

ABSTRACT

Ngarumat Pusaka is one of the traditional practices that became part of Indonesia's rich cultural heritage. This tradition is carried out by preserving heirlooms as a form of respect for ancestors and teaches many social values that foster a cohesive community in Lebakwangi. However, there are obstacles due to the limitations of the community in transmitting the values and meanings of this tradition to the younger audience, which have thus far been communicated verbally. Games have become a form of entertainment that also serves as an educational medium for children. In the role of a background artist, this research aims to design a suitable background that can effectively convey social values through a game trailer, while simultaneously representing cultural elements and highlighting the positive activities associated with the Ngarumat Pusaka Tradition at its location of practice. This study employs a mixed-method approach, including observations, interviews, surveys of students at SDN 01 Lebakwangi, literature studies, and visual analysis of similar works. Various elements, such as composition, perspective, color and lighting, as well as contrast, are applied in the background design using realistic style that aligns with the preferences of the sample. This approach aims to not only preserve rich cultural values but also to enhance the understanding of the social meanings of cultural heritage for the younger generation, who are closely connected to the digital world.

Keywords: Ngarumat Pusaka, Children, Game Trailer, and Background Artist