

ABSTRACT

Betawi culture is the result of acculturation from several tribes in Indonesia and several nations in the world. But in reality, the existence of Betawi culture is now starting to fade and almost disappear. Likewise, Betawi traditional culinary is one of the cultural products of a society. Where in its development Betawi culinary is no longer a culinary that exists in Jakarta. Thus it is necessary to have a medium to introduce or viral Betawi traditional culinary. This study aims to design an educational board game as a strategy to introduce and maintain the existence of Betawi traditional culinary among the young Betawi generation, especially children from Jakarta. The method used in collecting data is the method of interviews, questionnaires, and literature study. The data obtained were then analyzed using a comparison matrix to obtain discussions about game design, board games, Betawi cuisine, and visual communication design. These discussions are then used as a reference for designing a good traditional culinary-themed educational board game and can be a solution to existing problems.

Keywords: Play, Learn, Explore, Snack, Betawi.