

ABSTRACT

Culture is a heritage that must be preserved to ensure its continuity and prevent it from disappearing amidst the progression of time, whether it is tangible or intangible. However, the lack of interest among children in local culture poses a threat to its survival. This study aims to introduce culture to early childhood through participatory learning media, enabling children to actively engage in the learning process. In this case, the modification of traditional Makassar attire, integrating visual representations of cultural icons such as the Pinisi ship, traditional houses, and other distinctive cultural symbols, serves as a medium for cultural education. The research employs the Research and Development (R&D) method with the ATUMICS approach (Artefact, Technique, Utility, Material, Icon, Concept, and Shape). Data collected were analyzed using methodological triangulation. The findings reveal that the modification of traditional attire as a medium for cultural introduction successfully captures children's attention and enhances their understanding of Makassar's cultural elements. This research provides practical benefits in the form of innovative learning media that support the introduction of local culture at an early age, while also contributing to the preservation of Makassar's culture through an approach tailored to the educational needs of children.

Keywords: *Traditional Clothing, Culture, Early Childhood, Innovation.*