

## **ABSTRACT**

### ***DESIGNING THE “NUSAKOPI” CARD GAME TO INTRODUCE NUSANTARA COFFEE***

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*The NUSAKOPI card game is designed as an educational medium to introduce the diversity of Indonesian coffee (Nusantara coffee) to Generation Z. It delivers key messages about coffee types, processing methods, roasting levels, and traditional brewing techniques through an interactive and visually engaging format tailored to Gen Z preferences. This study uses a descriptive qualitative research method, with data collected through direct observation, interviews with baristas and coffee practitioners, as well as literature studies from articles, journals, and related publications. The collected data were analyzed to formulate visual communication strategies, creative concepts, and game design approaches that convey educational messages effectively. The final design includes a main media in the form of an educational card game and supporting media such as rule brochures, merchandise, and social media campaigns. Beyond entertainment, the game aims to enhance awareness, appreciation, and pride in Indonesia's local coffee heritage. By leveraging fun and relatable experiences aligned with Gen Z lifestyles. The project promotes a better understanding of coffee, encouraging healthier choices and stronger connections to Indonesian culture through design.*

**Keywords:** *Indonesia, Nusantara coffee, generation z, card game, social phenomena.*