

## ***Efforts To Increase Interest In Early Childhood Reading Through The Use Of Flashcard Media In Harapan Bundaku Districts of Medan Kota***

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This study aims to increase interest in reading early childhood group B through the use of flashcard media in PAUD Harapan Bundaku Kec. Medan Kota Tahun Ajaran 2012 / 2013. This type of research is PTK (Classroom Action Research). The result showed that after doing the action on cycle I during two meetings found the result that the average reading interest of children is 56% where, 2 children (8.7%) in very good category, 7 children (30,5%) in good category, 6 children (26%) in enough category, and 8 children (34,8%) in less category. In the second cycle action after the improvement of errors or weaknesses that occurred in cycle I, the average reading interest of children showed an increase up to 91.9% where, 19 children (82.6%) in the category of very good, 4 children (17.4%) in the good category, and no children occupying enough and less categories. Then it can be concluded that "Through the Use of Flashcard Media Can Increase Interest Read Early Childhood Group B In Early Childhood Mother Year 2012/2013"

Keyword: Flashcard Media, Reading

### 1. Introduction

Educational programs for children is one element or component in the implementation of early childhood education, the existence of this program is very important because through this program all plans, implementation, development, assessment is controlled. In this case the implementation of education sheltered by the Ministry of National Education that kindergarten (Kindergarten) also participate in the success of early childhood education programs.

One aspect that needs to be developed in early childhood is the aspect of language development. Language development can be marked often children ask about an unknown, happy to imitate the words of others, can retell the contents of the story, and the vocabulary of children increased. Carey and Clark (Soetjiningsih, 2012: 208) say that "at the age of six years the vocabularies range from 8,000 to 14,000 words, and on average they learn 22 new words per day."

Reading is one of the four aspects of language skills, in addition to listening, speaking, and writing that are developed from an early age. The ability to read is not an independent ability, but interrelated with each other with other language skills. Reading in this era of information globalization is a fundamental necessity to shape one's behavior. In education, reading is considered the heart of education.

By reading also, one can stimulate his brain to think creatively and systematically, expand and enrich the insight of information, and form a superior and competitive personality, so that they are able to answer the challenges of life in the future. Given the importance of reading benefits for human life, the interest in reading should be instilled early in the child. Interest is the tendency of children to like something in a certain field and become the motivation that encourages the child to do what he wants

without any coercion from others. Early experiences of children with various forms of reading are very influential on the child's impression of reading, thus raising interest or interest in reading.

Phonemes that exist in the field was quite supportive for doing reading learning activities in early childhood. The phenomenon that exists in the community such as the indirect demands applied by elementary school education (SD) which impressed obliging prospective students who will enter elementary must have the ability to read, write, and count (Calistung) which eventually make parents demand their children to quickly read .

Based on observations that have been done by researchers in Group B PAUD Harapan Bundaku researchers see that interest in reading children is still very low, can be seen from some children are less eager in learning activities. There are still many children who do not pay attention when teachers deliver learning materials especially during the introduction of letters. So there are still many children who have difficulty in recognizing the symbols of letters, imitate the order of words or sentences and read simple words.

## 2. Method

The type of research conducted is a classroom action research (PTK) that is the activities undertaken in the classroom. Arikunto (2010: 16) states "classroom action research (PTK) is a reflection of learning activities in the form of an action with a collaborative approach that deliberately appear and occur in a class together. The action is given by the teacher or by the direction of the teacher conducted by the child.

The subjects of this study were conducted on the children of group B PAUD Harapan Bundaku Medan Kota District which amounted to 23 children, consisting of 10 boys and 13 girls. While the object of this research is the use of flashcard media in improving reading interest of children.

## 3. Result and Discussion

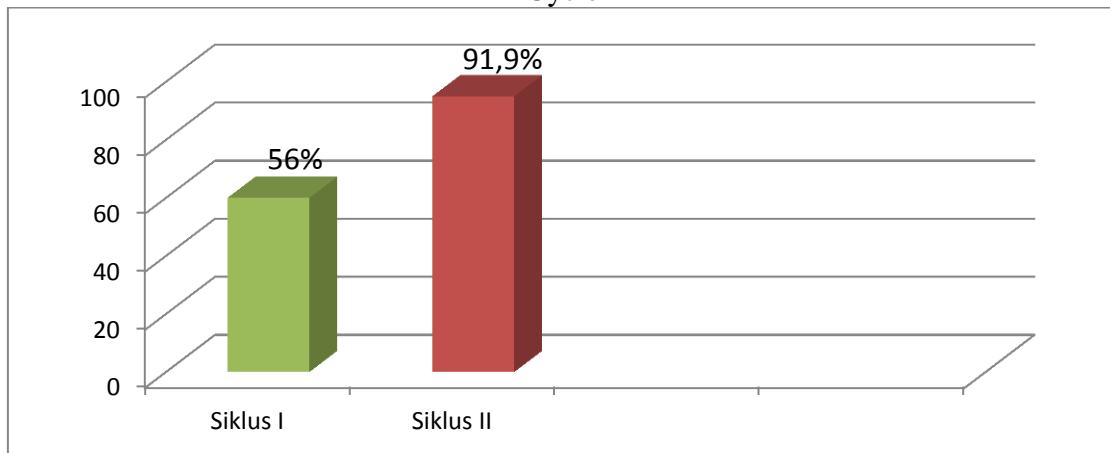
Based on the findings found by researchers, it can be said that the use of flashcard media can be one of the input for early childhood to increase interest in reading children. After the use of flashcard media in two cycles, the interest in reading children can increase. Exposure ratio of reading interest of children in cycle I, and cycle II can be seen from table below:

Table 1 Comparison of Reading Interest Levels in Cycle I, and Cycle II

<b>Meeting</b>	<b>Average</b>	<b>Category</b>
<b>Siklus I</b>	<b>56%</b>	<b>Enough</b>
<b>Siklus II</b>	<b>91,9 %</b>	<b>Very Good</b>

To make it easier to see the comparison of reading interest level of children from cycle I, until the second cycle can be seen from the graph below:

Figure 1 Graph of Comparison of Increased Reading Read Of Children In Cycle I, and Cycle II



From the graph above, it can be seen clearly the comparison of reading interest level of children in group B in PAUD Harapan Bundaku Medan City District The academic year 2012/2013 has increased after the action done in cycle II. The findings obtained through the use of flashcard media, among others:

1. Through the use of flashcard media can create a fun learning atmosphere for children, children also become enthusiastic and enthusiasm in learning.
2. Through the use of flashcard media can increase interest in reading children. This can be seen from the increasing percentage of reading interest indicators of children such as: a). willingness to recognize symbols, b). the willingness to recognize the sound of the letter symbol, c). Willingness to recognize words and e). The desire to know the meaning of the word.

Interest in children's reading can be increased through the use of flashcard media in the learning process, because through the use of flashcard media learning activities become more alive and children become passion and enthusiasm in learning. For example when the teacher makes the game take the flashcard and read it, the child looks enthusiastic and enthusiasm in learning. From this activity the child is also not only able to read the picture but the child also knows what the meaning of the image read. Thus based on classroom action research and observations that have been made tarbukti that "Through the Use of Flashcard Media Can Increase Interest Read Early Childhood Group B In Early Childhood Mind Year 2012/2013"

#### 4. Conclusion

Based on the results of classroom action research that has been done by researchers for 2 cycles obtained some conclusions, namely:

- a. Media flashcard can increase reading interest of children in group B in PAUD Harapan Bundaku Medan City District Year 2012/2013.
- b. Measures in cycle I during 2 meetings found that there were 2 children (8.7%) in very good category, 7 children (30,5%) in good category, 6 children (26%) in category enough, and there are 8 children (34.8%) in the less category. Thus, the average reading interest rate of group B in PAUD Harapan Bundaku still reaches 56% or in sufficient category. This shows that the action performed on the first cycle has not reached the goal in accordance with expectations, so it needs to do the next action that is cycle II.
- c. Action in cycle II found out that there are 19 children (82,6%) are in very good category, and there are 4 children (17,4%) are in good category, and at this stage no children are found on enough and less criteria. Thus, the average reading interest rate of group B in Early Childhood Bundaku reaches 91.9% or in sufficient category. It can be said that the action of research in cycle II has been declared successful and no need to do the action of the next cycle.

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