ABSTRACT

Wardani, Pramudita R. 2016. *Key Art Design With Lighting Technique For Game "Arok" Adaptation Of The Novel "Arok Dedes". Final Project. Visual Communication Design Department. Faculty of Creative Industries. Telkom University.*

Indonesia is a country that rich in culture and history. The story of Ken Arok and Ken Dedes is one such example. But with globalization, many Indonesian people are forgetting about their culture. It is also impacted the number of foreigners game that entered the industry market in Indonesia, as well as the majority of Indonesian gamers are prefer to foreign game more than the local game because design and visualization foreign game more interesting. Therefore, be made the key art of a game that is an adaptation of the novel "Arok Dedes" to reintroduce the Indonesian culture to the public, especially to younger generation. This study was undertaken to design the key art that fits the description in the novel "Arok Dedes" and can be received by gamers in Indonesia. Research methods and analysis used is qualitative method with the structural approach and through interviews, literature, and audio visual equipment. Given this design, it is expected that the public can know and love the original culture of Indonesia. This design can be beneficial to students, educational institutions, communities, and for companies which is based on the creative industries.

Keywords: Game, Key Art, Adaptation, Novel "Arok Dedes"