

ABSTRACT

Ngarumat Pusaka tradition is a tradition of bathing heirlooms left by the ancestors. The designer designed a character in designing a game trailer about the Ngarumat Pusaka tradition. This design aims to convey social values through the work of a game trailer to children in Lebakwangi Village. The designer applies mixed methods through observation, interviews, and surveys of children of SDN 1 in Lebakwangi Village. Accompanied by journals, similar works, and literature studies.

The results of this design show that designing character designs for the Ngarumat Pusaka game trailer through the Tiktok platform can be a medium for conveying social values by showing interactions between characters regarding the tradition of ngarumat pusaka to children in Lebakwangi Village.

Keywords: Game Trailer, Character Design, Ngarumat Pusaka, children