ABSTRACT

One of the factors that cause a lack of mastery and understanding of elementary school students on a particular subject is the non-conformance of learning styles possessed by the child with a learning method applied in school. Knowledge of the characteristics of learning style will affect how to determine the message delivery strategy learning in children as having an important role in determining the success and improve the quality of the learning process.

This research aimed to build an interactive learning media that are useful to support the learning process of children who have a visual learning style. One way that can be used to increase the effectiveness of the learning process is use the interactive learning media. So that the media learning looks interesting, it is required support from the newest technology that is HTML5 and method of development adequate. Software development methods suitable for multimedia-based software such as e-learning, games and other learning media is the Multimedia Development Lifecycle (MDLC). This method consists of six stages starting from concept stage, design, collecting materials, assembly, testing, and distributing.

The results of this study is an application of web-based interactive learning media that that according to the children who have a visual learning style and can attract children who have a visual learning style to learn Mathematics.

Keywords: *multimedia, visual, MDLC, HTML5, children, mathematic.*