

Abstract

English lessons have become a very important foreign language to learn and will be indispensable in the world of work, education, and so on. However, many people still find it difficult to understand English in adulthood because it is not taught, accustomed, and implemented in everyday life from an early age. Therefore, there is an initiative from parents of today's generation who want to give English lessons to their children since childhood for their future needs.

Learning English for early childhood only needs simple and basic materials equipped with interesting and interactive media. In using interactive visual education media as learning English, parents can play a role as teachers and help children to get to know English vocabulary. Educational media in the form of visuals and interactive will greatly help children in learning. In addition, the process of learning English vocabulary through visual education media needs to be added with games features so that children will be involved in the learning process and it is easier to remember the material presented. Through qualitative data collection methods, information related to visual education media is obtained that is suitable to support the early childhood learning process. One of the visual and interactive educational media is flashcards containing cartoon-style illustrations for children with bright colors and materials suitable for early childhood.

Keywords: Vocabulary, English, Educational media, Early childhood