

## ABSTRACT

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*The characteristics of objects and its conversion science subjects are studied in third grade of elementary school. Method of learning the characteristics of objects and its conversion can be made easier by using dekstop-based multimedia technology that is expected to assists students in learning these subject. This application can be used by teachers or students as the helping tools in teaching and learning activity. Learning application characteristics of objects and its conversion materials and evaluation has been adjusted to the Electronic School Book (BSE). This application development using ADDIE methods that consists of five stages, such as; Analyze, Design, Develop, Implement and Evaluate. This application also built using Microsoft OS Windows 10 Pro 64-bit, Adobe Photoshop, CorelDraw, Adobe Flash, Action Script and Adobe Audition.*

*Keywords: The characteristics of objects, Multimedia, ADDIE.*