

ABSTRACT

Tradition consists of values such as customs, norms, culture, and laws that are common to a region. In Minangkabau or West Sumatra tradition, there is a custom of ethics in speaking known as *Kato nan Ampek*. This ethical custom is a basic understanding for Minangkabau people because it has been taught when they were young. The decline in teenagers understanding of *Kato nan Ampek* due to the entry of foreign cultures and the lack of learning media about *Kato nan Ampek* in Padang City causes teenagers to follow outside cultures that deviate from *Kato nan Ampek*'s teachings. It is necessary to reintroduction about *Kato nan Ampek* for adolescents so that these teachings can provide positive values for the surrounding environment. For this reason, games can be an learning medium to teach *Kato nan Ampek* because games can have a positive impact on youth performance and motivation. Before designing a game, first design the concept art because games with interesting concept art can increase the interest of teenagers to play games. This design uses qualitative research methods such as observation, interview, and literature studies as data collection methods. The result of this design is in the form of game concept art with the theme *Kato nan Ampek*.

Keywords: Tradition, *Kato nan Ampek*, Game, Concept Art