Abstract -

In one of Telkom's kindergartens in bandung, parents of students in kindergarten often complain about their children who are addicted to using smartphones, their children access one of the streaming services for children as entertainment but the media still has things that deviate from culture Indonesia, due to the lack of media applications for children, parents have no alternative but to let their children access it. At this age they should be intended to recognize the bilingual alphabet, namely Indonesian and English. To overcome this problem, we decided to design the "AUGMENTED REALITY BILINGUAL ALFABET LEARNING APPLICATION" as an application that teaches the alphabet and can interact with other applications. This application can bring up 3D objects, interact with 3D objects, colorful designs, interesting objects and audio. The application can be run on an Android device, and the application also features an attractive marker. With this application is expected to replace the old application and can teach children the alphabet well and entertaining.

Keyword: Augemented Reality, Learning Media, Bilingual, Alphabet