

ABSTRAK

“PERANCANGAN VISUAL ASSET GAME DRAW-AND-COLOUR-YOURSELF FLASHCARD “THE YELLOW OWL” BESERTA MEDIA PROMOSINYA”

Penelitian ini dilakukan atas dasar permasalahan dalam bidang Pendidikan Anak Usia Dini (PAUD), dimana ketergantungan anak terhadap *gadget* semakin tinggi. Hal ini dapat berdampak buruk pada perkembangan fisik maupun kognitif si anak. Dari masalah tersebut, penelitian dilakukan dengan metode kualitatif melalui wawancara dengan tiga *expert user*, tiga *extreme user*, dan pelaksanaan FGD (*Focus Group Discussion*). Penelitian juga didukung oleh pengumpulan data dari studi literatur dengan sumber buku, jurnal, maupun artikel dari internet. Penelitian menghasilkan perancangan produk *Draw-and-Colour-Yourself Flashcard*, yang dibuat secara menarik, edukatif, dan sesuai dengan kapasitas anak usia dini. Pemilihan elemen desain, mulai dari logo, ilustrasi, dan warna juga disesuaikan dengan *target market*-nya, yang adalah orang tua dan anak usia 3-5 tahun. Hasilnya, *Draw-and-Colour-Yourself Flashcard* terbukti menjadi solusi belajar efektif untuk anak usia dini karena selain berfungsi untuk belajar dasar membaca dan pengenalan benda/hewan, dapat sekaligus digunakan untuk belajar menulis, menggambar, dan mewarnai. Produk *Draw-and-Colour-Yourself Flashcard* ini juga ditujukan untuk merangsang kreativitas dan melatih anak mengekspresikan diri, serta mendukung adanya interaksi dan komunikasi antara orang tua dan anak.

Kata kunci: *PAUD, Parenting, Flashcard, Product Marketing*

ABSTRACT

“VISUAL ASSET DEVELOPMENT FOR DRAW-AND-COLOUR-YOURSELF FLASHCARD GAME “THE YELLOW OWL” AND ITS PROMOTIONAL MEDIA”

This research was conducted based on a problem in Early Childhood Education (PAUD), where children's dependence on gadgets is getting higher. This can adversely affect the child's physical and cognitive development. From these problems, the research was conducted with qualitative methods through interviews with three expert users, three extreme users, and the implementation of FGD (Focus Group Discussion). The research is also supported by data collection from literature studies with multiple sources of books, journals, and articles from the internet. The research resulted in the development of Draw-and-Color-Yourself Flashcard, which was made in an interesting, attractive, educative, and in accordance with the capacity of the respective kids. Selection of the design elements, ranging from logos, illustrations, and colors were adapted to the target market, which are parents and their children aged 3-5 years. The result, Draw-and-Color-Yourself Flashcard proved to be an effective learning solution for

early childhood kids because in addition to being a learning aid for basic reading and the introduction of objects/animals, it can also be used as a tool to learn to write, draw, and color. This Draw-and-Color-Yourself Flashcard product is also intended to stimulate creativity, train children to express themselves, and also support the interaction and communication between parents and children.

Keywords: *Early Childhood Education, Parenting, Flashcard, Product Marketing*

