

ABSTRACT

Indonesia possesses a diverse array of cultural heritage that deserves preservation, one of which is the traditional art of ulin barong sekeloa from West Java. However, this art form remains relatively unknown to the broader public. In the heart of Bandung, a major city, there is an art group named Raksa Panghegar striving to popularize ulin barong sekeloa among the wider community, though their efforts have yet to yield significant results. One potential solution to support their mission is designing a product that serves as a medium to introduce Ulin Barong Sekeloa. This research aims to design an action figure as an educational medium to introduce ulin barong sekeloa, specifically targeting preschool-aged children at Telkom Kindergarten. Utilizing the SCAMPER design method and a mixed-methods research approach (qualitative and quantitative), along with data collection techniques such as observation, questionnaires, interviews, and literature review, this study explores existing challenges to create a product that addresses the identified issues. It is hoped that this action figure will effectively introduce ulin barong sekeloa to preschoolers at Telkom Kindergarten while also benefiting Raksa Panghegar and the surrounding community.

Keywords: *Action Figure, Ulin Barong Sekeloa, Indonesian Culture, Education, SCAMPER Method.*