



# **DIFFUSION OF INNOVATION OF 3-D COLORING QUIVER APPLICATION BASED ON AUGMENTED REALITY TECHNOLOGY IN CHILD CREATIVITY DEVELOPMENT**

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## ABSTRACT

Creativity is an important concept for the successful implementation of educational programs. Every child has a creative talent that needs to be developed. Therefore, a learning environment and opportunities to explore various media need to be given to children for the realization of the fruition of children's creative potential. Entering the digital world, children's interest in devices such as smartphones and laptops is an opportunity for educators to use ICT-based learning media in a more interactive and interesting way. The use of digital media for children needs to be used wisely. The Quiver 3-D Coloring application based on Augmented Reality Technology offers the incorporation of virtual objects into a real environment that is formed in three-dimensional animation on smartphones, in pictures colored by children so that they are able to invite children to develop their creativity. The purpose of this research is to diffuse Augmented Reality technology with the Quiver-3D Coloring application for the development of creativity in early childhood. The research method used is descriptive analysis with qualitative and quantitative approaches. Data obtained through observation and interviews. The results showed that children's creativity developed well through learning with Augmented Reality-based 3D coloring applications.

**Keywords:** *Diffusion; Innovation; Quiver-3d Coloring; Augmented Reality; Creativity*