



**Introduction to Kuau Raja Bird through Interactive Learning
Media Using Gamification Method for Children Ages 6–9**

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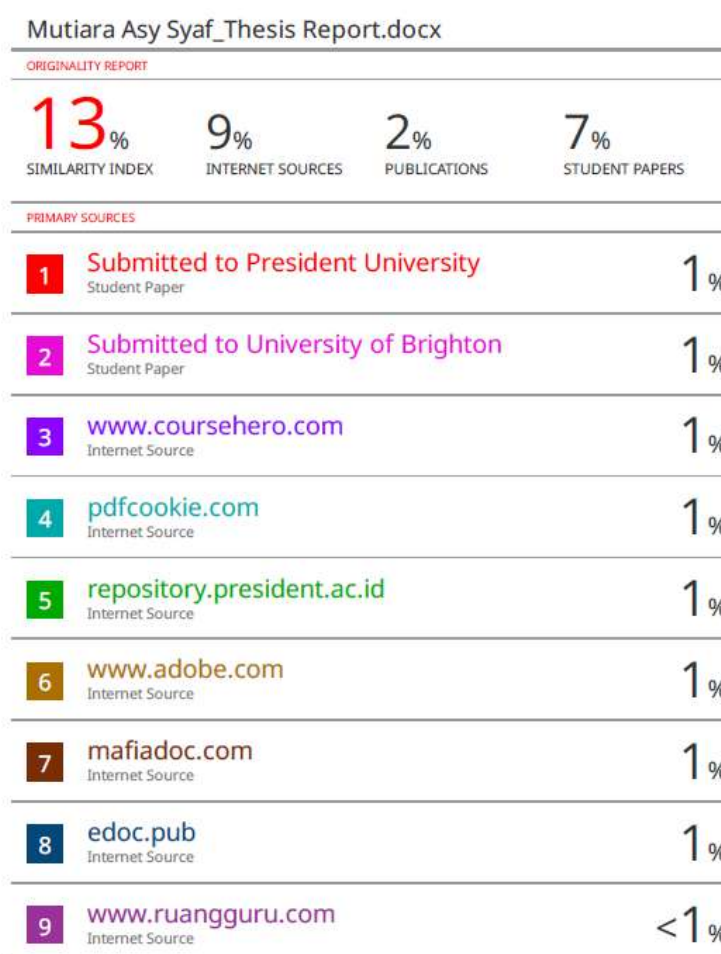
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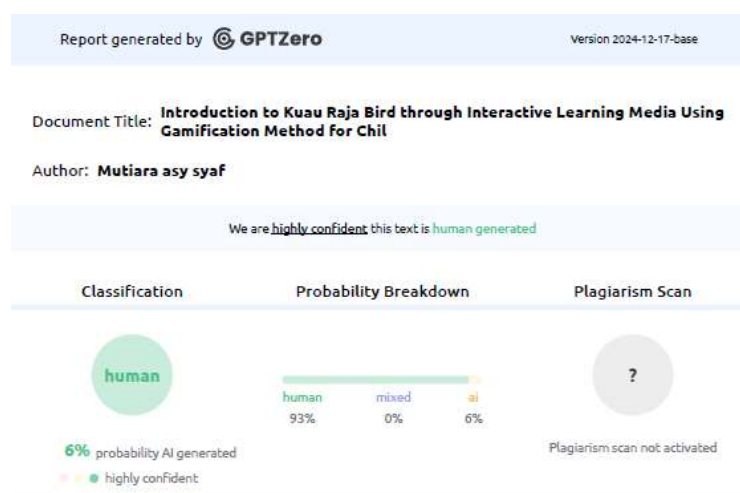
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ABSTRACT

The Kuau Raja Bird is designated as the fauna mascot of West Sumatra Province. The deforestation and poaching that led to the extinction of this bird have damaged the natural ecosystem in Indonesia and eliminated the existence of the Kuau Raja Bird for future generations. However there are no digital media that showcase this bird, such as motion graphics design. This research aims to design an interactive learning media to introduce the Kuau Raja Bird using the gamification method for children 6-9 years old. The foundation of this concept is the gamification method with Bloom's Taxonomy theory. The research was conducted through qualitative methods, with literature studies and in-depth interviews with experts and target users. The research results demonstrate that the interactive learning media using gamification is successful in preserving it for children aged 6-9 years to improve literacy and interest in learning. It has the potential to be developed into an educational instrument for children, especially for knowledge and awareness regarding endangered species.

Keyword: *Gamification, Kuau Raja, Interactive Learning Media, Taxonomy Bloom*

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