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During The Period of Early Childhood Education**
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ABSTRACTION

Television is one of the most favorite mass media among the society, with the mix of audio and visual stimulus that is use to sending an information. The effect of the information that was send through out the television is unpredictable because of the hetero audience with various kind of background. Trans7 as one of the privet national television station that got a plenty of award for its in-house program which was intended to children. In this research, researcher try to make an in-depth interview to understanding and knowing about the role of trans7 in cognitive skill development during the period of early childhood education.

Theory that is used is stimulus response that assumes that words are verbal, non verbal cues, specific symbols will stimulate others to respond in certain ways. In this research is using that theory to know about the role of trans7 in cognitive skill development during the period of early childhood education.

This research type is descriptive qualitative with case study method and using in-depth interview from the research subject so that the researcher could know the role of trans7 in cognitive skill development during the period of early childhood education, primer data collecting technique that was been used is a interview to the KPI, YPMA (yayasan pengembangan media anak) and Trans7 itself.

Base on research result in knowing the role of trans7 in cognitive skill development during the period of early childhood education, it could be concluded that trans 7 as one of the well know privet national television station can be categorized as pretty much stand on the side of encouraging the development of cognitive skill of the children, base on the numerous in-house production that was made by Trans 7 compared with the other national television station that exist in Indonesia