

## Analysis of Media Needs For Picture Letter Cards To Improve Cognitive Aspects of Early Children in Paud Citra Bakti

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Article Info	Abstract
<b>Received:</b> October 05, 2024	<i>Illustrated letter cards are a learning activity concept that helps teachers carry out reading skills learning activities in initial reading material by trying to maximize students' active role, especially how students are able to carry out practical movements as explained and exemplified by the teacher. This research aims to (1) describe preparations for using letter card media in group learning aged 5-6 years, (2) identify obstacles in implementing the use of letter card media in group learning ages 5-6 years, (3) analyzing the impact of using letter card media in learning for the 5-6 year age group. The data sources in this research are: observing the learning activities of Kindergarten B group. Data collection techniques were carried out using observation and interviews. The results of the analysis are, (1) planning and preparation of learning media, (2) implementation of the use of learning media in the form of the introduction of picture letter cards. The use of picture letter card media is done with a game about the names of fruit. (3) The impact of using picture letter card learning media on students. Picture letter card media can increase children's interest in recognizing letters. The results of the research show that there is student development in the cognitive, psychomotor and language aspects of children.</i>
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### INTRODUCTION

Early childhood learning is the initial phase of aspect development cognitive, affective, and psychomotor. The teacher emphasizes the learning material in the form of recognition of the problem in this phase. One of the materials taught is letter recognition. Children's ability to recognize letters must be honed from the start early, because letters are directly related to the development of language and communication children and cognitive development more broadly. Letters are basic shapes in a writing system.

The letters that are arranged then become syllables and words, each of which has a meaning. Thus, the aim of letter recognition material is for children to understand the meaning of words, both in text and context, so that it becomes a provision for children to develop knowledge from learning at the next stage. In early childhood, children's cognitive development is an important aspect that needs to be supported by interesting and appropriate learning media. According to Utami et al. (2021), learning media that involves visualization and interaction can stimulate the development of children's thinking abilities more optimally. Picture letter card media, for example, not only introduces children to letter shapes, but also connects these letters with familiar visual

objects. This helps children associate new information with experiences they already know (Wulandari & Putra, 2022). Language development is a child's basic ability to communicate (Amseke et al., 2021).

Meanwhile, Sari et al., (2020) wrote that language is a system of symbols used to communicate, including creativity and a system of rules. Human creativity allows us to use a limited number of words and rules to create meaningful sentences. Therefore, language has a very important role in children's intellectual development, social development and emotional development which also influences a child's success in studying various scientific disciplines. In addition, image-oriented learning media has been proven to be effective in increasing children's attention during the learning process. Ramadhani and Nurhayati (2020) revealed that young children tend to be more interested and actively participate when learning media combines clear and interesting visualizations.

This research shows that children who use picture cards to recognize letters and words experience improvements in aspects of memory and early logic which are important for their cognitive development (Rizky & Adelia, 2023). Drawings are imitations of objects (people, animals, plants, etc.) made using pencil strokes or other writing tools on drawing media (Tanjung, 2018, p. 322). So picture word cards are cards that contain a word which is also accompanied by a picture. (Yasbiati, Pranata and Fauziayah, 2017, p. 24) believes that a flashcard is a card that contains pictures, writing or symbols. Flashcards or picture word cards usually measure 8 x 12 cm or can be adjusted to suit your needs. These picture word cards are usually used to train children in learning to read, such as spelling, and to increase children's vocabulary. Picture word card media is a visual media that cannot be projected but can be used as a medium to stimulate students to show responses as expected.

The use of picture letter cards also provides an opportunity for children to recognize letters independently through play and repetition.

According to Susanti and Firdaus (2021), children who are involved in play activities while learning with picture letter cards are able to improve their ability to recognize letters and develop language skills that support cognitive development. Meanwhile, the results of a study by Latifa and Kusuma (2023) state that learning media specifically designed for early childhood have great potential in building cognitive foundations through interactive and fun learning experiences. Furthermore, Asmara (2019) stated that children tend to absorb it more easily if they are assisted with information media that is interactive and visually attractive. Picture letter card media is also said to be able to improve children's skills in recognizing letters and words through reproduction and play, which is important in developing early cognitive abilities (Nurhayati, 2020).

Recent research by Kurniawan and Lestari (2023) shows that simple but interactive media like this can optimize the learning process which focuses on visual aspects, especially for children who have a visual learning style. Picture word cards are an effective medium for helping students develop their cognitive aspects in remembering and memorizing words or images (Hartawan, 2018, p. 3).

Developing illustrated letter card media that suits the needs of young children is very important to enrich their learning experience. In this research, an analysis of the needs for illustrated letter card media will be carried out to understand the extent to which this media can help improve cognitive aspects in early childhood, as well as how this media can be involved in the daily learning process. Based on these findings, a needs analysis of the illustrated letter card media will be carried out to further understand the role of this media in improving the cognitive aspects of early childhood.

Apart from that, picture media is quite effective media in PAUD learning, this is because PAUD children prefer things related to visuals and prefer interesting pictures (Khotimah et al., 2020). Even though it is a simple medium, images are a means that can be used to convey messages and material in learning activities and can help communication between educators and students to be effective (Hariyani, 2016).

With this analysis, it is hoped that more effective methods can be found to support the learning process that focuses on improving cognitive and language abilities in early childhood

## METHOD

This type of research uses descriptive qualitative field research, namely research conducted in real life to find out problems in the results of activities that use picture card media to improve children's reading abilities. Diana's activities were carried out at the Cigar Bakti group B integrated preschool. The data collection techniques used were observation, interviews and documentation. The aspect that is observed in children's cognitive skills in the need for picture letter card media is the child's activity in naming letters or vocabulary shown by the teacher.

### 1. Observation Method

Observation is observing behavior and events directly at school

### 2. Interview Method

Interview is a question and answer conversation conducted by researchers with teachers after observing children. Researchers also continue data collection by conducting interviews to obtain more specific results to class teachers.

### 3. Documentation Method

Used by researchers to analyze activities based on photographs, usually more accurate and interesting and can conclude all activities that have been carried out

## RESULTS AND DISCUSSION

Based on the results of observations at the Citra Bakti integrated early childhood education, researchers found that the cognitive skills of children aged 5-6 years through picture letter card game activities. The results of the observation showed that children were still unable to mention the first letter, children were still often confused, mispronounced letters, and exchanged one letter with another letter that had a similar shape.

In addition, children are less enthusiastic about learning about pronouncing initial letters where in this game activity children can think critically to complete the letters they see or observe in the pictures of fruits that are paired on the game board. With this picture letter card game we can find out that children's thinking abilities vary from how children complete the letter pairing game or mention vocabulary in the pictures provided. In this game children can understand a lot of vocabulary that they learn. Picture letter card games can also increase children's interest in reading.

Children have two ways of learning vocabulary. First, children learn through whatever they hear from people around them such as parents, playmates, teachers, from television, radio and so on. Second, children learn through their experiences, they say the names of objects they encounter around them (Inten, 2018, p. 47). In addition, to understand a vocabulary, children must first be able to pronounce the word and understand the meaning of each word they mention. Then they can start to compose a simple sentence and express it in the form of words. This opinion is in accordance with Tarigan's opinion which states that the quality of a person's language skills depends on the quality and quantity of the vocabulary that person has. The more vocabulary a person has, the better the language skills he has (Yasbiati, Pranata and Fauziayah, 2017, p. 23).

In this study, the vocabulary taught is the word fruit and the word animal which is the most basic vocabulary and is often used and encountered by children in the environment around them. In addition, it is also adjusted to the theme that will be given at school. The vocabulary is still relatively easy and the most basic considering the focus of the goal here is the pre-school group, namely the 5-6 year age group.

Sari, P. (2019) - Sari highlights the importance of using picture cards in the context of learning style equality and sensory approaches, which refers to Edgar Dale's cone of experience theory. In this study, picture cards help children understand visual symbols more easily and effectively, improve memory, and make it easier for children to recognize simple words through image associations. (Mudir: Jurnal Manajemen Pendidikan).

Murtado, D., et al. (2023) - Murtado and team discuss the benefits of picture cards in early childhood education as a medium that can stimulate children's interest in learning. Their research shows that picture cards facilitate the process of learning through play, which is particularly useful in building children's basic understanding of symbols and letters. (Journal of Education).

There are many activities that can be done to help develop vocabulary and vocabulary of early childhood. Because the world of children is truly a world of play, activities carried out to develop children's vocabulary must also be packaged in interesting and fun activities for children. Picture cards are game cards that are done by showing pictures quickly to trigger children's brains to receive the information in front of them, and are very effective in helping children learn to read, recognize numbers, recognize letters at the earliest possible age (Siregar, 2019).

Swantyka Ilham Prahesti (2019) - Prahesti stated that picture cards can increase early childhood reading interest by including pictures related to simple words. This method actively involves children in choosing and guessing pictures and reading the words under the picture, which is very effective in early literacy learning (Journal of Early Childhood Indonesia).

Fatimah et al., 2019, The application of picture media and alphabet cards can improve children's reading skills because the picture media used contains interesting pictures and there are initial letters from the pictures of objects or animals in the media. According to Sari et al., (2020), picture media is most often used by teachers in educational institutions to help convey the content of the educational theme being studied. Picture media is a means of learning activities that aim to motivate children and clarify and facilitate complex and abstract concepts so as to provide children with a visual experience that makes it easier for them to understand.

Hardianti, et al. (2022) conducted a study on the Analysis of the Utilization of Picture Word Card Media on the Early Reading Skills of Kindergarten Group B Children, the results were that the use of picture word cards can increase children's enthusiasm in reading so that it has an impact on children's early reading skills. The results of the study by Vortuna et al. (2018) stated that children's ability to recognize letters can be improved using letter card games. In line with the research results of Salwanur et al. (2018), it was shown that children's ability to recognize letters can be improved using word cards in the learning process of guessing the letters on the word cards by each child carrying/holding the word card directly and playing it according to the teacher's instructions.

## CONCLUSION

The use of illustrated letter card media is something that has been well considered by teachers. The application of the use of illustrated letter card media includes: (1) improving the development of language and reading skills in early childhood, (2) stimulating children's responses to be more active and enthusiastic when learning.

In this study, illustrated letter card media has weaknesses and advantages. The weakness is that children will easily get bored if they are shown the same thing every day. The advantage of illustrated letter card media is that it does not require a lot of money because it can be made and created by the teachers themselves. Based on the research results obtained, the researcher has high hopes that illustrated letter card media can be one of the choices of learning media that can be used by teachers at Citra Bakti Integrated PAUD, not only in terms of practicality in making and using it but also from the positive and great impact in improving the reading skills of early childhood children.

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