

ABSTRACT

Shake noodles are traditional culinary noodles that are quite famous among the people of Bandung. Even so, this one culinary is less popular by Indonesian teenagers. Indonesian teenagers prefer Japanese traditional noodle culinary, namely ramen, Bandung local traditional noodle culinary, shake noodles. One of the causes of this is due to the lack of media to spread information about the culinary of shaking noodles. One way to disseminate information is through smartphone media where almost all Indonesian teenagers have this media. This smartphone has one of the game features that teens like to use which is commonly called a mobile game.

This final report discusses the design of the visual assets of Shake Noodle mobile game. Data collection methods used in the form of observation, study of literature, and questionnaires. The design of the Shake noodle mobile game makes use of the game features on smartphones called mobile games as a medium for the distribution of culinary information on shaking noodles starting from what is shaken noodles, the cooking process, the buying and selling process and so on.

Keywords: Shake Noodle, mobile game visual assets, teenagers