

## ABSTRACT

Traditional games can indirectly provide a learning space that is fun for children because it can foster positive traits, including mutual cooperation, leadership, togetherness and confidence. But now it is rare that children who are still playing traditional West Java games are due to a lack of cultural recognition, especially in the school environment, especially in arts and cultural subjects. As a result, children do not know the many advantages of traditional games that will not be obtained in modern games, while currently children are more interested in playing non-local media. So we need a medium or a platform that is quite interactive with traditional game themes. Media that fits this aspect one of them is the board game about it. In collecting data and drafting the authors use qualitative methods, assisted by literary studies, interviews and questionnaires using SWOT analysis and matrix. The final result of this study is a board game that has been designed for elementary school age children. It is expected that with this board game, children will want to learn about traditional West Java game themes.

**Keywords:** Board game, traditional games of West Java, culture introduction