

ABSTRACT

Sundanese, as one of Indonesia's regional languages, is facing a decline in the number of its speakers, particularly among elementary school children. Based on observations and interviews at Lengkong State Elementary School, third-grade students face difficulties in understanding and correctly using Sundanese vocabulary. One of the main problems is the lack of engaging learning media, making Sundanese language learning monotonous and heavily dependent on textbooks. This study applies a combination research method (mixed methods) with a case study approach, and utilizes the SCAMPER creative design method to develop the *Saung Nyunda* board game as a learning medium. Validation results indicate that the media is effective, engaging, and interactive in improving Sundanese vocabulary mastery. This is evidenced by the increase in pre-test and post-test scores after the use of the board game. This, *Saung Nyunda* serves as an innovative alternative learning media that effectively helps elementary school students, especially third graders, to enhance their Sundanese vocabulary in an enjoyable way.

Keywords: *board game, Sundanese, learning media, vocabulary, elementary school.*