

## **ABSTRACT**

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Writing of mobile game design android called "Pitung" is intended to provide an introduction to the Pitung character and can provide entertainment for anyone who plays it. Based on the globalization, the development of foreign media and culture that has spread, it is feared if Pitung Character is not maintained, then this one character will be forgotten. It is unfortunate if the character of Pitung it's swallowed by the times, especially for teenagers who have age ranged from 12-15 years old who became the main audience for the author. Because it is known that there has been the emergence of a generation that has begun to forget Character Pitung especially on teenagers at age 12 years, so prevention must be done so that the character Pitung not really forgotten. Also known if teenagers at the age of 12-15 years old on average already have a smartphone and love video games, for it becomes an opportunity for Authors to use smartphone hardware as the main hardware for the realization of this design, as well as using video game as a main media, especially in the form of mobile game android. For that mobile game android is intended as a problem solution for writers to be a deterrent to this problem so this is not really happening, but also can provide entertainment to the main audience is the teenagers, so they are interested to play this mobile game android

Keywords: Pitung Character, globalization, youth audience, Smartphone, video game