

ABSTRACT

Culture is the self-identity of an ethnic group. One of the Malay cultures in the Nusantara is Riau Malay. The phenomenon about Riau Malay culture today is the diminishing interest of the younger generation to learn and practice the culture in their daily lives. One of the ways to make children interested in learning culture is to provide a learning pattern that they enjoy, namely through a game. The purpose of this design is to create an interesting teaching aid for junior high school students in Pekanbaru City to learn Riau Malay culture. The research was conducted using qualitative methods. The data was collected using theories of visual communication design, educational media, board games, Malay culture, student development and by distributing questionnaires to students and interviewing teachers of Riau Malay culture in junior high schools in Pekanbaru City, making observations to several junior high schools in Pekanbaru City and literature studies. The results of the data analysis are used as the basis for creating a board game design concept as an educational media for Riau Malay cultural knowledge that can increase student interest and make learning more effective and interesting.

Keyword: *Educational Media, Board Game, Malay Culture*