

## **ABSTRACT**

### **3D INFOGRAPHIC DESIGN OF TRADITIONAL GAMES IN KAULINAN BARUDAK PROGRAM AT ALAM SANTOSA.**

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*Kaulinan Barudak is one of the cultural education programs at Alam Santosa. The program aims to educate the younger generation to embed aspects of the soul of local culture with the initial goal of expressing a cultural and environmental value. However, the influence of modernity and the services they provide, especially in the aspects of amenity and attraction, are obstacles for Alam Santosa to optimize the Kaulinan Barudak Program. This research uses an experimental method with a design thinking approach (emphatize, define, ideate, prototype, and test). For data collection, the instruments used are observation, interviews, questionnaires, and literature studies. Then the collected data was analyzed using matrix analysis. In this study it can be concluded that the design of 3D infographic design of traditional games through an edutainment approach can be a design recommendation in helping to improve aspects of amenity and attraction as supporting facilities in the Kaulinan Barudak Program at Alam Santosa. The results of this design are focused on education and cultural preservation as well as product innovation which is expected to be easier to understand if the infographics are designed in 3D.*

**Keywords:** *Infografis, traditional game, edutainment, amenities and attraction*