student's learning achievement after the character values are implemented. This research employed the classroom action research method. The participants of this research are the fourth-semester students of B2 class in the Fashion Engineering study program. The data of student work performance were collected through observations, while data of student learning achievement were collected by means of assessment sheets. The data analysis techniques used were quantitative descriptive analysis techniques. Based on the results of this study, the character values are implemented in Batik Technology by preparing learning media, determining certain character values to be implemented, determining the learning strategy used in the learning process, and observing the student attitude. Then, the results show that after the implementation, the student attitude improves in the average of 30%. Moreover, in the aspect of learning achievement, the students have improved.

**Keywords:** implementation, character value, Batik Technology