

ABSTRACT
BOARD GAME DESIGN OF TOURISM ATTRACTION
IN JAKARTA

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Indonesia has a wide variety of culture that spread across the region. That cultures can be be a strength and an opportunity that are not owned by other countries which can be show the identity of the Indonesian and should be be maintained. DKI Jakarta as a the one of great city in Indonesia could be a benchmark for other region in various fields. However, in today's era of globalization, the culture has begun to erode.

One way to get to know the culture of Indonesia through the museum. Museum is part of the tourism attraction which aims to introduce, protect and preserve objects that give a proof the culture in a nation. Unfortunately, museum is less attractive to tourists than the other attractions. This can be proofed by percentage of visitor to the museum which is only about 2.53%. the Lack of interest may be influenced by the knowledge and perceptions about the museum.

In order to solve the problem above, writer collects data by using observation, literature, and interviewing with the main target is the youth. Because they are the future generation who will introduce the existing culture and identity to the next generation. Once the data acquired the writers begun to design an appropriate visual media. That Media were chosen by the writer is Board Game.

Hopefully the design on this final project will make the information to the youth and change their perception about museum. so there will be more young people in Jakarta who want to visit the museum and get to know cultures and identity of the Indonesian.

Keywords : Board Game, Attraction, Museum, Jakarta,