

## ABSTRACT

**Fidia Sutrisno Dewi**, *Department of Visual Communication Design, Faculty of Creative Industry University of Telkom, June 2020, Designing the Game Asset "Jumangkring" to Introduce Wedang, Supervisor : Aris Rahmansyah, S.Sn., M.Ds.*

*Angkringan is an important instrument to building social cohesion for the people of Jogja and surrounding areas. With a bench flanking the cart, visitors sit facing each other and huddled together. The concept of space like this can erase the social barriers. The association between merchants and visitors is easily intertwined with small talk to talk with anyone, about anything while enjoying the special wedang and snacks of angkringan.*

*However, local wisdom is starting to be sought after by teenagers, displaced by the times because of lifestyle. It happens because wedang is identical with the ancient and loses knowledge about the benefit of wedang. Therefore, by utilizing the current game development knowledge about wedang can be conveyed through casual games that are focused in its visual concept.*

*The visual concept design of the game that carries out the theme of this wedang is intended to regrow a sense of local wisdom that is starting to fade and provide knowledge about wedang to young generation. The observation method was used in several angkringan to get data needs of visual concepts, such as observe the atmosphere of angkringan starting from the typical equipment / property of the place, and observe angkringan visitors who have various characteristics.*

**Keywords:** *Angkringan, Wedang, Visual Concepts, Local Wisdom*