

ABSTRACT

Children aged 4 to 5 years are in a critical stage of development, particularly in language skills and letter recognition. However, in practice, many early childhood education (PAUD) students still struggle to recognize the shape and sound of letters due to learning media that are unengaging and not aligned with their natural learning styles. Young children tend to learn best through enjoyable play-based activities that involve direct sensory experiences.

This study aims to design interactive educational media based on games to help children aged 4 to 5 recognize letters. The method used is Research and Development (R&D) with the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). Data were collected through observations, interviews with teachers, children, and parents, as well as literature studies and analysis of similar products.

The result of the design is an educational board game that combines letter blocks, illustrated animal and fruit cards, and a game board. The media is designed with child-safe materials, ergonomic shapes, and bright colors to attract children's attention. Based on testing results, this media effectively increases children's interest and engagement in learning letters in a way that is appropriate for their developmental stage.

Keywords: learning, educational media, letter recognition, PAUD, games