

ABSTRACT

Communication is very important for life. Humans are social beings who basically can not afford to live alone. Without communications, human can not live. In the era of globalization, the social relationships between people can be influenced by information technology. Rapid technological developments make human interaction is now more advanced. Tangible communication technologies of this smartphone is the most interesting phenomenon in its use. Factors advances in information technology is obviously greatly influence the behavior of human interactions, both positive and negative. In the smartphone there are different types of applications that allows us to communicate between two or more mutually berinteraksi through different devices. At the cafe space, should the intensity of interaction goes well. But in fact, decrease the effectiveness of interaction. Thus it is necessary for the media to create social interaction in space cafes remain intertwined. This study discusses how to design a boardgame media for teens smartphone users and visual design as the supporting media in an effort to increase the effectiveness of interaction in the cafe space.

Theoretical basis used in the design of this board game uses visual elements as a support medium for adolescents without visual smartphone users are not going to attract so that the message is not delivered or is not communicative. And according to Sigmund Freud about playing the media to communicate, socialize and interact with other creatures.

This study focuses on the role of social interaction on smartphones in the cafe space with informants young people who own and use smartphones. The study produced a board game design in an effort to improve the effectiveness of social interaction that are within the cafe. Cafe which is used as an example of design that koffee Wiki cafe in the city of Bandung.

Methods of analysis used in the design of the supporting media boardgame is a visual analysis methods for determining visual element that will be used in the design

Keyword: Social Interaction , *Boardgame*, *Smartphone*, Cafe, Bandung