

ABSTRACT
DESIGNING OF SUNDANESE FABRIC BOOK AS
EDUCATIONAL MEDIA FOR CHILDREN

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The child's development took place in stages, one of which was the golden age period of zero to six years. In this time the physical, cognitive, language, sensory, emotional and social aspects of a child are experiencing developments that tend to mimic the stimulus given by its surroundings. The process of developing children will need to be facilitated with the interactive educational media to improve thinking ability, one being the busy book in which many interactive activities as the child's educational media are thus not boring. Language skills are one of the factors in the cognitive and social development of children in terms of communication ability. In addition, language also takes on the role of identity. Indonesia has a very rich tribal and cultural diversity, sunda being one of them. Today, the sunda language has suffered many setbacks. In this case, in the town of bandung, which is the capital of the province of west Java, with a wide range of cultural preservation programs promoted by the government, the language language is inadequate, especially in the young generation. To that end, this study has been an effort to increase good sunda interest and knowledge from early days by planning busy book as stimulus to fine motor activity, life skills and sunda language recognition of the child by using recalatar techniques.

Key words: educational media, busy book, sunda language.