

## ABSTRACT

### DESIGNING A PICTURE STORY BOOK ABOUT GOOD SPEAKING ETIQUETTE IN ISLAM FOR EARLY CHILDHOOD MUSLIMS IN BEKASI CITY

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In the era of the onslaught of digital technology that continues to grow rapidly like today, it certainly has provided many conveniences and advantages in human life. But along with the many positive things that can be obtained from this digital era, many negative sides are worrying, especially for children. The impact of ageless use of social media is one of the causes of the rampant use of rude and dirty words spoken by children today. The influence of digital technology and social media on children's language development is something that must be considered. Therefore, the purpose of this research and design is to design a children's book about good speaking etiquette according to an Islamic perspective that is packed with interesting visuals and easy-to-understand language as an educational medium in an effort to grow awareness of the importance of good speech and prevent children from speaking rude or dirty, as well as instilling children's character to become a person who upholds Islamic etiquette and values in life. In this design, the data collection method used is qualitative method with data collection techniques through observation, interviews, and literature studies. The result of this design is in the form of an illustrated book as a creative educational medium about good speaking in Islam for early childhood muslim.

**Keywords:** Picture Story Book, Speaking Manners, Islam, Children, Early Age