

ABSTRACT

Bandung is a center of Sundanese culture known for its Wayang Golek performing arts, a traditional Sundanese wooden puppet art that is currently facing challenges in its preservation. This research aims to design a playing card that not only serves as entertainment, but also adapts the characters, stories, and philosophical values of Wayang Golek into a relevant and engaging medium for children aged 6-12 years. This card is designed to build emotional closeness between the younger generation and traditional culture through a fun, communicative, and educational visual approach. The research methods used include interviews with cultural practitioners and observations of similar works. This research produces a design that elevates local culture in a format that is more familiar and easily understood by young audiences. Adapting cultural presentation through appropriate media is an effective approach in bridging cultural heritage with the current generation.

Keywords : Wayang Golek, card Game, children