

## ***ABSTRACT***

*Ngarumat Pusaka tradition is a tradition of bathing heirlooms left by the ancestors. The designer designed a character in designing a game trailer about the Ngarumat Pusaka tradition. This design aims to convey social values through the work of a game trailer to children in Lebakwangi Village. The designer applies mixed methods through observation, interviews, and surveys of children of SDN 1 in Lebakwangi Village. Accompanied by journals, similar works, and literature studies.*

*The results of this design show that designing character designs for the Ngarumat Pusaka game trailer through the Tiktok platform can be a medium for conveying social values by showing interactions between characters regarding the tradition of ngarumat pusaka to children in Lebakwangi Village.*

*Keywords: Game Trailer, Character Design, Ngarumat Pusaka, children*