

ABSTRACT

SMP Telkom Bandung is a junior high school under the Yayasan Pendidikan Telkom, located in Bandung City. Various methods have been implemented by educators to develop Sundanese language learning, such as the use of textbooks and practice exercises. It is necessary to design engaging and interactive multimedia content to support Sundanese vocabulary learning through an arcade-based educational game at SMP Telkom Bandung. This final project focuses on designing such multimedia content with the aim of creating a learning medium that can enhance student engagement while strengthening their understanding of Sundanese vocabulary. The development method used is the Multimedia Development Life Cycle (MDLC), which consists of the stages of Initialization, Blueprint Design, Assets Preparation, Product Development, and Testing & Validation. The testing results show that the visual aspects received high ratings, averaging 84–86%, reflecting good readability and aesthetics. The audio aspects scored around 73%, indicating the need for improvement in recording quality and sound harmonization. Thus, this educational game successfully meets the objectives as an interactive medium to support Sundanese vocabulary learning, with recommendations for improvements in audio quality and visual variations in the future.

Keywords: *Sundanese language, multimedia content, educational game, pixel art, User Acceptance Testing*