

# UGM Students Develop Audio Based Pop Up Book for Character Building

Monday, 15 May 2017 WIB, By: Marwati

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Universitas Gadjah Mada students (UGM) have developed innovative learning media for children in the form of audio based pop up book, PUBBA, that is designed to increase children's interest in learning as well as increasing character building for young children.

"We're trying to maximise results of a child's learning that involves more than one senses, which is audio and visual. Audio aspect comes in narration and visual aspect in pop up book to make learning for character building more attractive," said Destri Karlina on Friday (12/5).

Vocational School students of UGM, Destri Karlina, Hasbiyansyah, Tabiah, and Deni Haryono, and a Psychology student, Iit Wakhidah, joined a Student Creativity Programme for Entrepreneurship 2017 team that passed a selection to be funded by Higher Learning Directorate General, supervised by Fitri Damayanti Berutu, S.E., S.S., M.Sc.

Desti explained PUBBA is a pop up book equipped with audio media, designed for kindergarten and early education children. In its first production, PUBBA has the theme of environment that teaches children to be aware of the environment for water supply in the world.

The idea came up following the lack of learning media for a child's character building.

"Character building is very important to be developed in children since early on, but the media for such character building is lacking. The PUBBA book hopefully can increase child's enthusiasm for learning that is fun. It also acts a interactive and attractive educational media on character building and positive value that sourced from state identity," said Desti.

The UGM students are now preparing for socialising the product to children in kindergarten and

early education schools in Yogyakarta.

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