

## **ABSTRACT**

*Based on the results of the Program for International Students (PISA) in 2018, Indonesia was ranked 74th out of 79 countries in the literacy category, and 73rd and 71st in the assessment of math and science abilities from 79 countries participating in the PISA assessment. The introduction of letters or scripts in early childhood is a fundamental thing that must be mastered and understood because it is a child's provision for the next level of education. Children's learning media must be adapted to the activities of children who like to play and adapt to the child's growth and development. Interactive books (pull-tab books) are a suitable learning media to foster students' interest in reading from an early age. In a way that attracts children's attention, stimulates brain growth and social skills with teachers or parents in the learning process. The learning method uses an interactive book (pull-tab book) which contains letters aimed at introducing the shapes and concepts of letters, accompanied by examples of objects with their meanings which aims to introduce objects around them in alphabetical order. This research uses qualitative methods with descriptive analysis, and data collection is done by means of observation, interviews, documentation, and literature studies. This research will provide several solutions that can be used by teachers as a need for new, more creative learning media so that the learning process becomes more innovative and communicative.*

**Keywords:** *Early Childhood, Letter Recognition, Script, Literacy, Interactive Books, Pull-Tab Books*