

ABSTRACT

DESIGN STRATEGY FOR TRADITIONAL CHILDREN'S PLAY FACILITIES TO ENHANCE EDUTAINMENT ASPECTS

(CASE STUDY: ALAM SANTOSA, CIKADUT VILLAGE, BANDUNG)

Sherina Putri

S2 Desain, Fakultas Industri Kreatif, Universitas Telkom

Jl. Telekomunikasi No.1, Terusan Buah Batu, Bandung, Jawa Barat.

40257

A tourist village is an area located within the administrative boundaries of a village that possesses potential and uniqueness which can become a distinctive tourist attraction by utilizing local wisdom. One example of a tourist village is Cikadut Village in Bandung, located in the Cimenyan district. This village offers several places that have become tourist destinations, including Curug Batu Temple and Alam Santosa. Alam Santosa is a tourist destination with an ecotourism concept, showcasing local wisdom and culture while offering a unique cultural experience. The purpose of establishing Alam Santosa is to introduce Sundanese culture of West Java to the general public. This is achieved by featuring traditional Sundanese architecture and organizing traditional Sundanese games, known as Kaulinan Barudak. Kaulinan Barudak is a traditional game from West Java that has started to be forgotten due to the impacts of globalization and technological advancements. Therefore, actions are needed to preserve and maintain the cultural heritage of traditional games. The research method used in this study is qualitative research with a Design Thinking approach. One effort to support the preservation of traditional games is to provide a traditional children's play area at Alam Santosa, Cikadut Tourist Village. The creation of a traditional children's play area is not only aimed at supporting the preservation of traditional culture but also at providing an educational and enjoyable play experience for children, considering children's safety aspects and implementing the unique characteristics and potential of the surrounding area.

Keywords : *Tourism Village, Traditional Games, Conservation*