

## **ABSTRACT**

Indonesia is one of the countries with relatively high growth rates. Similarly, the birth rate of disadvantaged babies (with special needs). There are still many parents who find their children growing up but not in accordance with the normal stages of growing children. Many parents who have children with special needs still do not understand the importance of early learning for their children. In collecting data the instruments used were data observation, interviews and documentation. Then the data collected has been analyzed using SWOT analysis. It can be concluded how important the design of educational guidebooks for parents who have deaf children, so that between parents and children can understand each other. The results of this design are focused on parents who find their children experiencing hearing impairment. The method will be carried out in the form of observations in special schools in Multahada Rancaekek SLB, interviews by asking questions to several speakers relating to the topics studied, Literature Studies relating to the theory books and other references. The benefits of this design are expected to help parents teach their children to communicate in sign language and build parents' awareness of the importance of sign language for children with special needs (deaf).

**Keywords : Learning Media, Educational, Information Media, Deaf Children, Parents, Bandung Regency**