

ABSTRACT

Students play various roles, one of which is as agents of change. Therefore, it is crucial for students to participate in the democratic process in Indonesia, namely the general elections. Students are expected to be promoters and implementers of change, in addition to fulfilling the responsibilities of the Tri Dharma of higher education. However, some students still exhibit apathy towards the elections, leaving room for apathy to arise. To address this, the designer aims to educate students about the Indonesian elections to minimize the emergence of such apathy. The design method employed is a mixed-method approach, utilizing instruments such as indirect observation, questionnaires, and literature studies. The use of games is also included, as games can convey educational narratives or stories in an engaging and interactive way. Games can make the story feel more vivid through various aspects, encouraging players to stay engaged longer, even when the theme is somewhat heavy. In designing an educational game about elections for students, the designer will take on the role of a concept artist. By creating compelling concept art for the educational game, efforts have been made. To create concept art that is both appropriate and engaging for an educational game about the Indonesian elections, the designer considers various aspects, both intrinsic and extrinsic. The visuals are designed not only based on observational data but also by applying fundamental theories of concept art design. This research is expected to be useful both as a medium that effectively communicates its purpose and as a reference for other researchers, whether for similar topics or in the field of concept art and educational game design.

Keywords: Students, elections, apathy, game, education, and concept art.