ABSTRACT

PERANCANGAN UI/UX GAME "GATRA" SEBAGAI MEDIA PEMBELAJARAN UNTUK GEN-Z

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Pekalongan Batik has characteristics that stem from cultural acculturation, distinguishing it from other coastal batik styles. This difference is influenced by the cultural impact of various batik makers who live in Pekalongan, including Javanese, Chinese, and Dutch cultures. This paper aims to provide information about batik motifs that have become icons of the city of Pekalongan. The method used is descriptive qualitative, with data collection techniques in the form of literature review and observation to obtain comprehensive data regarding Pekalongan Batik as an iconic batik resulting from cultural acculturation, presented through UI/UX. The analysis was conducted on several examples of motifs from the three cultures to understand the beauty brought by the various nations that came to Indonesia, leading to acculturation from different countries to Indonesia. The results show that the cultural acculturation has produced new batik motifs, which have become the hallmark of Pekalongan Batik as a whole. There are three distinct styles of Pekalongan Batik: Javanese-style Pekalongan Batik, Chinese-style Pekalongan Batik, and Dutch-style Pekalongan Batik, each with its unique characteristics that differentiate their motifs. GATRA is an interactive educational RPG-based game designed to highlight the philosophical values of Pekalongan batik as part of Indonesia's cultural heritage.

Keywords: *Pekalongan Batik, Game, Gen Z, Cultural Acculturation*