

ABSTRACT

Indonesia is recorded as the third largest coffee-producing country in the world in 2022/2023, with a production of 11.85 million bags, consisting of 1.3 million bags of Arabica coffee and 10.5 million bags of Robusta coffee. Despite this, imported coffee still dominates the Indonesian domestic market, reflecting a lack of interest and support for local coffee. This phenomenon indicates the need for efforts to increase appreciation for local coffee. This study proposes using games as a medium, considering that games are among the most popular modern media. The aim is to introduce local coffee plants and increase appreciation for Indonesian coffee. The methods used include qualitative methods, observation, literature review, and interviews with informants. The collected data will be analyzed using semiotic analysis. The results of this design will be in the form of character designs for a farming simulation game with a local coffee theme.

Keywords: Character design, Concept art, Indonesian coffee, Local coffee, Plantation, Simulation game