

ABSTRACT

Indonesia is a country rich in the cultural diversity, one of which is Betawi culture. As a culture that comes from the capital of Jakarta this is one of the great culture in Indonesia. Betawi culture is a culture that comes from Jakarta. One example of Betawi culture is pantun. Pantun is an educative means of entertainment with positive terms. But as a result of globalization, many students are looking for entertainment by playing video games, eventhough, many of video games content do have negative content such as violent, adult things, and also criminal act, and only a few video games that contain the content of local culture. Many teenager do things that inspired from the content of video games, and also forget their own culture, including Betawi culture. Therefore, needs a media of Betawi cultural education that is not only educative, but also interesting, and can be enjoyed as entertainment for high school students. To design the media the authors make the process of observation, interviews looking for data sources, SWOT data analysis and literature study. The result, pantun Betawi as a card game considered suitable media to overcome the problem. By leveraging entertaining media, teenager can easily learn Betawi culture. So hopefully they can understand pantun Betawi and can participate preserve the Betawi culture.

Key Word: Card Game, Education, Pantun Betawi, Teenager