

ABSTRACT

Language is the symbol or identity of a society. The habit of using Sundanese in Bandung has begun to diminish due to several factors such as heterogeneous people so that they choose to use Indonesian that is more general and easy to understand. But if Sundanese is often ruled out there will be a shift in language. Children as the next generation of the nation must begin to recognize their mother language as a form of maintaining their identity as Sundanese people. The government has created activities that support children learning Sundanese with the Rébo Nyunda activity (using Sundanese every Wednesday), but the impact has not felt significant.

In assisting the design process of the work, data collection will be done through observation, interviews, library research, matrix analysis, and SWOT analysis. Theory of visual communication design, illustration, layout as macro theory and theory of language, Sundanese language, language development in children, and interactive books are some of the theories that become a reference in the design process in order to produce interactive learning media that fits the needs of the audience, namely preschool children who are 4-5 years old. This learning media is expected to be of interest to preschoolers and support them to learn Sundanese actively and independently.

Keywords: Learning Media, Interactive Media, Preschoolers, Sundanese, Bandung City