

# DESIGNING BOARD GAME AS A CAMPAIGN MEDIA TO REDUCE THE NEGATIVE IMPACT OF GADGET ADDICTION ON ELEMENTARY SCHOOL CHILDREN



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## BACKGROUND

Excessive gadget use among elementary school children leads to negative impacts such as reduced concentration, social withdrawal, and psychological issues. Many children become addicted due to a lack of parental supervision. To address this, an engaging and educational alternative is needed. A board game is proposed as a solution to reduce gadget addiction by offering an interactive and enjoyable play experience.



## GOAL OF RESEARCH

The purpose of creating this board game is so that children who use gadgets can learn about the negative impacts of gadgets and at the same time provide them with education

## DESIGN PROJECT

The keyword in this design is "exciting", which is where the playing experience where the target player is someone who does not know about the negative impacts of gadgets. So, players must pass through several obstacles in the form of questions and education about gadgets so that they can escape from the monsters that appear at night.

## FINDING

Educational approach using a fun and interesting way, board games have the potential by adding elements such as interesting characters in them to make the education that will be delivered easier for children to understand the negative impacts of gadget addiction.



## DESIGN METHOD

### EMPATHIZE

Approach the target audience to find out what problems are occurring

### DEFINE

Collect the information that has been obtained and then determine the problem that occurring

### IDEATE

Brainstorming and determining ideas from previously discovered problems

### PROTOTYPE

Designing a board game from the problems that have been identified

### TEST

Testing the project on a predetermined target audience

