

## **ABSTRACT**

*The teen craze towards technology may cause traditional cultures such as kerapan sapi become displaced, causing an imbalance between traditional culture and the evolution of technology. Kerapan sapi contains useful cultural values to know such as hard work, cooperation, competition, discipline, sportsmanship, friendship and a means of economic necessity. Therefore, by utilizing advanced technology, kerapan sapi culture can be preserved and developed through simulation games on smartphones. The purpose of this game design is to revitalize the Kerapan Sapi culture and to introduce its cultural values to teenagers from ages 13-22 years. The design method used is a systematic series of simulation games and an ethnographic approach on kerapan sapi culture. In this scheme, the designer starts from the understanding of phenomena's and problems that occur in the community related to the topic of design. The type of data that will be used is primary and secondary data. From this design, it can be concluded that simulation game media can revitalize the kerapan sapi culture more effectively because of its interactive feature.*

**Keywords:** *Kerapan Sapi, Cultural Value, Simulation Game*