

ABSTRACT

Minangkabau culture is one of the regional cultures in Indonesia. In order to maintain the cultural values of the Minangkabau young generation, a local content subject of Minangkabau Natural Culture was created at the elementary and junior high school levels. It's just that, because there was a change in curriculum, these subjects are no longer enforced until now. This study aims to design an educational board game to replace local content subjects of Minangkabau Natural Culture as a strategy to maintain cultural values among the young generation of West Sumatra, especially children from the city of Bukittinggi. The methods used in collecting data are interviews, questionnaires and literature study. The data obtained were then analyzed using a comparison matrix so that a discussion of game design, board games, local content and visual communication design was obtained. These discussions are then used as a reference for designing an educational board game with a good cultural theme and can be a solution to existing problems.

Keywords: Board game, local content, Minangkabau Natural Culture and Visual Communication Design