ABSTRAK

Irmayanti, Ni Luh (2025), Efektivitas *Brain Gym Cross Crawl* dan *The Owl* dalam meningkatkan daya ingat dan konsentrasi anak usia dini di Skoebi-do *child care centre* di provinsi Bali. Tesis, Pendidikan Anak Usia Dini, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: *Brain Gym Cross Crawl dan The Owl*, daya ingat anak, konsentrasi usia dini, stimulasi kognitif, kuasi-eksperimental,

Salah satu penyebab utama kesulitan belajar pada anak-anak adalah terjadinya gangguan perhatian dan konsentrasi yang berdampak jangka panjang pada kemampuan akademik anak. Di Indonesia, fenomena serupa juga terjadi, meskipun data statistik nasional terkait gangguan daya ingat dan konsentrasi pada anak usia dini masih terbatas. Hal ini menjadi perhatian penting karena jumlah orang tua yang mengkhawatirkan kemampuan anak dalam memusatkan perhatian dan mengingat informasi sederhana semakin meningkat. Penelitian ini bertujuan untuk menguji pengaruh teknik *Brain Gym* terhadap perkembangan kognitif, khususnya daya ingat dan konsentrasi anak usia dini di Skoebi-Do *Child Care Centre*, Bali.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode kuasi-eksperimen dan desain *Nonequivalent Control Group*. Populasi terdiri atas 120 anak usia 4–6 tahun dari dua cabang, yaitu Sanur dan Canggu. Sebanyak 60 anak dipilih sebagai sampel, terdiri dari 30 anak di kelompok kontrol dengan *Brain Gym Cross Crawl* dan 30 anak di kelompok eksperimen dengan *Brain Gym Cross Crawl & The Owl*. Data dikumpulkan melalui observasi *pre-test* dan *post-test* menggunakan instrumen skala likert yang telah divalidasi melalui *judgement expert* oleh dua ahli. Analisis data dilakukan menggunakan uji MANOVA.

Hasil analisis menunjukkan perbedaan signifikan secara simultan antara kelompok eksperimen dan kontrol terhadap daya ingat dan konsentrasi ($p = 0{,}002$; $p < 0{,}05$). Uji *Between-Subjects Effects* menunjukkan bahwa perlakuan *Brain Gym Cross Crawl dan The Owl* memberikan pengaruh signifikan terhadap peningkatan daya ingat ($p = 0{,}002$; Partial Eta Squared = 0,188) dan konsentrasi ($p = 0{,}001$; Partial Eta Squared = 0,214). Dengan demikian, teknik *Brain Gym Cross Crawl dan The Owl* terbukti lebih efektif dibandingkan teknik *Cross Crawl* dalam meningkatkan fungsi kognitif anak usia dini. Penelitian lanjutan disarankan untuk mengeksplorasi pengaruh *Brain Gym* terhadap aspek perkembangan anak lainnya.

ABSTRACT

Irmayanti, Ni Luh (2025). *The Effectiveness of Brain Gym (Cross Crawl and The Owl) in Improving Memory and Concentration in Early Childhood at Skoebi-Do Child Care Centre in the Province of Bali. Thesis, Early Childhood Education, Graduate Program, Ganesha University of Education.*

Keywords: Brain Gym Cross Crawl and The Owl, children's memory, early childhood concentration, cognitive stimulation, quasi-experimental

One of the main causes of learning difficulties in children is the occurrence of attention and concentration disorders, which have long-term impacts on their academic abilities. In Indonesia, similar phenomena are also observed, although national statistical data regarding memory and concentration disorders in early childhood remains limited. This issue has become a growing concern, as more parent express anxiety over their children's ability to focus and retain simple information. This study aims to examine the effect of Brain Gym techniques on cognitive development, particularly memory and concentration, in early childhood at the Skoebi-Do Child Care Centre, Bali.

This research employed a quantitative approach using a quasi-experimental method with a Nonequivalent Control Group design. The population consisted of 120 children aged 4–6 years from two branches, Sanur and Canggu. A total of 60 children were selected as samples, comprising 30 children in the control group who received Brain Gym Cross Crawl, and 30 children in the experimental group who received Brain Gym Cross Crawl and The Owl. Data were collected through pre-test and post-test observations using a Likert scale instrument validated by expert judgment from two specialists. Data analysis was conducted using MANOVA.

The analysis results showed a significant simultaneous difference between the experimental and control groups in memory and concentration ($p = 0.002$; $p < 0.05$). The Between-Subjects Effects test indicated that the Brain Gym Cross Crawl

and The Owl intervention had a significant effect on improving memory (p = 0.002; Partial Eta Squared = 0.188) and concentration (p = 0.001; Partial Eta Squared = 0.214). Thus, the combination of Brain Gym Cross Crawl and The Owl was proven to be more effective than Cross Crawl alone in enhancing the cognitive functions of early childhood. Further research is recommended to explore the effects of Brain Gym on other aspects of child development.