

ABSTRAK

RANCANG BANGUN GAME INTERAKTIF BUDAYA LAMPUNG SEBAGAI MEDIA PEMBELAJARAN UNTUK SISWA SEKOLAH DASAR

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Provinsi Lampung memiliki kekayaan budaya berupa bahasa, tarian, kesenian, dan aksara daerah. Namun, pembelajaran budaya Lampung di sekolah sering dianggap monoton dan kurang menarik. Media pembelajaran interaktif, seperti *game* edukasi, dapat menjadi solusi efektif untuk meningkatkan minat dan pemahaman siswa. Oleh karena itu, dikembangkan Saga Lampung, sebuah *game* edukasi berbasis Android yang dirancang untuk siswa SD usia 10–13 tahun. *Game* ini memperkenalkan budaya Lampung melalui fitur *letter tracing*, *puzzle*, dan kuis interaktif. Penelitian ini bertujuan merancang media pembelajaran yang menarik dan menyenangkan untuk memperkuat pemahaman siswa terhadap budaya Lampung. Pengembangan *game* menggunakan metode *Game Development Life Cycle (GDLC)* yang meliputi tahap inisiasi, perancangan, produksi, pengujian, dan rilis. Studi literatur dilakukan untuk memahami budaya Lampung sebagai dasar pengembangan konsep *game* yang mencakup tarian, kesenian, aksara, dan bahasa Lampung. Tahap pra-produksi berfokus pada desain alur dan fitur *game* berbasis *platformer*. Hasil penelitian ini berupa *game* Saga Lampung yang telah diuji menggunakan metode *blackbox testing* dan *User Acceptance Testing (UAT)*. Pengujian melalui *pre-test* dan *post-test* menunjukkan peningkatan pemahaman siswa, dengan tingkat keberhasilan dari *pre-test* sebesar 55% meningkat menjadi 100% pada *post-test* setelah bermain *game*. Hasil *UAT* menunjukkan tingkat kepuasan pengguna sebesar 93,38% dari 22 responden, menandakan *game* ini layak digunakan sebagai media pembelajaran. *Game* Saga Lampung tersedia di Google Drive untuk diunduh dan dimainkan secara luas. Diharapkan *game* ini dapat memberikan kontribusi dalam melestarikan budaya Lampung melalui media pembelajaran yang menarik, modern, dan efektif.

Kata Kunci: *Game* Edukasi, Budaya Lampung, *Letter Tracing*, Siswa Sekolah Dasar.

ABSTRACT

DESIGN AND DEVELOPMENT OF AN INTERACTIVE LAMPUNG CULTURE GAME AS A LEARNING MEDIA FOR ELEMENTARY SCHOOL STUDENTS

By

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The province of Lampung possesses a rich cultural heritage, including language, dance, arts, and traditional scripts. However, the teaching of Lampung culture in schools is often perceived as monotonous and less engaging. Interactive learning media, such as educational games, can be an effective solution to enhance students' interest and understanding. Therefore, Saga Lampung, an Android-based educational game, was developed for elementary school students aged 10–13 years. This game introduces Lampung culture through features like letter tracing, puzzles, and interactive quizzes. This study aims to design an engaging and enjoyable learning medium to strengthen students' understanding of Lampung culture. The game was developed using the Game Development Life Cycle (GDLC) method, which includes initiation, design, production, testing, and release stages. A literature study was conducted to understand Lampung culture as the foundation for game development, covering aspects such as dance, arts, traditional scripts, and language. The pre-production phase focused on designing gameplay flow and features based on a platformer genre. The result of this research is the Saga Lampung game, which has been tested using blackbox testing and User Acceptance Testing (UAT). Pre-test and post-test evaluations showed a significant improvement in students' understanding, with a success rate of 55% in the pre-test, increasing to 100% in the post-test after playing the game. The UAT results indicated a user satisfaction level of 93.38% from 22 respondents, confirming the game's feasibility as a learning medium. Saga Lampung is available for download on Google Drive, allowing broader access. This game is expected to contribute to preserving Lampung culture through an engaging, modern, and effective learning medium.

Keywords: Educational Game, Lampung Culture, Letter Tracing, Elementary School Students.