

ABSTRACT

Wayang golek is one of the cultural identities of the Sundanese people, taking the form of three-dimensional puppets resembling humans. However, with the passage of time, elementary school children have begun to feel unfamiliar with wayang golek. One of the main causes is the Western culture that has now become the primary influence on children. Therefore, cultural transformation is needed to ensure that wayang golek remains recognized in the modern era. This study aims to design a modular toy that adapts wayang golek characters as a medium for introducing wayang golek to elementary school children aged 9–11 years. Based on field data, it was found that 52% of fourth-grade students at SDN Sukabirus were unfamiliar with wayang golek. This study employs a qualitative method, with data collection techniques including literature review, observation, interviews, questionnaires, and focus group discussions. The design process was conducted using the Design Thinking method, which consists of five stages: empathize, define, ideate, prototype, and test. The final result of this research is a modular toy consisting of five wayang golek characters, namely Arjuna, Gatotkaca, Cepot, Cakil, and Srikandi. This toy is designed with a simple assembly system that allows children to assemble and interactively learn about these characters. Field tests showed that 83% of students were able to recognize the wayang characters after playing with this toy, and 90% of students felt that the toy was easy to use. Thus, this modular toy is expected to become an effective medium for introducing and preserving wayang golek culture among children.

Keywords: wayang golek, designing, modular, toys, children

KATA PENGANTAR