

ABSTRACT

The participation of the younger generation is very much needed to preserve the cultural heritage that has existed since the birth of our ancestors. Preserving and studying the introduction of Indonesian culture using print media such as books is enough, but in this industrial era 4.0, people often use electronic media to get information. The increase in information and technology in various sectors has made people in all walks of life inseparable from gadgets, especially children in elementary school. This can be seen from the ICT survey of the Ministry of Communication and Information of the Republic of Indonesia in 2017, stating that as many as 40.87% of elementary school students have smartphones. This means that not a few elementary school children use smartphones and it will certainly increase every year. That way introducing and preserving Indonesian culture can be made using electronic media, namely in the form of games or educational games. Combining game elements with learning is felt to produce better and meaningful learning. Augmented reality-based cultural introduction game application is one of the innovations that will be able to improve learning and cultural recognition in children. The purpose of this study is to design a user experience that can meet user needs so that in application development to make it easier for users to control applications, get responses from interactions and know user needs. In designing this game using a user-centered design method that will focus on user needs. The result of this research is a design solution for the application of the puppet puzzle game that is acceptable to the user with a MAUS score of 80.

Keywords— user experience, user centered design, augmented reality, application game