

ABSTRACT

UI/UX DESIGN OF “PARSAHALA” GAME WITH BATAK CULTURE FOR AGES 12-16

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Indonesia has a diversity of cultures originating from various regions. One of the cultures originating from the island of Sumatra is the Batak culture. Batak culture has many cultural elements, such as ulos cloth which is a characteristic of the culture. Batak culture also has various uniqueness such as the Tor-Tor dance and the taganing musical instrument. Along with the development of the era and the entry of the globalization era, many teenagers prefer foreign cultures. This situation occurs because of the easy access to media via the internet. This writing aims to discuss the design of a video game UI/UX that provides awareness of Batak culture to teenagers.

This video game is implemented with visuals that contain elements of Batak culture, both in the game UI, characters, and backgrounds. The genre of this video game UI/UX design uses 2D fighting. This writing uses a descriptive qualitative method. Writing data was collected through observation, literature studies, and interviews. The principle of design thinking is used as a theoretical basis. The results of this design are expected to make teenagers familiar with Batak culture and the importance of preserving culture.

Keyword : culture, batak, ui/ux, video game, teenagers