

***ABSTRACT***

***DESIGN OF SOFT PLAYMAT TO STIMULATE SENSORY  
DEVELOPMENT FOR CHILDREN AGED 0-24 MONTHS***

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Growth and development are the most important things for every child's life. The provision of sensory stimulation from birth is an important stage for the optimal development of neural connections in more complex developmental preparatory stages. Sensory stimulation is a stimulating activity with activities (sight, hearing, smell, taste, and touch) that come from the environment in which children grow and develop. According to data from the Ministry of Health 2016, the development phase has increased in percentage in the past 10 years, sensory stimulation deficiency since children are born, there are 45.12% of babies in Indonesia and there are 20% occur in children in West Java. The developmental delay factor is 80% experienced by children with sensory stimulation deficiency from birth. The purpose of the study was to design an educational toy that is effective in stimulating sensory development in the form of soft playmats with comfortable and safe materials in children aged 0-24 months. The type of research method used in research is mix methods research, which is research conducted with qualitative methods with descriptive and quantitative analysis with quasi experimental one group test pre-test & post-test as a result of the design effectiveness test. Data collection techniques carried out based on research methods are observation, interviews, documentation, literature studies, and questionnaire data. The type of design method used in research is ADDIE (Analyze, Design, Development, Implementation, and Evaluation) procedural development model of learning products by Reiser & Molenda (2003). The results of the study, namely soft playmat media that are effective in stimulating sensory development of children aged 0-24 months.

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