

ABSTRACT

There are several letter and number recognition media used by teachers to teach their students. Such as by using visual media, audio media, and audio visual. Introduction to the alphabet is one of the most basic subjects taught by teachers in PAUD schools, one of which is POS PAUD Tunas Bangsa Rawaheng. The teacher in conveying the introduction of the alphabet is by writing letters on the board and the child guesses them, while the letter guessing game is with a picture book. The introduction of letters and numbers is considered less effective because students can become bored, some students are less able to understand and accept what is conveyed by the teacher and are less attractive in presentation because they use the same media in each lesson. Therefore, this design aims to create a 2D animation that aims to provide a learning experience through audio-visual media for children. This study uses a descriptive qualitative approach. The object in this study is the Tunas Bangsa Rawaheng PAUD POS with the subject being the teacher and their students. Data collection was carried out by observing places, interviews, and in-depth literature studies. This design has 3 stages in making animation such as pre-production, production and post-production stages. The results of this design are 2-dimensional animation videos as the main media and also posters, key chains, coloring books, pamphlets, and stickers as supporting media. From this design it can be concluded that the use of 2D animation along with its supporting media can be accepted by teachers and their students in introducing letters and numbers and can be used as an alternative media in learning at the POS PAUD Tunas Bangsa Rawaheng school.

Keywords: *Learning Media; PAUD; Audio visual; 2D animation*