

## ABSTRACT

The objective of this development research is to produce the Pop Up Hidden Chart media product as an innovation in early reading skills. The research method employed is *Research and Development* based on Borg and Gall, modified into seven steps. Both quantitative and qualitative data were utilized in this study. The development of the Pop Up Hidden Chart media yielded a success rate of 92.30% in the small group trial and 95.92% in the large group trial. Based on these research findings, it can be concluded that the development of the Pop Up Hidden Chart media is suitable for use in education, particularly in the realm of literacy, specifically for early reading skills among 5-6-year-old children.

**Keywords:** *Pop-up hidden chart media; Early reading skills.*

