ABSTRACT

The rise of information and communication technologies that bring foreign culture such as movies, games, and animations have changed most of the values, insights, and a pattern of life, especially young people today who have forgotten their own culture. In recent years, the gaming industry in Indonesia has begun to grow and has many fans, but game with local content is still relatively small. Indonesian game users tend to see a game with good graphical. It is necessary to make visual that could convey the folklore messages to the audience. Excavation of Indonesian culture can be used as the action of renewal to bring new colors for Indonesian culture lovers, especially the younger generation of Indonesia and the Indonesian people in general.

In designing the key art game Lutung Kasarung, the author uses methods that can support the smoothness in making such works as methods of literature study, interviews, observations, as well as audio-visual and then proceed with the analysis of non-statistical, where the analysis conducted on descriptive data or data textular to be adapted then visualized through key art consist of character, environment, and gameplay.

This design has the objective to create key art games that raise the local culture of Indonesia and reintroduce the culture of Indonesia to the wider community as a form of preservation of folklore that will lead to a younger generation that is familiar with the culture of the archipelago. With key art game Lutung Kasarung, we could create a visual guide to making games that appeal for preteen children aged 10-12 years.

***Keyword:** folklore, adaptation, key art.*