

ABSTRACT

In the operational period of children aged 7-11 years old, child development is at its peak, children are already able to complete various tasks and are able to overcome given problems, but nevertheless are not mature enough to be able to map the priority scale and filter various information received, so they have a tendency to be easily influenced, especially related to the rapidly developing information flow along with technological developments. Children aged 7-11 years have a considerable interest in external culture through the use of gadgets in daily activities, and have minimal interest in accessing things related to Indonesian culture or traditional things. Based on these problems, it is necessary to design educational toy that carry interesting traditional elements for use by children aged 7-11 years old, in this case Sundanese traditionalhouses. This study aims to design educational game tools with the implementation of Sundanese traditional. There search method used is qualitative through a case study approach. The design method uses UCD (User-Centered Design) in order to meet the requirements and needs of users. The result of this study is the design of educational toy with the implementation of Sundanese traditional house that can increase the variety of children's activities, maximize the potential of children, and preserve the concept of traditions in Sundanese.

Keywords: *Sundanese Tradition, Educational Toy, Sundanese Traditional House.*