

ABSTRACT

This study is motivated by the tradition of incantations or neurajah from Aceh, which is one of the cultural treasures that will be reintroduced. The problem discussed is that neurajah has become a tradition carried out by past ancestors for various survival purposes, one of which is to cast an incantation to tame a tiger. But this tradition began to disappear over time and not many young people in Aceh know that this tradition exists. The purpose of this research is how to raise the Neurajah tradition or incantation as a cultural heritage through Visual Communication Design. Based on the results of this study, it was found that it is important to introduce the tradition of “mantras” or incantations, especially to the younger generation as the nation's successors, apart from being a form of efforts to preserve the heritage of Indonesian cultural traditions, as well as an effort to preserve the natural wealth that we have, such as tigers which are currently threatened with extinction. This is so that knowledge about the tradition of incantations is not discussed only in certain generations, but so that the next generation can still easily recognize, maintain, understand and interpret the essence of the tradition. Using visual communication design, mobile game application was chosen to design interactive educational media that will introduce the performance of the “mantra” or incantation tradition (neurajah) so that the delivery and description of the narrative about the concept of incantations is clear and more interesting.

Keyword: Aceh, Tiger, Mobile Game, Neurajah.