

ABSTRACT

Rahima Ilham, 2019. The application of the *Edutainment* concept (singing) in learning to recognize the alphabet in group A 4-5 years old in PAUD Tuan Guru Alim Kota Ternate. Guided by (I) Bapak Bahran Taib S,Pd.,Msi (II) Ibu Bujuna Alhadad. S,Ag.,M.,Ag.

The researcher was carried out with the aim of applying concep of Edutainment (singing) in learning to recognize the alphabet in group A 4-5 years old in PAUD Tuan Guru Alim Kota Ternate 20190/2020. Subjects used in this study were teachers, teachers and children. The research used in this research is descriptive qualitative merhod by using data collection techniques in the form of observation, interviews and documentation. Data analyis techniques used in this research are the analysis of the data from Miles and Huberman.

The results obtained from this study stated that in using letter poster in learning alphabetical learning in group A began to develop both in the indicators calling uppercase and lowercase letters that got BSH star criteria (***) 5 children, star (**) MB 3 children, and stars (*) BB 1 child, star (****) 1 child. And stars (*) BB 1 child mentions and distinguishes uppercase and lowercase MB 3 children. BSH,5 BSB. Children 1 child. Points letters correctly and quickly using poster A-Z letters, BB 1 child, MB 3 children, BSH 5 children, BSB 1 child, so that poster letters make children quickly get to know well, the purpose is to make it easier for children to know the alphabet and can stimulate children.

Keyword : learning to know the alphabet, letter poster media