

**DEVELOPMENT OF BETA EDUCATIONAL GAMES (LEARNING
ALPHABETS AND NUMBERS) AS AN INNOVATIVE LEARNING
MEDIUM FOR PRESCHOOL CHILDREN**

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ABSTRACT

Preschool education is an important stage in a child's development. At this stage, children begin to get acquainted with the basics of the alphabet and numbers, which become the foundation for future learning. Conventional learning methods are sometimes less attractive to children, so more innovative and interactive learning media is needed. One of the effective solutions to increase children's interest and motivation to learn is through educational games. The development of BETA educational games is an innovative step in improving the quality of preschool learning. An interactive and fun approach is expected to help children recognize and understand the alphabet and numbers more easily and quickly. The BETA game is expected to not only make the learning process more interesting, but also encourage the active involvement of children in learning activities, thereby increasing the effectiveness of learning in the preschool stage.

Keywords: *Educational Games, Alphabet Learning, Number Learning, GDLC Method (Game Development Life Cycle)*