

ABSTRACT

Physical activity is essential for supporting the growth and development of young children, particularly during the golden age when physical and motor development peaks. Children are recommended to engage in at least 180 minutes of daily physical activity, including 60 minutes of moderate to vigorous intensity. To optimize gross motor skill development, appropriate stimulation through play that encourages physical activity is needed.

Kido Dido, a brand committed to delivering safe and high-quality products, seeks to develop educational toys that promote physical activity and stimulate gross motor skills. This study aims to design a Softplay Gym Set to support physical activity and gross motor stimulation in early childhood, aligning with the brand's needs. The research employs a qualitative approach with an industrial needs perspective and utilizes the SCAMPER method.

Keywords: *Physical Activity, Gross Motor Skills, Early Childhood, Softplay Gym Set Gym.*