

ABSTRACT

*The rapid growth of internet use among adolescents presents new challenges, particularly concerning exposure to age-inappropriate content such as pornography, hoaxes, digital violence, and tendencies toward social media addiction. The lack of digital literacy and the scarcity of engaging educational media for teenagers highlight the need for alternative learning tools that can enhance adolescents' awareness and ability to cope with digital risks. This study aims to design an educational board game entitled *The Negative Impact of Internet Content on Adolescents in Bandung*, which integrates elements of digital literacy into an interactive and enjoyable gaming experience. The research method employed is an analytical descriptive study with a game-based learning media design approach. The development process includes identifying user needs, designing narrative, mechanics, aesthetics, and media testing. The target audience for this media is adolescents aged 13 to 17 within school and community environments in Bandung. The results show that the board game design successfully increases adolescents' awareness of the negative impacts of internet content, helps them develop the ability to filter information, and encourages better time management in internet use. Attractive visuals, strategic gameplay mechanics, and a non-patronizing educational approach make this medium effective in facilitating relevant and engaging learning experiences for adolescents. The board game also has the potential to serve as an alternative educational tool that promotes active engagement and fosters healthier digital behavior among young users.*

Keywords: *Board Game, Digital Literacy, Internet Content, Adolescents.*