Kartala Card Game Design for Education Media of Lampungnese Script

Farah Andri Nabila Rizki[1*,] *Syarip* Hidayat[2]

[12] Telkom University, School of Creative Industries, Visual Communication Design Program, Bandung, Indonesia

Abstract. There are only nine ethnics which have a script system in Indonesia. One of that ethnic is Lampung. Lampungnese script or commonly called Had Lampung is now rarely use in the daily life of the Lampungnese. Lampungnese script should be taught and applied continuously to every generation to build the pride of the regional script itself. The local content of Lampungnese language and script is only taught in elementary and junior high school. But after the student graduate, they forgot about Lampungnese script that has been studied. The ability of young generation to understand the Lampungnese script need to be increase, so it is necessary to make a media with Lampungnese script content. The qualitative method is used in this research with observation in senior high school circle, interview with Lampungnese language and script teacher, and literature study about media and script in visual communication design. The media for teenager to learn about Lampungnese script is card game. The card game named "Kartala" contains the cultural values of Lampung, can be play in fun way that is also useful for teenager to participate in preserve Lampungnese script.

Keywords: design, Lampungnese script, card game

1 Introduction

The script is a facility to recording language conceptually in a media besides the spoken words. Many script in Indonesia was extinct, and there is only nine ethnics with script system that survive. They are Aceh, Batak, Malay, Java, Bali, Bugis, Sundanese, Sasak and Lampung. Lampungnese script came into the south Sumatra in the time of Sriwijaya kingdom (700-1300). Indigenous leaders of Lampung have been formalized the Lampungnese Script officially since 23 February 1985 in Bandar Lampung. Lampungnese script will be found in a lot of street sign or building name. But in daily life, the Lampungnese including the young generation in city and region, is rarely use the Lampungnese script. Unfortunately, according to Governor's Regulation number 39, 2014 Lampungnese script is only taught until junior high school. Lampungnese script which not practiced in teenager daily activities and there is no appropriate media, makes teenager easy to forget Lampungnese script [1, 2, 4, 5].

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[*] Corresponding author: farahandrinr@gmail.com

2 Main Body

2.1 Methods

2.1.1 Data collecting for this research

This research is collecting data with observation, interview, and literature study. Observation is done by visiting student corner and food outlets in Bandar Lampung, observing teenager habits when gathering in non-formal forums and what kind of media they used in interacting. Interview sources is a teacher of Lampungnese language & script in SMAN 1 Sekampung Udik, Dinas Pendidikan dan Kebudayaan Provinsi Lampung, and Lampung teenager as the target audience. Coupled with supporting data sources obtained from other references such as books and articles.

2.1.2 Analyze Method

All data that has been obtained from the result of observation, interviews, and literature study is analyzed using the SWOT method (Strength, Weakness, Opportunities, Threats). With this method, the strength, weakness, opportunities, and threats will be able to see, and develop it to be a design innovation.

2.2 Research Model

The method that used in this research is qualitative method. Qualitative method is typically analytical method that turns into descriptive paragraph. Literature review is used as a guide to research focus, provide an overview of research and a discussion material of research results. The process in qualitative method is start from data collection, utilizing theory as the explanatory, and ends up with a solution.

2.3 Literature Review

2.3.1 Visual Media

Visual media is a media that can only be seen, does not contain sound elements. The media that included in this category are photographs, paintings, drawings, and various printed materials such as graphics media. According to Arief S. Sadiman visual media (picture) has 6 terms of use [3]:
1. Authentic, describes the situation honestly
2. Simple, the composition of the image should be clear enough to show the main points in the picture
3. Relative size, the image can enlarge or minimize the actual object (distortion)
4. A good image does not show the object in a state pose but shows an action or an activity gesture
5. The images should be used as well as possible to achieve the goal
6. The images should be good from the point of view of art and appropriate with the purpose

2.3.2 Card Game

Card Games is a type of game that uses the card as the main media. Card games have been discovered since the 1800s. First card game appeared in Italy known as Tarot card which used by fortune telling. Not only the cards are in physically form, nowadays there are a lot of card games in virtual form on mobile devices. David Parlett in The Oxford Dictionary of Card Games describes card game as a game of "imperfect information." Because each card in the card game has two sides. One side reveals its true identity (a shovel, a queen of hearts, etc.), while the other side is hiding, which means it could not be distinguished from the other cards [6, 7].

2.4 Data Analysis

Lampungnese language and script teacher in SMAN 1 Sekampung Udik said that Lampungnese script is no longer taught senior in high school. Therefore, based on her experience during teaching, 6 of 10 students are could not read the lampungnese script finely. Actually, one of the mission of Dinas Pendidikan dan Kebudayaan Provinsi Lampung is maintaining assets, and preserving language, art, and culture of Lampung. But there is no suitable media yet which capable to facilitate teenagers to continue the study about Lampungnese Script even when they are not in a school environment.

2.5 Result and Discussion

In previously, Lampung teenager have been getting the basic lessons about Lampungnese script in elementary and junior high school. Because of this, the function of this card game is as a reminder. Based on the results of the interview, Lampung teenager have been forgot of how to read the Lampungnese script, so the card game of Lampungnese script will be focused on the punctuation mark and stringing words. Through this design, the main message that will be delivered to the audiences is "cheerful" and "angon saka" (considering the Lampung history). A visual game card will be designed entitled Kartala. Kartala is an acronym of Kartu Aksara Lampung.

There are three kinds of card in each set of Kartala, letter card, mark card, and mission card. The design of backside and frontside of card inspired by the Lampungnese unique ornaments. Letter card and mark card work same as alphabet, meanwhile mission card using one of Lampungnese literature, "sesikun" (proverb). In playing this card game, there will be four players. Each player only allowed to arrange one syllables in one round. These four players must be collaborating to finish the mission card. The winner determined by the biggest score number.

Figure 1. Kartala design.

3 Conclusions

The card game of Lampungnese script, not only contains the Lampungnese script, the design also shows the unique ornaments and "sesikun" (proverb) literature. Through these contents, Kartala invites Lampung teenager to love and understand their own culture in a fun way playing. Kartala has a function as a medium for learning Lampungnese script for teenagers out of the formal schooling, at a time it will support one of the government's missions in an effort to preserve the Lampungnese culture.

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