

ABSTRACT

Visual Book of Three Magic Word for Children Aged 5-7 Years

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Parents' awareness of the importance of teaching ethical manners to children is very low. It should be during the golden age, children need to be taught about manners, because at that time is the most important period in children's development and the period that determines whether the child is normal or has special needs. The need for children to be taught courtesy since childhood so that later they can obey the existing rules. One of the ethical manners is during communication which is also called social skill by using the three magic words, namely, please, apologize, and thank you when communicating. Lack of knowledge about courtesy will affect children's social skills in the future. One of the things that can be done to provide introduction to the three magic words is to use an interactive book, where the book is a good to use as an educational for the introduction of the three magic words for children, because interactive books can be a safe for children, and fun when children feel learning as well as playing. This interactive book is designed with touch and feel techniques.

Keywords: *golden age, manners, social skill, three magic words, interactive book*

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