

Bejana, a Board Game as an Education Media for Elementary School Children in Bandung City

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Abstract. Buying food or beverage at the stall or place peddled. With the diversity of food / beverage sold to make consumers want to try everything, especially elementary school children. However, not for all snacks are good for health, not even have good nutrition. Lack of knowledge of elementary school children about the content contained in snacks make the food seller be brave to offer such snacks. Yet, if the snack carelessly will lead to poor health. Children need to be educated for knowledge and prevention to understand the healthy and safe food. Then the appropriate media needed to convey information to the child. Especially in elementary school age they prefer to play, the design will be done not far from the habit of doing elementary school children play and see something that interest them. The selected media is boardgame, where on the media the elementary school children must purchase and collect some categories of food that is safe and healthy and unsafe, and given information about the ingredients, health benefits or dangerous food. This game is expected to help educate and remember the positive things that will be obtained on the target.

Keywords: Boardgame, Children's snacks, Safe and Healthy Snacks.

1. Introduction

Activities carried out by elementary school children in general are learning, playing and buying food. According to Irianto, Buying food and beverage traded by the seller, usually food sold in elementary school is very unhealthy and use substances not known by children [1]. Various type of food with the appearance of shapes, colors, and flavors that attract the attention of elementary school children. Thus, it's possible to try and then buy the food / beverage. Unfortunately, like food and beverage that are in front of the school is not necessarily clean and healthy. If not consuming safe and guaranteed food, potentially cause toxicity.

As many as 35 elementary school children in Bandung with food poisoned. two of whom were taken and hospitalized. Food sold in addition to the school cafeteria, is on the streets around the school that became an investigation student poisoned case. ¹

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¹ Dony Indra Ramadhan, " 35 Elementary School Students in Bandung Food Poisoned " accessed from <https://news.detik.com/berita-jawa-barat/d-3810836/35-anak-sd-di-bandung-acison-jajanan>, on April 20, 2018 at 11.39am

Appeals and restrictions on children for to buy food and beverage near school are not available, but children are expected to receive information that educates and selects healthier and nutritious snacks to avoid germs, diseases, and harmful substances contained in foods sold. Parents, and the school also have an important part to provide information to their children in order to avoid such food in the form of education to elementary school children.

1.1 Literature Review

Art in the method of delivering information or messages in the language of figure and delivered in a media that includes design. Game is a picture of the system of signs and behaviors that are at the core of the game itself [2]. In the *Game Design Workshop*, Tracy describes the structure of a game including players, procedures, game objectives, rules, components, limitations, conflicts, and outcomes of the game [3].

2. Main Body

2.1 Methods

2.1.1 Data collecting for this research

The method used by the authors to collect data in this research is to make observation or direct observation of the field and recording systematically to the object studied in SD Negeri Pelita Bandung and SD Swasta Kemala Bhayangkari. Interviews are question and answer directly (without intermediaries) face to face (personal face to face interview) with data source (respondent) with BPOM division of Public Service, Dinas Kesehatan Bandung, and elementary school children. Sources of data or other information that support obtained by way of literature study of textbooks, journals and the Internet to get theories, guides and references.

2.1.2 Analysis method

All data obtained from observation, interview, and literature study were analysed through comparative matrix analysis. Through the analysis the author can see the comparison between similar products, so as to make the development of the results of innovation of other similar projects.

Output	Comic Book	Boardgame	Snack Game Ladder
Target	Age 7 and above	Age 8 and above	Age 7 and above
Purpose	Providing knowledge about the dangers of snack in the form of comic illustration	As a food truck salesman who races to improve consumers.	Giving appreciation to the players, if successful conduct positive behavior when choosing food.
Layout	Simple, no detail	Clear	Standard, Simple
Typography	Sans serif	Sans serif	Serif
Illustration	Simple Drawing	Details, Obviously.	Simple
Colour	Bright and monotonous	Prominent, Dense, Crowded.	Bright, Prominent

Fig. 1. Comparison for similar project

2.2 Research Model

In this study the authors use qualitative methods. So get the descriptive results in the form of a sentence. The result is a relation of object and subject research in a process. The result is a design created using bright colors, simple but detailed illustrations, sans serif typography, and providing clear information.

2.3 Data Analysis

From the data obtained, the habits of school student especially elementary school is buying food and beverage that can't be prohibited, many reasons that make elementary school children buying food and beverage outside school, either because of busy parents, or anything else. On the other hand elementary school children like to try new things that interest them, and follow-up with friends. Food and beverage snacks safety is very low and not too concerned by the elementary school itself. Submission of information from schools is also not maximized, because it is only given in general. There is no suitable media for children where the required media must be close to the state of elementary school children, so that the message will be delivered directly.

3 Result and Discussion

The habit of elementary school children who buy food and beverages outside school, then boardgame designed in accordance with the conditions experienced by elementary school children in everyday life such as out of school looking for street food, and buy food and beverage with pocket money, and more emphasis on attention to food and drinks sold alongside the road.

Through this design, the message delivered to the target audience is “Buying a Safe and Healthy Food”. The name of boardgame titled is BEJANA – *Beli Jajanan Aman Anak* (Buy Safe Food for Children).

Table 1. Game design components

No.	Item	Picture
1.	Box/Packaging	
2.	Map/ Board	
3.	Card	
4.	Canteen Menu	

5.	Pion	
6.	Coin	

4 Conclusions

This boardgame is designed as an educational media for elementary school children in Bandung City, who have a habit of buying food and beverage in one of their daily activities. With this boardgame, more elementary school children get knowledge and information to buying safe and healthy food and beverages outside school, as well as boardgame this can help the relevant agencies like BPOM, Dinas Kesehatan, and the others in carrying out an activity.

References

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