ABSTRACT

The project was developed in accordance with the fact that the current process of teaching and learning of English as the foreign language for fourth grader is not being able to reach its maximum optimization. Meanwhile the needs of learning English on early age increased as numerous access of knowledge nowadays are using English. Not only served as the tool to expand our knowledge, English also serve as the connection between cultures and countries. But the current well-known lecturing method is affecting students on the pronunciation, word-spelling, and object memorizing aspects. To solve these problems teaching with the generic module books alone is inadequate.

This project may be used as one of many solutions in teaching English for the fourth grader. In this project we try to teach English in more attractive appearance and easy to understand method compared with the usual in class lecturing method. The core problem we face is how to design an interactive media as an alternative to support the teaching-learning process at school for the fourth grader students with the easy-to-understand material and an attractive appearance for students.

The research method was started by finding the crucial aspect of material teaching on the previous existing and finding the attraction of the appearance aspect. The data collecting stage which involves many people and department divided into several methods such as observation, deep interview and literature study. The project was then being developed based on this concept of "Joyful Learning" found by studying the characteristic of the targeted segment, AIO and marketing aspect.

Output of the project is a multimedia interactive learning CD. The overall accomplished result is going to enable the teachers to teach an attractive, joyful English learning with contents that is easier for the students to understand, and hopefully will help four-grader students to reach their highest accomplishment in English.

Keyword : English, 4th Grade, Interactive, Learn and Play