

ABSTRACT

The Visual Asset Design of the "FoodBank: Bandung Zero Hunger" Simulation Game as an Interactive Educational Medium to Introduce the Issue of Food Waste to 7-12 Year-Old Children.

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Indonesia is one of the largest contributors to food waste in the world, with a significant volume of edible food being discarded daily. In the city of Bandung, this phenomenon is also a serious concern, primarily due to the low awareness among the public—particularly the younger generation—regarding the importance of sustainable food management. Food waste not only impacts the environment but also reflects inequality in food distribution.

This research aims to design a concept for an educational mobile game that highlights the role of a food bank as a solution to reduce food waste and distribute surplus food to those in need. The game is developed as an interactive communication medium that conveys information about the positive impacts of food banks, provides practical education on food management, and encourages active player involvement in the issue of food sustainability.

Through a research-based design approach, the methods used include a literature review, interviews with the organizers of Foodbank Bandung, surveys with children aged 7-12, and an analysis of similar games. The final result of this research is expected to deliver a relevant and innovative educational media concept, as well as contribute to building awareness among the community, especially children in the 7-12 age range, about the urgency of reducing food waste.

Keywords: Food Waste, Foodbank, Education, Children 7-12 Years Old, Game Visual Assets