

ABSTRACT

The diversity of art in Indonesia is an ancestral heritage that needs to be preserved so that it is not lost to the times, so the value of art needs to be introduced to the younger generation from childhood. One of them is the original art of Ujungberung, namely Benjang. The Covid-19 pandemic has caused art workers to be unable to stage Benjang performances so that it can threaten the popularity of Benjang art, this is also important to note because many entertainment options for children are starting to appear which can reduce their interest. interested in the art of Benjang. So the design of this board game is here as a medium to introduce the art of benjang to children. To obtain data needs, researchers used qualitative methods, by means of (1) observation, (2) interviews, (3) questionnaires, (4) literature study. Then to get the findings, the data will be analyzed using the methods (1) matrix analysis, (2) visual content analysis, (3) questionnaire data analysis. Benjang art simulation board game design with competitive categories that can be played by multiple people, mechanically using tiles and cards. As a result, art materials can be introduced to children through games, because the approach is more fun and suitable for them, plus because it is done directly by them, indirectly the knowledge of the values contained in Benjang art can be absorbed. easier.

Keywords: boardgame, Benjang art, children