

ABSTRACT

Indonesia has a rich cultural diversity with unique characteristics in each region; however, rapid technological development has caused some communities to gradually forget their local cultural heritage. This study aims to increase public interest and knowledge of Indonesia's local cultures, specifically the Mamasa ethnic culture in West Sulawesi, through the design of 2D visual assets for digital game media. The research employs a qualitative method with a literature review approach, gathering data from books, journals, and articles, as well as indirect observation through social media and digital platforms discussing Mamasa culture. The collected data were then reduced to identify cultural elements to be transformed into visual assets. The design process follows the creative stages outlined by S.P. Gustami: exploration, design, and realization. During the realization stage, an evaluation was conducted through a community survey to assess the effectiveness of the designed media. Survey results indicate that the 2D visual asset design based on Mamasa culture is effective in introducing the values and uniqueness of the local culture in an engaging and interactive way. Therefore, digital game media can serve as an innovative strategy to preserve and promote local culture to younger generations and the wider community.