

PENGUNAAN METODE *APPLIED BEHAVIOR ANALYSIS* (ABA) DALAM MENSTIMULASI KEMAMPUAN BICARA ANAK *SPEECH DELAY* 3 TAHUN

(Studi kualitatif Di PAUD Anak Bumi Cerdas Kota Depok)

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan penggunaan metode *Applied Behavior Analysis* (ABA) dalam menstimulasi kemampuan bicara dan bahasa (*Speech delay*) usia 3 tahun di PAUD Anak Bumi Cerdas Kota Depok. Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui, observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa penerapan metode ABA dapat meningkatkan kemampuan bicara dan bahasa (*speech delay*) anak secara bertahap melalui pemberian stimulus verbal, bantuan (*prompting*), pengutan positif (*reinforcement*), serta penurangan bantuan (*fading*). Faktor pendukung keberhasilan metode ini antara lain keterlibatan aktif guru dan orang tua serta lingkungan belajar yang kondusif. Keterbatasan alat bantu, gangguan fokus anak, serta kurangnya pemahaman orang tua tentang metode ABA. Kesimpulannya, metode ABA efektif dalam menstimulasi kemampuan bicara anak usia 3 tahun yang mengalami keterlambatan bicara dan bahasa (*speech delay*)ⁱ

Kata Kunci : *Speech delay*, Kata Anak usia 3 Tahun, Metode ABA, Stimulasi bicara, PAUD

**THE USE OF APPLIED BEHAVIOR ANALYSIS (ABA) METHOD IN STIMULATING
SPEECH SKILLS OF CHILDREN WITH SPEECH DELAY**

AGE 3 YEARS

(A Qualitative Study at PAUD Anak Bumi Cerdas, Depok City)

ABSTRACT

This study aims to describe the use of the Applied Behavior Analysis (ABA) method in stimulating speech ability in children age 3 years with speech delay at PAUD Anak Bumi Cerdas, Depok City. This research employed a qualitative approach with a case study method. Data collection techniques included observation, interviews, and documentation. The results showed that the application of the ABA method could gradually improve the speaking skills of children with speech delay through verbal stimulating, prompting, positive reinforcement, and fading. Supporting factors for the success of this method include active involvement of teachers and parents, as well as conducive learning environment. Obstacles encountered include limited visual aids, the child's attention difficulties, and lack of parental understanding of the ABA method. In conclusion, the ABA method is effective in stimulating speech development in children age 3 years who experience speech delay.

Keywords: Speech delay, Children Aged 3 Years, ABA Method, Speech Stimulation, Early Children, PAUD

