

Abstracts

Early childhood is the most effective age to determine the future of the child. Learning introduction of animals can develop several aspects of child development such as cognitive development, physical motor development, language development, and art. The problem that occurs in learning about animals is that children can not imagine or visualize the forms, movements, and sounds of animals. The solution of the teacher is the introduction of animal learning by using animal picture books, props, videos about animals, and visiting the zoo. But it still lacks that not all children can understand the material with picture books, expensive and incomplete props, and also the expensive cost to visit the zoo. Therefore it takes other learning media such as smartphone applications. The solution in question is the application of Animal Introduction as Interactive Media Learning for Early Childhood Education with Augmented Reality Technology. The approach taken to design the prototype application using Child Centered Design method in accordance with user experience and needs, in addition to learning. This method is a method that directly involves the child's user in his design spark. After the design of user interface successfully designed then will be used as prototype that can run on Android platform. Prototype tested its usability level using QUIM. Prototype test results get the value with a percentage of 94% so it can be said the usability level of the application learn to know the animals are in accordance with the characteristics of early childhood.

Keywords: Early Childhood Education, Animal Introduction, Child Centered Design (CCD).