

ABSTRACT

Designing the Game "Si Pitung" Increases Interest in Folklore Among Teenagers

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This thesis aims to design an interactive game entitled "Legenda Si Pitung" as an effort to increase interest in Indonesian folklore among teenagers. This research is based on the understanding that modern teenagers' interest in folklore is starting to decline due to the influence of modern media trends. By integrating elements of digital entertainment and education, this research applies digital game development methods to create interesting and educational experiences for players. The game design of "Si Pitung" considers elements such as game mechanics, narrative, characters and graphics to create an engaging gaming experience. In addition, this research considers psychological factors and adolescents' preferences to optimize the game's appeal. These findings have the potential to contribute to the development of educational games that can increase the younger generation's interest in Indonesia's cultural heritage and strengthen their cultural identity. Not only that, this research provides guidance for developers, educators, and researchers who are interested in combining modern technology with traditional cultural values.

Keywords: *Interactive Game, The Pitung, Folklore Interests, Digital Entertainment, Teens, Education.*

Libraries : 13

Publication Years : 2013 – 2022