

Fabric Activity Book, Innovation of Age-Appropriate Toys for Children

Wednesday, 30 May 2018 WIB, By: Marwati



Giving age-appropriate toys for children is important to fulfill their developmental needs. However, the current market has not provided enough children's toys for the right age.

This situation encourages a group of UGM students to create a toy designed to suit the children's development stages. The product is a children activity book made of flannel called Fabric Activity Book (FAB).

Buyung Luhur Pambudi, developer of FAB, expressed that a toy designed with a concept that fits the children's needs can stimulate the brain so it is beneficial in improving child growth and development.

"This toy is created in a book shape so it is practical and easy to carry everywhere," said the French Diploma Program of UGM Vocational School student in a press release received on Wednesday (5/30).



Moreover, the Fabric Activity Book is a homemade toy that is created using a fabric for the children's safety. The production of FAB was done by Buyung along with his two partners, Herlinda Aprianti (English Diploma Program) and Adu Wahyu Saputra (Accounting programme). The product was selected and awarded with a grant from Directorate General of Higher Education in 2018's Student Creativity Program of Entrepreneurship Sector.

The FAB has nine pages for different activities. Therefore, parents can pick any activities suitable for the child's age. Buyung said buyers can order the book with themes as desired and personalize with the name of their children.

The toy is also bundled with a catalog of the activities. The catalog is useful for guiding parents on how to use the book as well as explaining its benefits. The catalog provides details on each page so that parents can easily understand the aim of the activities. For readers who are interested in buying the book, it is available on the *Instagram* account of Fabric Activity Book, @fabricactivitybook. The toy can also be found in some partner baby shops for Rp 200,000.

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