

## ABSTRACT

*Rahadianto, Irfan Dwi. 2016. Game Simulation Design Of Weaver Ant Cultivation. Final Project. Visual Communication Design Departement. Faculty of Creative Industries, Telkom University.*

*Lack of employment in the real sector caused a lot of negative factors, ranging from economic growth continue to decline, until the unemployment rate increased. The average unemployment experienced by productive adolescence, one that led to it is the lack of knowledge entrepreneurship in adolescents. Entrepreneurship has positive values that can be imparted to adolescents as a provision for their future mental and ethics so as to reduce unemployment in the future. One of the new and potential entrepreneurs in Indonesia is the cultivation of weaver ant “Kroto”, in addition to having a broad market, the process of cultivation teaches entrepreneurship values. Therefore, take advantage of advances in technology today, the cultivation weaver ant “Kroto” that have values of entrepreneurship can be developed through a simulation game on the smartphone. The objective of this scheme is to instill the values of entrepreneurship through the cultivation weaver ants “Kroto” in adolescents aged 16-21 years. Design method used was a systematic series of simulation games and case studies on the cultivation of weaver ants “Kroto”. In this scheme the author departs from phenomena and problems that occur in the everyday lives of the people related to the topic of design. From this design, it can be concluded that the simulation game media can help instill values in young entrepreneurship through the cultivation process of weaver ant “Kroto” more effectively.*

**Key Words:** *Cultivation Of Weaver Ant “Kroto”, Entrepreneurship Values, Simulation Games.*