

## ABSTRACT

**Hadi P, Awaluddin. 2019. *GAME DESIGN CONCEPT FOR PRODUCTIVE AGE IN BOJONGSOANG BANDUNG REGENCY. Final Project of Visual Communication Design Study Program. Faculty of Creative Industries Telkom University.***

*Indonesia is an archipelago located in the Southeast Asian region, and is located between the territorial zones of the Continent of Asia and Australia, and is surrounded by the Ring of Fire or the ring of fire on the earth. From the fire ring zone, Indonesia is included in the area that has potential for fertility in the soil. One of them is the city of Bandung which has an agricultural area. Agricultural areas are land for agriculture and plantations. Before entering this modern technological era, the average population worked as farmers and planters*

*Indonesian people are still unfamiliar with rice plants, because in general what is known is the type of rice. For this reason, an information media is needed, one of which is electronic media as an introduction to rice cultivation. To produce an interesting and quality game, a game designer is needed. A game designer is a person who designs game designs, which thus determine the shape and nature of the game (Rouse, 2005). In a game there is a game design document, which is the initial concept of design in the game.*

***Keywords: Indonesia potential soil fertility, rice, electronic media, games***