

ABSTRACT

DESIGN OF SENSORY SOFTBOOK TO IMPROVE CHILD MEMORY TO CHILDREN AGED 0-24 MONTHS

By

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Improving memory in children requires a long effort, it takes several methods combined to improve memory. Sensory softbooks are designed to stimulate the ability of children's sense of touch from the age of 0-24 months, because sensory softbooks contain objects with certain themes that are three-dimensional in shape, and are made of fabric. With a sensory softbook, children can feel the texture of each object that is palpable, then the brain is stimulated to recognize, so the child's sensory ability to distinguish textures is increasing. The purpose of this study is to analyze materials that can be used in designing sensory softbooks to improve the memory of children aged 0-24 months and produce educational game tools in the form of softbooks that are soft and attractive and fun so as to improve the memory of children aged 0-24 months. The research method used is development or research and development (R&D), which is research used when you want to produce new products or develop existing products while testing their effectiveness. Data obtained based on observations, interviews and questionnaires. The data processing methods carried out in this study are two ways, namely qualitative data analysis and quantitative data analysis.

Keywords: Children's Memory, Learning Media, and Educational Learning, Sensory Softbook.