

ABSTRAK

***Board Game* Museum Wayang Banyumas sebagai Media Edukasi Anak Sekolah Dasar**

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Wayang merupakan salah satu warisan budaya Indonesia yang telah diakui UNESCO sebagai *Masterpiece of Oral and Intangible Heritage of Humanity* sejak 7 November 2003. Namun, di tengah arus globalisasi, minat anak-anak terhadap wayang semakin menurun. Menurut hasil wawancara dengan Ibu Tri Wahyuni selaku narasumber, anak-anak lebih mengenal budaya asing daripada kebudayaan tradisional seperti wayang. Upaya pengenalan melalui buku pelajaran, video pertunjukan, dan kunjungan seniman wayang ke sekolah belum mampu menarik perhatian anak-anak secara efektif. Berdasarkan kondisi tersebut, dibutuhkan media pembelajaran yang lebih kreatif sesuai dengan karakter anak-anak yang masih suka bermain.

Penelitian ini bertujuan untuk merancang sebuah *board game* edukatif berjudul *Sendang Mas* sebagai media pengenalan Museum Wayang Banyumas untuk siswa sekolah dasar kelas 4–5. *Board game* ini menyajikan unsur petualangan yang dilengkapi dengan deskripsi singkat jenis-jenis wayang, serta dirancang menggunakan pendekatan visual yang menarik bagi anak-anak. Proses perancangan mengacu pada teori *The Art of Game Design* karya Jesse Schell yang menekankan empat elemen dasar permainan: mekanika, estetika, teknologi, dan cerita. Metode penelitian yang digunakan bersifat kualitatif, melalui proses identifikasi data dan analisis data.

Hasil dari perancangan ini diharapkan dapat menjadi sarana edukatif yang menarik dan efektif dalam meningkatkan ketertarikan anak terhadap budaya wayang, serta memperkuat peran Museum Wayang Banyumas sebagai pusat edukasi budaya di Kabupaten Banyumas.

Kata kunci : Wayang, Museum Wayang Banyumas, *board game*, edukasi budaya, anak-anak, Jesse Schell

ABSTRACT

The Wayang Museum Banyumas Board Game as an Educational Medium for Elementary School Children

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Wayang is one of Indonesia's cultural heritages that has been recognized by UNESCO as a Masterpiece of Oral and Intangible Heritage of Humanity since November 7, 2003. However, in the midst of globalization, children's interest in wayang is decreasing. According to the results of an interview with Mrs. Tri Wahyuni as a resource person, children are more familiar with foreign cultures than traditional cultures such as wayang. Efforts to introduce it through textbooks, performance videos, and visits by wayang artists to schools have not been able to attract children's attention effectively. Based on these conditions, more creative learning media are needed in accordance with the character of children who still like to play.

*This study aims to design an educational board game entitled Sendang Mas as a medium for introducing the Banyumas Wayang Museum for elementary school students in grades 4-5. This board game presents elements of adventure that are equipped with brief descriptions of the types of wayang, and is designed using a visual approach that is attractive to children. The design process refers to Jesse Schell's *The Art of Game Design* theory which emphasizes four basic elements of the game: mechanics, aesthetics, technology, and story. The research method used is qualitative, through the process of data identification and data analysis.*

The results of this design are expected to be an interesting and effective educational medium in increasing children's interest in wayang culture, as well as to strengthen the role of the Banyumas Wayang Museum as a cultural education center in Banyumas Regency.

Keywords: *Wayang, Banyumas Wayang Museum, board game, cultural education, children, Jesse Schell*