

## ***ABSTRACT***

### DESIGNING A BALINESE LANGUAGE LEARNING MOBILE APPLICATION FOR THE YOUNGER GENERATION

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*Indonesia has many regional languages, including Balinese. However, Balinese is starting to be abandoned by the younger generation. This research aims to create a Balinese language learning application that is interesting and easy to use by the younger generation. This research uses an application development method with interactive features and uses gamification elements. Data was collected through observation, questionnaires, and interviews with Balinese young generation as well as Balinese language experts and UI/UX experts. The data obtained was then processed using comparison matrix analysis to identify relevant patterns and trends. This application can increase the younger generation's interest and understanding of the Balinese language. The app has features such as educational games, quizzes, and learning materials in audio-visual form. Interactive and multimedia Balinese language learning applications are very effective in overcoming the decline in the use of Balinese among the younger generation. The use of gamification elements in this application can increase learning motivation. This research helps efforts to preserve Balinese language and culture and provides suggestions for the development of other regional language learning applications.*

**Keywords:** *Balinese Language, Learning Application, Gamification, Language Preservation, Interactive Multimedia.*