

ABSTRACT

The declining interest of the younger generation in local culture, as shown by data from the Ministry of Education and Culture (2016) there is a decline in cultural participation in various activities and this is a challenge in cultural preservation. Tana Toraja, which has a distinctive cultural wealth and deep spiritual values, has great potential to be reintroduced globally through more attractive and relevant digital media. This research aims to design and develop 3D visual assets based on Tana Toraja culture with a stylized fantasy style as an effort to preserve and promote culture in a more attractive format. The assets designed include five main categories, namely traditional weapons, traditional clothing, traditional houses, typical food, and legendary characters. The research used a digital ethnography approach in data collection, which was obtained from various literature sources, videos, and online documentation, then poured into 2D sketches and modeled using Blender 4.0 and Adobe Substance Painter software. The final results show that this approach succeeded in producing visually appealing and culturally authentic assets. This finding reinforces that designing culture-based 3D assets is one of the effective approaches in reintroducing local culture to the younger generation through game media.