

Inofid, Interactive Story Book for Children by UGM Students

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Presently, children tend to choose a gadget as the media for playing that is more interesting and practical. However, this habit can make the children passive while their development will be less optimum. Therefore, we need to make an interesting innovation which can facilitate the children activities and encourage their cognitive ability. Considering this condition, a team of UGM students creates an educative product, namely Inofid (Interactive Book with Finger Doll).

“Presently, educative media available for children are mainly gadgets by which children can play games with. Therefore, we would like to develop a more interesting and interactive reading product,” said Yogi Hasna Meisyarah, one of Inofid team members on Monday (15/5).

Inofid is a storybook product equipped with finger dolls which can facilitate the children activity in learning while playing and encourage their cognitive ability. Yogi develops this product with his four colleagues, they are Daryatul Choiriyah, Indah Jana Permana Devrin, Lasmaida F Br BB, and Rahananditya Said. Those five students are joined in a Students Creativity Team on Entrepreneur UGM.

The Inofid finger doll, according to Yogi, is used to enhance imagination ability, creativity, and

refined motoric skill which can train the children cognitive ability.

“Moreover, the Inofid storybook can strengthen the relationship between the parents or babysitter and the children as well as building children character through the moral value that is delivered by the story,” she added.

Yogi said they develop Inofid to encourage the children development within the golden age which is from 0 until 5 years old. During this period, according to Yogi, children experience linguistic, creativity, social awareness, emotional, and intelligence developments.

“In order to optimize the growth and development of children, we need to train their cognitive skill. However, there are not many media which are interesting and interactive enough to optimize their cognitive skill,” said Yogi.

Yogi said their product has various excellences, including an interesting design, containing many pictures, colorful, simple stories, and suitable for children, which make it easy to understand as well as containing moral value regarding daily activities which can build the children character. It is also affordable. All this while, they have promoted 100 Inofid storybooks to be marketed through cooperation with kindergarten and early childhood education programme.

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