

ABSTRACT

Technology that is increasingly advanced along with the times has made the younger generation begin to abandon domestic cultural values, with era that are increasingly sophisticated every year and ownership of gadgets among children has resulted in the cultural values that are instilled in children slowly starting to disappear following the flow of technology. the. Parents play an important role in developing and introducing the culture of the archipelago to their children in this digital era and also preventing children from depending on gadgets. The design of Sundanese-themed Children's Educational Media, aims to introduce children aged 3-6 years to be precise about the children of the archipelago, educate parents to communicate frequently by guiding, teaching, and introducing their children to domestic culture.

Keyword: Children's Education Media, Indonesian Culture Fades in the Young Generation, The Role of Parents in Introducing Indonesian Culture to Their Children