

ABSTRACT

The decline in new student enrollment at Telkom University Surabaya in recent years has become a critical issue that needs to be addressed immediately. One contributing factor is the static and less interactive approach to campus introduction, such as slide presentations and campus profile videos. To address this challenge, this study aims to develop a campus introduction media in the form of an immersive and interactive educational game based on the Roblox platform. The game, named Campus Adventure: TUS, is designed to allow players to virtually explore the campus environment, interact with various facilities, and complete missions that provide educational information about the new student registration process. The game development process uses the Game Development Life Cycle (GDLC) method, which consists of six main stages: initiation, pre-production, production, testing, beta, and release. Furthermore, the quality of the player experience was evaluated using the User Experience Questionnaire (UEQ) method, which covers aspects of aesthetics, efficiency, ease of use, and visual appeal. The test results showed that the game received positive scores on all aspects of the UEQ, indicating that it was well-received and has the potential to be an effective campus introduction media. By utilizing interactive digital media, this research provides a real contribution to the promotional strategy of higher education institutions, particularly in increasing the attractiveness of Telkom University Surabaya to prospective students in the current digital era.

Keywords: *Campus environment introduction, educational game, Roblox Studio, Game Development Life Cycle (GDLC), Telkom University Surabaya.*