

ABSTRACT

RECITE is a mystery adventure game in which players assume the role of a detective trying to solve a mystery. RECITE is the first Video Game released by Naraten Studio in 2025 and later this year Naraten Studio will release the RECITE Game Board. Board Game is a Board Game is a game that is played on a board that has a pattern. This game is played by more than one person in one place and the same board. There are still a few Game Boards whose packaging is part of the game, including chess, where the game board is used as a place to store pawns, then uno stako, where the cardboard is used to tidy up blocks when starting to play. For this reason, in this design, the RECITE Game Board packaging design will make packaging part of the game as well. This study aims to design packaging that can be part of the RECITE board game. This research will be carried out with an approach that is relevant to the aims and objectives, namely using the mix-method method. Data collection methods are carried out by means of observation, interviews, and literature studies through journals and other sources of literature. The data obtained is then analyzed and continued with the design process which is carried out through several processes such as ideation, sketching, 3D, testing and finishing. Based on the results of data analysis, it can be concluded that the product design in the form of a Board Game packaging design is produced with 3mm duplex cardboard material. and The packaging design is made attractive from the start players see the packaging in order to create a good user experience.

Keywords: *Game Board, Games, Packaging.*