

ABSTRACT

DESIGNING A GAME TRAILER STORYBOARD ABOUT THE SOCIAL VALUES OF THE NGARUMAT PUSAKA TRADITION IN LEBAKWANGI VILLAGE

Ngarumat Pusaka is a tradition carried out in Lebakwangi-Batukarut Village, Bandung Regency, to clean heirlooms to honor the ancestors and express gratitude to the ancestors and God. Ngarumat Pusaka has social value in its implementation, but until now there are limited media for conveying social values in Ngarumat Pusaka, especially to children in Lebakwangi village. The aim of this design is to design a game trailer storyboard as a medium for conveying social values in Ngarumat Pusaka. The research method was carried out using qualitative methods using observations and interviews, literature studies and questionnaires related to the ngarumat pusaka tradition. The data obtained shows that the people of Lebakwangi-Batukarut have social values attached to the Ngarumat Pusaka tradition, however for children in Lebakwangi village, as the target audience, the majority of questionnaire respondents do not know about the Ngarumat Pusaka tradition. Based on the data obtained, the author carried out storyboard work to convey the visual concepts and messages in the Ngarumat Pusaka game trailer as a medium for introducing social values in the Ngarumat Pusaka tradition for children.

Keywords : *ngarumat pusaka, social values, trailer game, storyboard*