

ABSTRACT

This research is motivated by the lack of interest in elementary school children aged 9-11 years in Sundanese, especially with lessons at school. Due to the changing curriculum, learning Sundanese is becoming increasingly difficult, even though the main goal is to use it every day. For this reason, more effective learning strategies are needed for children aged 9-11 years by utilizing their cognitive way of thinking. One of them is by learning while playing. There are so many types of traditional games played by children in West Java, especially Bandung Regency. One of them is *Oray-orayan*, but this traditional game is fading day by day. Children today prefer to play digital games. Even though the traditional *Oray-orayan* game looks simple, it has quite complex cultural and mythological values and the snake itself has something to do with the belief in Dewi Sri Pohaci. So these traditional games can help children grow and develop children's ways of thinking, especially those aged 9-11 years. From these problems, it is necessary to design media that can help the process of learning Sundanese interactively for children aged 9-11 years, namely through media games that are preferred by children. In making games, it is necessary to visualize the concept of the game before entering the production stage. Based on this, the designer acts as a concept artist who is in charge of character design and the environment in the game to be made. The data collection method used in designing the visual concept of this game consists of literature study and observation, then analyzed qualitatively to produce in-depth descriptive data. With the data that has been obtained then it becomes a design concept in making a visual concept that meets the identity and characteristics of the traditional *Oray-Orayan* game and the Sundanese people. The results of the analysis will then be used as a reference in designing a visual concept for a game with the title "Sawa".

Keywords: *Sundanese* Language, Snakes, Traditional Games, *Oray-orayan*, Visual Concepts, Game.