

## ABSTRACT

### **CONSTRUCTIVE BLOCKS TOY DESIGN CHILDREN 4-6 YEARS OLD**

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*Children aged 4 to 6 years are increasing in child development gradually and significantly. In this age range, children begin to recognize various realities in the environment as a stimulus in their cognitive development. Playing with APE (Educative Game Tools) constructive blocks is one way of introducing play to children, but limited variations in the field can reduce children's interest in the game. From preliminary studies, there is a phenomenon that children aged 4 to 6 tend to play individually and have a high level of ego and individualism and a lack of variation in beam toy media, thus making children less exploratory towards beam toys. This study aims to design constructive block APEs for children aged 4 to 6, using descriptive qualitative methods with the implementation of UCD (user-centered design). It is hoped that the resulting final design can be an effective tool to strengthen children's development. These measures highlight the importance of incorporating children's needs and preferences into the design process so that the final product is more appropriate and relevant for use by children. The final result of this study was a constructive beam APE design that had safety materials, ergonomics, and constructive systems suitable for 4-6 year olds.*

***Keywords:*** *Early childhood, constructive block, and play.*