

## ABSTRACT

*In the midst of technological development and globalization, the erosion of socio-cultural values in community groups is inevitable. One of the proofs of the social culture fading caused by technological growth is the traditional market or also known as the people's market. Traditional markets, which are known for their unique community atmosphere and the bargaining system, are no longer in demand by the younger generation. This is due to the presence of other alternative shopping places that are more practical and faster. Even so, with the presence of these facilities also comes the risk of society growing into an individualistic and apathetic community. Apart from the various pros and cons that pervade them, traditional markets are part of a long history of local communities, which started the long journey of the Indonesian nation to what it is today. Therefore, a qualitative approach through observation, literature study, interviews, and questionnaires is carried out to understand more about the existing issues. The result shows that designing an interactive educational media can be achieved in the form of board game as an effort to conserve and introduce cultural values of traditional market to younger generation. It is aspired for this design to be able to recover the socio-cultural value of traditional markets in heterogeneous communities.*

*Keywords: traditional market, socio-cultural, board game*