

## **ABTRACT**

### ***DESIGNING AN INTERACTIVE BOOK "THE LEGEND OF SI KANCIL" AS AN EARLY CHILDHOOD LEARNING MEDIA.***

Bagas Dwi Pangestu.<sup>1)</sup>, Yunisa Fitri Andriani, S.Ds., M.Ds..<sup>2)</sup>

<sup>1)</sup> Student of Visual Communication Design, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

*The title of this Final Project is "Designing an Interactive Book with the Theme of "The Legend of Kancil" as a Learning Media for Children." The purpose of designing this interactive storybook is to serve as a learning aid for children, focusing on instilling positive character traits in 4-6-year-olds through the moral values embedded in "The Legend of Kancil". This research employs a qualitative descriptive method, utilizing observation and interviews as data collection techniques. The study concentrates on the analysis of the characters and development of children aged 4-6, obtaining information through interviews conducted at Darussalam Early Childhood Education (PAUD).*

*The data collected aims to explore effective methods for instilling positive character traits in early childhood, the role of storybooks in child development, and the enhancement of motor skills through interactive activities. The conclusion drawn from this research is that visual elements and interaction play a crucial role in influencing the effectiveness of children's learning processes. The stories presented in interactive storybooks can assist in instilling positive character traits in children.*

**Key words:** *Visual Design, Interactive Book, Communication Visual Design, Character Education*

**References** :

**Publication Years** :