

ABSTRACT

This research aims to: investigate the process of developing Kokami (Box and Mystery Cards) media to enhance speaking skills in Group B at KB Tunas Bangsa Al-Islami Masbagik during the 2021/2022 academic year. This study adopts the development model proposed by *Borg and Gall*, which consists of seven stages: a) needs analysis, b) design, c) development and validation of tools, d) design revision, e) product testing, f) product revision, and g) final revision. The research subjects consisted of 10 students from Group B at KB Tunas Bangsa Al-Islami Masbagik Timur. The data collected in this study were both qualitative and quantitative, with data collection instruments including validation sheets by content experts, media experts, and observation sheets. Based on the research results regarding the development of Kokami, it can be concluded that the development of the Box and Mystery Cards (KOKAMI) media is effective in improving the speaking skills of children in Group B at KB Tunas Bangsa Al-Islami Masbagik Timur for the 2022/2023 academic year. The validation results from the Kokami media expert showed a total score of 33 with an average of 4.1, falling within the category of $27.18 < X \leq 33.54$, indicating it is "good" (suitable for use). Similarly, the validation results from content experts showed a total score of 29 with an average of 4.1, falling within the interval of $23.82 < X \leq 29.46$, also categorized as "good" (suitable for use). Based on observations, the speaking skills of the children improved significantly, with a proficiency rate increasing from 50% in the initial phase to 90% after learning with the Kokami media. This improvement is evident in the distribution of children's speaking abilities, where before the intervention, there was one child (10%) with underdeveloped skills, 4 children (40%) with emerging skills, 3 children (30%) meeting expectations, and 2 children (20%) showing excellent development. After learning with the developed Kokami media, there were no children (0%) with underdeveloped skills, 1 child (10%) with emerging skills, 4 children (40%) meeting expectations, and 5 children (50%) showing excellent development.

Keywords: *Kokami Media, Speaking Skills, early childhood.*

