

## **ABSTRACT**

### ***GALASIN APPLICATION GAME DESIGN AS A TRADITIONAL BETAWI GAME TO EXPLORE THE CULTURAL VALUES OF GEN ALPHA***

Alifya Damayanti<sup>1</sup>, Afusa Nidya Kinasih<sup>2</sup>

<sup>1</sup>) *Student of Visual Communication Design, Universitas Pembangunan Jaya*

<sup>2</sup>) *Lecturer of Visual Communication Design, Universitas Pembangunan Jaya*

*Galasin is a traditional Betawi game played in groups, with the main goal of blocking opponents from crossing designated areas. This game promotes values such as teamwork, sportsmanship, and agility. However, due to modernization, Galasin is becoming increasingly rare among children today. This study aims to design a Galasin game application as an interactive educational medium that is relevant to Generation Alpha, particularly elementary school students. The application is designed to allow children to play while learning the cultural values of Betawi in an enjoyable and engaging digital format. The research uses a descriptive qualitative method, with data collected through interviews, literature studies, and observation. The results indicate that an effective game design should include interactive features, visual elements inspired by Betawi culture (such as the traditional colors of red, green, and yellow found in ondel-ondel and Betawi houses), as well as educational cultural narratives. Through this approach, it is expected that Galasin can be reintroduced and preserved among younger generations in the digital era.*

**Keywords:** *Educational Games, Aquatic Environment, Awareness Raising.*

**References** :

**Publication Years** : 2025