

ABSTRACT

The declining popularity of traditional culinary culture in society, as reflected in the younger generation's limited knowledge of traditional foods, highlights the importance of cultural education in early childhood education institutions—particularly through the provision of appropriate learning media to optimize cultural learning. This study aims to design a concept for an educational play tool (APE) to introduce traditional culinary culture to children aged 4–6 as an effort to address this cultural crisis. A preliminary study and data collection were conducted at RA Kuttab Labib, Bandung, through observations and interviews to understand children's needs in cultural learning, their developmental stages, and the types of educational play tools that are preferred and considered suitable for children. The data collected were analyzed using qualitative descriptive and thematic techniques, supported by literature studies on educational play tools, child anthropometry, and ergonomics. Based on this analysis, a concept for an educational play tool was designed using a design thinking approach that is enjoyable, ergonomic, and effective in introducing traditional culinary culture. This study contributes to the development of culturally focused learning media through innovative and concrete toy designs that incorporate elements of traditional cuisine and have the potential to be implemented in early childhood education settings to support cultural preservation and education..

Keywords: *Early Children, Board Game, Culture*