

ABSTRACT

Kabupaten karawang is one of areas in west java has various potentials tourism unfortunately is weak recognized by local people from karawang and surrounding. Lack of information media and socialization unequal causing the potential less familiar especially on by teenagers supported with the data from questionnaire and a target teenagers from 17 to 22 years, which showed that 81 % of respondents said that difficulty of finding information about the potential of tourism that is, For that reason there needs of a medium educative attractive and exciting so that content or messages can be delivered to the target of audien with a board game as media. It is expected that promote level of care of the society to various potential tourist destinations that is Methods used in the research is a qualitative methodology with conducting observations, interview, and the literature study to get data in regard to the audien and tourism that is. As for the theory used as a framework think is the theory has links on the topic of such as tourism , communication , education , design visual communication and the game. Use the method of analysis SWOT training to get conclusion in the design .

Keywords : Board Game, Education Media, Karawang, Teen, Tourism