

ABSTRACT

English is the world's first International Language, that every country really needs to provide English for their people so they can compete against globalization. Besides, the rapid construction of International school level or bilingual school become a trigger for Indonesian to start learning English early, because children tend to absorb knowledge better than adult especially age 3 to 4 years old when language is on developing stages. But parents, as children's first school, lack of understanding about learning media that can be used to teach English to their children, so parents need an English learning media to help them introduce English to their children. Based on literature study, interview, observation, questionnaire, SWOT, AIDA and 5W+1H data analysis, and other theories, the writer conclude that interactive storybook is needed as an effective media for parents to introduce English to their children so the condition to study is fun.

Keyword: Interactive, learning media, English, children's book