

ABSTRACT

The low learning interest of elementary school students in English subjects is a common issue in the educational environment, particularly at SD Negeri Banjarharja 01. Conventional teaching methods, such as lectures and textbook-based learning, tend to reduce student engagement and make it difficult for them to understand English vocabulary. To address this problem, this study aims to design an interactive learning medium through an educational game using the Game Development Life Cycle (GDLC) method. The game was developed using Construct 3 and evaluated through Blackbox Testing and the System Usability Scale (SUS) to assess its functionality and user experience. The results showed that the game ran smoothly without major issues and achieved an average SUS score of 85.08, categorized as “Excellent” and “Acceptable.” In addition, post-implementation interviews revealed that 84.375% of the 32 participating students felt more enthusiastic about learning English after using the educational game. These findings indicate that game-based learning media can effectively increase students' motivation and serve as an engaging alternative for English learning at the elementary school level.

Keywords: *educational game, elementary school, game development life cycle, interest in learning, learning media*