

## ABSTRACT

Al Adiyat, Bryan. 2018. Visual Asset Design for Simulation Games as Education Media of Duck Cultivation in Cikoneng. Tugas Akhir. Program Studi Desain Komunikasi Visual. Fakultas Industri Kreatif. Universitas Telkom.

Lack of employment and unemployment has become a common problem that still exists in the country especially Indonesia and if the number of unemployment increases it will arise economic and social disadvantages that will put harm to the nation, therefore increased employment needs to be done by fostering interest in entrepreneurship and education on how to entrepreneurship to communities to reduce the existing unemployment rate. One of the entrepreneurs that can be done is by cultivation of duck that has the potential in the culinary section and including one of the favorite culinary in Indonesia which can be ascertained meat and eggs demanded by some consumers and distributors, duck breeding also spelled out easily due to several factors one of which is, not easily stressed, cheap equipment, suitable duck habitat in Indonesia, and low risk. This study aims to introduce the duck cultivation and arouse interest in agribusiness.

Key Words: Cultivation of Duck, Simulation Games.