

ABSTRACT

The phenomenon of the lack of interactive and engaging learning media in kindergartens (TK) poses a challenge in increasing the learning interest and involvement of early childhood students. This study aims to design and develop an interactive doll as an educational medium for young children, particularly kindergarten students. The doll is designed to support the development of cognitive, social, and emotional aspects through educational play activities, featuring interactive elements such as sound, movement, and visual responses to encourage active participation in learning. The method used is Research and Development (R&D), involving stages of needs analysis, product design, development, and testing in the kindergarten environment. The testing was conducted through direct observation and interviews with teachers to assess the effectiveness of the doll. The results show that the interactive doll can increase learning interest, facilitate communication, and support the development of motor skills and critical thinking in children. Thus, this interactive doll proves to be an effective and engaging learning medium with the potential to support a more creative and interactive kindergarten curriculum.

Keywords: *design, interactive dolls, early childhood, Research and Development (R&D)*