

## ABSTRACT

The purpose of this research is to determine the influence of audio-visual media in stimulating the moral development of 5-6 years old children at Al-Arif Early Childhood Education (PAUD) in the 2023/2024 academic year. The type of this research was quantitative with an experimental method. The research design utilized was a pre-experimental design with a One-Group Pretest-Posttest design. The research subjects were all 10 children in the group B of PAUD Al-Arif Teko. The instrument used to collect data included validation sheets, observation sheets, and documentation. The data analysis technique used in this research included observational data analysis, prerequisite testing, and hypothesis testing.

The results of the research show that the moral abilities of children during the pre-test amounted to 85 with an average percentage of 43%, categorized as "Starting to Develop" or *Mulai Berkembang* (MB). After receiving treatment and undergoing a post-test, the moral abilities of all children amounted to 181 with an average of 91%, categorized as "Developing Very Well" or *Berkembang sangat baik* (BSB). Furthermore, the results of the hypothesis test show that the calculated t-count is 16.648 with the t-table 1.833. Therefore, the calculated t-count (16.648) > (1.833), leading to the conclusion that audio-visual media can be effectively employed to develop the moral abilities of 5-6 years old children at PAUD Al-Arif Teko.

**Keywords:** Moral development, audio-visual media, 5-6-year-old children.

