



Designing a Board Game Using Wayang Aesthetics as A Strategy to Introduce Punakawan Wayang for Young Generation Aged 10-16

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TURNITIN PLAGIARISM RESULT

Designing a Board Game Using Wayang Aesthetics as a Strategy to Introduce Punakawan Wayang for Young Generation Aged 10-16

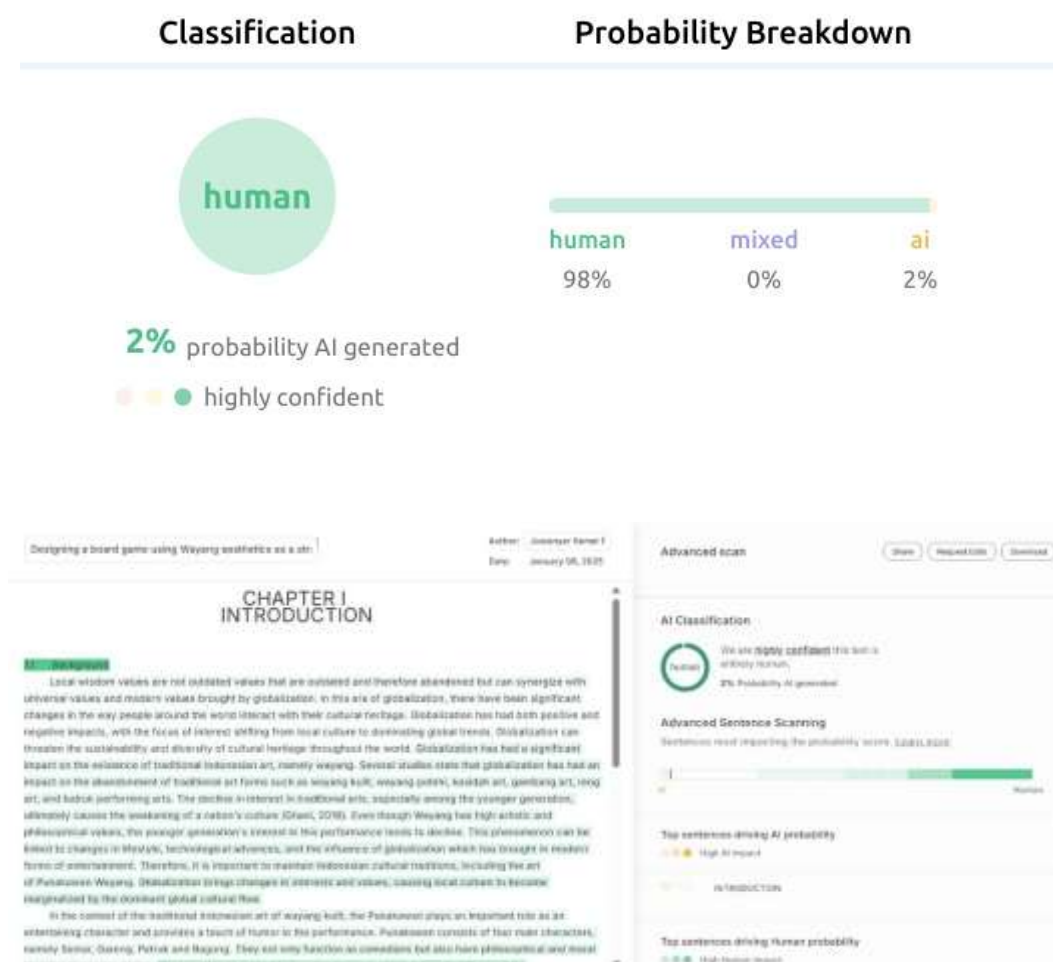
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ABSTRACT

Globalization has shifted the interest of the younger generation from local culture to global trends. The interest in traditional Indonesian arts has declined, one of which is Wayang Punakawan. Wayang Punakawan consists of Semar, Gareng, Petruk, and Bagong, which have high philosophical and moral values but are less popular with the younger generation. The present study designed a board game carrying the aesthetics of Wayang Punakawan as an educational medium for the younger generation aged 10-16 years. In this research, a qualitative approach will be used, including observation and interviews with the target users to achieve a relevant and attractive design. This board game is designed to be an interactive, fun story with appealing illustrations as one medium to introduce the characters of Punakawan together with the cultural values in the culture. This research is expected to add to the understanding and interest of the young generation in Wayang Punakawan culture, at the same time contributing toward the preservation of Indonesian cultural heritage. The results of this research indicate that the board game is an effective medium for introducing the younger generation to Wayang Punakawan in a fun learning style, hence enhancing appreciation of traditional arts. The findings also establish that the inclusion of appealing game plays, educative content, and visual attraction in Punakawan Wayang-based games successfully interested the targeted clients. It improved the knowledge on Wayang Punakawan, developed cooperation, problem-solving abilities, and social interaction among the players, and was therefore quite effective for learning and entertainment.

Keyword: *Wayang Punakawan, board game design, cultural preservation, Punakawan aesthetics, cultural heritage.*

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