

ABSTRACT

The interest of the younger generation in Indonesia's local culture has declined due to digital media that rarely represent Nusantara's traditions. One such underrepresented culture is the Labuhan Ceremony, a traditional ritual originating from Yogyakarta with historical and spiritual significance. This study is to design an educational game concept as an effort to introduce the history and culture of Yogyakarta, particularly to the younger generation. The approach used is a qualitative method with data collection through literature studies, questionnaires, documentation, and field visits to museums and ceremony locations. The preliminary hypothesis raised is that integrating local cultural elements into an engaging visual and narrative game medium will increase the younger generation's interest and appreciation for their own culture. This research aims to create a game concept book that is suitable and appealing for introducing the Labuhan Ceremony culture.

Keywords: Interactive Media, Game, Culture