

ABSTRACT

Sambisari temple is one of the historical tourist attraction in Sleman regency with the potential of its attraction. By looking at the current problems where the Sleman Regency Tourism Office needs an effective media to reach the teenage target market. It aims to increase visits as well as supporting media for attractions of tourist attractions given to potential tourists. The design of this mobile game is intended to promote the Sambisari temple attractions in attracting teenagers' target markets. Today's media games are very popular with teenagers, especially through mobile platforms that are also widely used by teenagers in seeking information and entertainment in their spare time. By using qualitative data collection methods, namely through observation, literature study, interviews, questionnaires and comparison matrices which are then analyzed as the basis for designing mobile games that are suitable for the teenager target market. It is hoped that through the design of this mobile game it will be able to provide increased visits and inform the area of Sambisari Temple Tourism for prospective tourists.

Key Words: Temple, Mobile Game, Teenages