

Abstract

This study presents an approach in growing and shaping the character of the child with the application media on the smartphone. Character building application is made to instill the character values that must exist in elementary school children (SD) in order to build a nation that characterized Indonesia. Currently many applications that aim to character education to children eg child story app. But there are not many applications that provide illustrations and case studies to provide recognition, test the understanding and record the child's real activity. At the age of 6-9 years old children, parents, teachers and adults will form the basis for thinking in every child's actions in his life and explore and interact with one another. Therefore the application will present the scheme in giving the initial understanding of the character's value, testing the child's initial understanding, providing a solution to each case study and recording the positive activity of each character value. Appviews created using the method used are User Centered Design (UCD) so that children can contribute to the display as well as illustrate the flow of the learning scheme they want. UCD is one of the design methods in designing UI with focus on what user need. This method will help the research in providing user data ie children directly, so that the data search process more accurate. In addition to UCD there is a life cycle design, so the design will be made better. With reference to Quality in Use Integrated Measurement (QUIM) testing, it is said that the character building application meets the excellent usability elements if it gets an average percentage above 85% and test result 4 character value is better than before. The end result of this research is task user, persona for child characteristics, proof of character change of child, prototype design and android application in helping to give understanding of children character value with user interface level and good user experience and have interactive content that make children terajak to learn and implement each character value it learns.

Keywords: character value, character building, user centered design, elementary children, usability, QUIM.