

ABSTRACT

Postcards are a piece of paper used as a long-distance communication tool. The advancement of short messaging technology has diminished the popularity of postcards. Within a limited scope, postcards are still used for storytelling or simply sharing news. Therefore, this research aims to utilize postcards as a medium in-game user interface to Enhance users' interest and engagement in communication within the context of video games. To achieve this, appropriate theory and data are needed. Hence, the researcher collects data using various research methods such as literature review, observation, interviews, and questionnaires to obtain relevant data. The researcher also involves teenagers and the members of Indonesia Postcrossing Community based in Bandung as the target audience. The results of this research are expected to provide a better understanding of the influence of using postcards as a media in the game user interface on users' interest and engagement in communication. This research is also expected to contribute to the development of innovative and appealing game user interfaces for users and creators and to expand the use of postcards as a communication media in the principles.

Keywords: postcard, game user interface, nostalgia