

PENGEMBANGAN GAME PROSESI MAKEPUNG SEBAGAI MEDIA EDUKASI TRADISI BUDAYA DI KABUPATEN JEMBRANA

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ABSTRAK

Tradisi Makepung merupakan budaya khas Kabupaten Jembrana yang memiliki nilai historis dan edukatif, namun mulai kurang dikenal oleh generasi muda akibat perkembangan teknologi digital dan dominasi hiburan modern. Penelitian ini bertujuan untuk mengembangkan *Game* Simulasi Prosesi Makepung sebagai media edukasi budaya serta mengetahui respon pengguna terhadap *game* yang dikembangkan. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model *Game Development Life Cycle* (GDLC) yang meliputi tahap initiation, pre-production, production, testing, beta, dan release. Teknik pengumpulan data dilakukan melalui observasi, wawancara, angket, uji blackbox, uji ahli isi, uji ahli media, dan uji respon pengguna. Hasil penelitian menunjukkan bahwa *game* berhasil merepresentasikan prosesi Makepung secara interaktif dan memperoleh validitas sangat tinggi dari ahli serta respon positif dari pengguna. Penelitian ini menunjukkan bahwa *game* simulasi dapat menjadi media edukasi yang efektif untuk memperkenalkan dan melestarikan budaya Makepung kepada generasi muda melalui pendekatan digital yang menarik dan interaktif.

Kata Kunci: *Game* Simulasi, Makepung, Media Edukasi Budaya

***DEVELOPMENT OF A MAKEPUNG PROCESSION GAME AS A
CULTURAL TRADITION EDUCATIONAL MEDIA IN JEMBRANA
REGENCY***

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ABSTRACT

The Makepung tradition is a cultural heritage of Jembrana Regency that contains historical and educational values. However, it is becoming less recognized by younger generations due to the development of digital technology and the dominance of modern entertainment. This study aims to develop a Makepung Procession Simulation Game as a cultural educational medium and to determine user responses toward the developed game. The research method used is Research and Development (R&D) with the Game Development Life Cycle (GDLC) model, which includes the stages of initiation, pre-production, production, testing, beta, and release. Data collection techniques were conducted through observation, interviews, questionnaires, black-box testing, content expert validation, media expert validation, and user response testing. The results show that the game successfully represents the Makepung procession interactively and achieved very high validity from experts as well as positive responses from users. This study indicates that simulation games can serve as effective educational media to introduce and preserve the Makepung culture among younger generations through an engaging and interactive digital approach.

Keywords: Simulation Game, Makepung, Cultural Education Media