

ABSTRACT

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Decreased West Java regional songs information especially elementary school students along with the development of popular music, modern and foreign songs as entertainment. It is most felt in major cities as the center of globalization. Children from Bandung are difficult to learn the West Java regional songs such as the material being taught is less interesting, the students don't want to learn the regional songs because have a lot of memorization, the language is difficult to understand, less interest in lessons on regional songs, and a lack of introduction by teachers towards West Java regional songs. For that, required another effort that is able to provide attraction to children, at least to give information about the West Java regional songs through the way that children love, so that children don't get bored and quickly memorize the material. One of the things that kids love is play games. Children are a very playful person, therefore play can be used to give important information that is useful for children, other than fun also children get information or knowledge. Research methods and analysis used is qualitative method with the case study approach through literature study, interview, and observation by direct observation at research location. With this design, students are expected to not quickly feel bored and happy with the lesson.

Keywords: *Children, Game, Regional Song, Game Art, Mobile.*