

## **ABSTRACT**

*Concept of early childhood education is focuings on optimizing growth during the golden age period of children, where development in the first 4 years is known to be equivalent to development over the next 14 years. Early childhood education, both formal (kindergarten) and non-formal (playgroups, daycares), is essential in maximizing children's potential during this golden period. Indonesia's national education law recognizes the importance of non-formal education as a complement to formal education. Kids Republic, as an early childhood education institution, has a vision to produce future leaders by taking advantage of children's golden period. They implement a holistic curriculum that combines national, international and internal curriculum aspects, with a focus on the Montessori learning method. Diverse learning activities, such as projects, presentations, and out-of-class observations, provide a comprehensive learning experience. In its expansion efforts, Kids Republic is planning a new location in Kota Baru Parahyangan, a city that emphasizes the excellence of education as the best investment. This design also considers additional service facilities, such as a daycare, to meet the needs of busy parents. This research highlights the importance of early childhood education in creating children who are intellectually, morally and spiritually rich, with an emphasis on optimizing children's golden period.*

**Keywords:** Kindergarten, Playgroup, Montessori Method.