

RINGKASAN

Penelitian ini bertujuan untuk mengetahui implementasi media *flash card* dalam mengembangkan kemampuan kognitif anak usia dini di TK Pertiwi Pasinggangan. Latar belakang penelitian ini didasarkan pada pentingnya stimulasi kemampuan kognitif anak usia dini melalui media pembelajaran yang sesuai dengan karakteristik perkembangan anak, salah satunya melalui penggunaan *flash card*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Subjek penelitian meliputi guru dan anak usia dini di TK Pertiwi Pasinggangan. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan dengan cara reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa implementasi media *flash card* di TK Pertiwi Pasinggangan dilakukan melalui empat tahapan, yaitu tahap persiapan, tahap pengenalan, tahap permainan, dan evaluasi. Media *flash card* digunakan untuk membantu anak mengenal simbol, mengklasifikasi dan mengelompokkan objek, mengidentifikasi warna, bentuk, pola, dan memahami konsep dasar secara sederhana. Anak terlibat lebih aktif, antusias, dan mudah memahami materi pembelajaran melalui kegiatan belajar sambil bermain. Urgensi dari penelitian ini adalah bahwa implementasi media *flash card* di TK Pertiwi Pasinggangan dapat mengembangkan kemampuan kognitif anak usia dini secara optimal. Media *flash card* efektif digunakan sebagai media pembelajaran karena mampu menciptakan suasana yang menyenangkan dan sesuai dengan karakteristik perkembangan anak usia dini.

Kata kunci: Media *Flash Card*, Kemampuan Kognitif, Anak Usia Dini.

SUMMARY

This study aims to examine the implementation of flash card media in developing the cognitive abilities of early childhood students at TK Pertiwi Pasinggangan. The background of this research is based on the importance of stimulating early childhood cognitive development through learning media that are appropriate to children's developmental characteristics. Flash cards were chosen because they are visual, engaging, and support learning through play.

This research employed a qualitative approach using a descriptive method. The research subjects included teachers and early childhood students at TK Pertiwi Pasinggangan. Data were collected through observation, interviews, and documentation. Data analysis was conducted through data reduction, data display, and conclusion drawing.

The results showed that the implementation of flash card media was carried out in four stages: preparation, introduction, play activities, and evaluation. Flash cards helped children recognize symbols, classify and group objects, identify colors, shapes, and patterns, and understand basic concepts in a simple manner. Children were more actively involved, enthusiastic, and able to understand learning materials more easily. The urgency of this research is that the implementation of flash card media at TK Pertiwi Pasinggangan effectively enhances the cognitive abilities of early childhood students by creating a fun learning environment that aligns with their developmental characteristics.

Keywords: *flash card media, cognitive abilities, early childhood.*