

ABSTRACT
**BOARD GAME DESIGN AS AN EDUCATIONAL MEDIUM FOR EMOTION
REGULATION IN THE CONTEXT OF SIBLING RIVALRY AMONG
PARENTS WITH CHILDREN AGED 3-5 YEARS**

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Sibling rivalry is a common phenomenon among children aged 3–5 years, a period marked by significant social and emotional development. At this age, children often lack the ability to properly recognize and manage their emotions, making them more prone to emotional outbursts triggered by minor conflicts, which can negatively affect sibling relationships and individual development. Based on this issue, this study aims to design an educational medium in the form of a board game to serve as a learning tool for parents in understanding sibling rivalry and guiding their children in recognizing and managing emotions during sibling conflicts. The research was conducted in Bogor Regency, an area with a high population of early childhood children, making it a relevant location for developing educational media for families with children aged 3–5 years. Data collection methods included interviews, observations, and literature studies, which were then analyzed using a comparative matrix. The outcome of this research is the design of an educational board game featuring expressive visual elements, narrative content relevant to children's daily lives, and simple game mechanics. This board game is designed to be played by siblings with parental guidance, aiming not only to enhance parents' understanding of sibling conflict but also to help children recognize and manage their emotions through enjoyable play experiences.

Keywords: *Board Game, Sibling Rivalry, Early Childhood Emotions*