

## **ABSTRACT**

Indonesian Folk Songs Educational Media Design for Junior High School

Teenagers in Bekasi

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Indonesia has a lot of cultural diversity, people have a great responsibility to take a part and contribute to maintaining the cultural diversity that we have. If not, the cultural diversity that has been long passed down from generation to generation and become an icon of some region will fade and disappear into the ages. This research aims to maintain cultural diversity in Indonesia, one of which is folk songs. Where folk songs have an important role in giving character and identity to some region. This study describes and adapts Indonesian folk songs into an educational medium in the form of a board game design. In this study the research methodology used qualitative methods with data collection methods, there is observation method, interviews and literature study, where the processes and data that had been obtained were then being analyzed using visual analysis, comparative matrix analysis and SWOT. Reference to four main topics, namely design, media education, culture and graphic design. The study of the four topics is very useful to be able to understand how to design educational media that can provide learners as well as entertainment so that can attract the interest of the wider community, especially children, to be able to keep folk songs and is expected to be the right solution for existing problems.

**Keywords:** *boardgame, game, traditional, folk songs, graphic design*