

ABSTRACT

The inclusion of Sundanese language instruction in the elementary school curriculum serves to foster students' comprehension of local culture and regional linguistic heritage, functioning as a vital component of character education. Nevertheless, according to a review conducted by the Ministry of Education, Culture, Research, and Technology, the diminishing use of Sundanese in daily interactions has been found to impede elementary students' proficiency in both the language and the cultural knowledge it embodies. This concern was echoed by Mrs. Ani, the homeroom teacher of Grade V at SDN Lengkong Bojongsoang, who noted that her students' Sundanese language skills remain below the established minimum competency standards. One contributing factor is the lack of appropriate instructional media, as current learning tools are limited to textbooks and basic practical exercises. In response to this issue, the present study seeks to develop a learning medium aimed at enhancing students' understanding of Sundanese language and culture, with a particular focus on traditional Sundanese cuisine. The research adopts a mixed-methods approach, utilizing a case study framework and the ADDIE model (Analyze, Design, Develop, Implement, and Evaluate) for instructional design. Data were collected through observation, interviews, documentation, and literature review. The effectiveness and feasibility of the proposed learning medium will be validated through pretest and posttest assessments, conducted by experts in relevant subject matter and educational product design. It is anticipated that the outcomes of this study will contribute to a more engaging and effective approach to Sundanese language education, thereby strengthening students' interest and competence in preserving their regional cultural heritage.

Keywords: *Sundanese language, traditional Sundanese cuisine, board game, learning support media*