

## **ABSTRACT**

**FINDRA NURUL FARIKHA. 2024. EDUTAINMENT AS A LEARNING MODEL FOR CHILDREN'S COGNITIVE DEVELOPMENT.** Departemen of Community Education, Faculty of Training and education. Siliwangi University.

*Kober Al-Uswah Early Childhood Education (PAUD) in Tasikmalaya Regency uses edutainment as a learning model in developing children's cognitive development. Edutainment is a learning model used by an intermediary who helps clarify learning material, for teachers to simplify and overcome communication problems in learning. So the aim of this research is to find out edutainment learning for the cognitive development of early childhood children 5-6 years old in Kober Al-Uswah. This research uses descriptive qualitative research methods using purposive sampling data collection techniques by carrying out observations, interviews and documentation in Kober Al-Uswah. Uswah Tasikmalaya Regency. The results of this research are the edutainment learning model seen from information including: presentation of material, interaction media, encouraging interest, goals. Transformation: changing teaching methods, skill development, collaboration, auditory memory development. Evaluation: assessment of material, learning objectives. Cognitive development includes: increasing memory of material, improving vocabulary, understanding child development, identifying language shapes and colors, applying knowledge, distinguishing groupings, measuring learning outcomes, and optimizing play and experimentation. The conclusion from this research is that edutainment as a learning model can develop children's cognitive abilities optimally.*

**Keywords: Education, learning models, children's cognitive development.**