

ABSTRACT

Elementary school is the beginning of the formal education level implemented in Indonesia which is carried out for 6 years. All students must have difficulty in working some course. Based on observations, fifth grade students in several elementary schools in the city of Cimahi have difficulty learning English. The 2013 curriculum shows that English are not one of the major course anymore, but some schools still present these course, some school removed English study and only become a extracurricular. At the same time, technological developments are very fast and cannot be separated from everyday life. Children prefer to play with their gadgets. Gadgets have advantages and disadvantages. If the child prefers to use gadgets for things that are not useful then we can be sure there are more disadvantages than the advantages, but if there is a learning media that can support children's enthusiasm for learning and can develop children's knowledge it will be very beneficial. The purpose of making a educational media is that children can learn in the form of games that children do not get bored easily. The research method used in the collection of this thesis is to collect data through form collection, interviews, and literature studies, using the SWOT analysis method. Applying the field of visual communication design science, the design of this final project can help fifth grade students in learning English.

Keywords: *Education Media, English Study, Elementary School, Cimahi.*