

ABSTRACT

Indonesia is home to more than 1,300 ethnic groups, each with its own unique cultural elements such as traditional clothing, arts, languages, and customs. However, globalization and digitalization have made foreign cultures more appealing to younger generations, leading to a decline in appreciation for local traditions. This research aims to design Bagya, a collectible character product in the form of a blind box, as an engaging educational medium to introduce Indonesian culture to teenagers. The study uses a mixed-methods approach through observation, in-depth interviews with art toy industry practitioners, surveys targeting the intended audience, and literature review. The data were analyzed using descriptive analysis, project matrix comparison, and SWOT analysis. The outcome is a prototype of Bagya characters, each featuring traditional costumes from various Indonesian regions. These are designed in a visually appealing chibi style and include a mini booklet that provides cultural background. The blind box format combines surprise and education, making the collecting experience both exciting and meaningful. This design contributes to raising cultural awareness among youth through a medium aligned with their visual and digital habits. Furthermore, it strengthens Indonesia's creative industry ecosystem and provides a platform for local collector communities to appreciate culture-based creative products.

Keywords : Character Design, Local Culture, Blind Box, Educational Media.