

ABSTRACT

The Sasak language and script are the identity of the Sasak Tribe of Lombok, West Nusa Tenggara. The era of globalization and modernization has had an impact on society, one way to communicate between individuals or groups. Foreign languages and slang are used more than regional languages which are starting to be abandoned. The Sasak Jamaq language is more widely used than the Sasak Alus language and only some Sasak people still know Asksara Sasak. If left unchecked, the Sasak Alus language as reflecting low self-esteem, respect and respect for the other person can be lost. Likewise with the Sasak script. In this way, efforts are made to increase the use of language through language learning at all types and levels of education as well as language socialization to various levels of society in Lombok. However, not all schools teach Sasak language and script which should be obtained in elementary schools. The availability of learning media for Sasak language and script is inadequate and limited to old printed books which are visually unattractive. This study aims to design a mobile application prototype for learning Sasak language and script for elementary school students. The data collection process was carried out using qualitative methods which included observation, interviews, questionnaires and literature study. The data obtained were analyzed by interview data analysis, questionnaire data analysis and matrix analysis with tables for visual comparison. Then based on the data, the design is carried out using the Design Thinking method. This design is expected to increase interest in learning and using Sasak language and script.

Keywords: Sasak language, Sasak script, mobile application, learning.