Abstract

This study aims to improve children's visual creativity through the implementation of playdough play activities in Group B students of Manggis Lemito State Kindergarten, Pohuwato Regency. This research is motivated by the low visual creativity of children, indicated by a lack of variety of ideas, a tendency to imitate examples given by teachers, and children's low ability to develop details and express ideas independently. The study used the Classroom Action Research (CAR) method, modeled after Kemmis and McTaggart, which includes planning, implementation, observation, and reflection. The research subjects were 15 children in Group B. Data collection techniques were carried out through observation, checklists, and documentation. While data analysis used descriptive percentage techniques based on a Likert scale. The results of the study showed a significant increase in children's visual creativity, from a baseline of 29% to 68% in Cycle I, reaching 90% at the end of the intervention. This improvement was evident in the children's ability to generate ideas, demonstrate flexibility in thinking, create original works, develop details, and express their work. Therefore, playdough activities are effective in enhancing visual creativity in early childhood.

Keywords: *Visual creativity, playdough, early childhood, classroom action research, learning media, PAUD.*