

ABSTRACT

This research aims to assess and analyze the implementation of the Magic Box teaching media training program to enhance the creativity of early childhood education (ECE) teachers in Ujungberung District, Bandung City, its effectiveness, and the supporting and inhibiting factors. The concepts underpinning this research are: the concept of training, the concept of teacher creativity, and the concept of early childhood teaching media. A mixed-methods approach with an exploratory sequential design was used. Qualitative data were collected through interviews, observations, documentation, and literature studies involving training participants, program organizers, and sources of the Magic Box teaching media training program. Quantitative data were collected using pre-tests and post-tests. The research findings indicate that (1) The program's implementation involved effective collaboration between participants and facilitators, with training content relevant to the needs of ECE teachers. Institutional support and positive interaction among participants were also key factors in the program's success. (2) The "Magic Box" training program has had a significant positive impact on teachers' creativity. (3) Supporting factors include clear goals, participant enthusiasm, diverse human resources, and interactive teaching methods. Conversely, inhibiting factors include limited physical resources, incomplete materials, limited funding, lack of external collaboration, and challenges in sustainable learning. The study recommends increasing budget allocation and resources for training programs and strengthening collaboration with educational institutions and related partners to provide necessary facilities and resources. Future research could further explore factors affecting training program effectiveness, including social and cultural support, and parental involvement in ECE children's learning.

Keywords: *ECCE Teacher Training, Magic Box Teaching Media, ECCE Teacher Creativity.*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menelaah implementasi program pelatihan media ajar *Magic Box* untuk meningkatkan kreativitas guru paud di Kecamatan Ujungberung Kota Bandung, efektivitas program pelatihan media ajar magic box, serta faktor pendukung dan penghambatnya. Konsep yang dijadikan dasar dalam penelitian ini yaitu: konsep pelatihan, konsep kreativitas guru, dan konsep media ajar anak usia dini. Pendekatan yang digunakan mixed method dengan desain exploratory sequential. Data kualitatif yang digunakan adalah wawancara, observasi, dokumentasi dan studi pustaka yang dilakukan pada peserta program pelatihan, penyelenggara program, dan narasumber program pelatihan pembuatan media ajar *Magic Box*, sedangkan data kuantitatif dilakukan menggunakan pretes postes. Hasil penelitian menunjukkan bahwa (1) Pelaksanaan program melibatkan kolaborasi efektif antara peserta dan fasilitator, serta konten pelatihan relevan dengan kebutuhan guru PAUD. Dukungan institusional dan interaksi positif antara peserta juga menjadi faktor kunci dalam keberhasilan pelatihan. (2) Program pelatihan "*Magic Box*" terbukti memiliki dampak positif yang signifikan terhadap kreativitas guru. (3) Faktor pendukung mencakup tujuan yang jelas, antusiasme peserta, sumber daya manusia yang beragam, serta metode pengajaran yang interaktif. Sebaliknya penghambat meliputi keterbatasan sumber daya fisik, bahan yang tidak lengkap, pendanaan terbatas, kurangnya kolaborasi eksternal, dan tantangan dalam pembelajaran berkelanjutan. Penelitian ini merekomendasikan peningkatan alokasi anggaran dan sumber daya untuk program pelatihan, serta memperkuat kerjasama dengan lembaga pendidikan dan mitra terkait untuk menyediakan fasilitas dan sumber daya yang diperlukan. Penelitian Masa Depan dapat mengeksplorasi lebih lanjut faktor-faktor yang mempengaruhi efektivitas program pelatihan, termasuk dukungan sosial dan budaya, serta keterlibatan orang tua dalam pembelajaran anak-anak PAUD.

Kata Kunci: Pelatihan Guru PAUD, Media Ajar *Magic Box*, Kreativitas Guru PAUD