

ABSTRAK

Era globalisasi telah membawa pengaruh besar terhadap kuliner Indonesia, termasuk meningkatnya popularitas makanan cepat saji atau *fast food*. Hal ini terlihat di kalangan remaja terutama di kota besar, seperti di Pulau Jawa dan Bali, yang cenderung lebih menyukai *fast food* dibandingkan makanan tradisional. Akibatnya, terjadi pergeseran pola konsumsi yang tidak hanya mengancam eksistensi kuliner tradisional, tetapi juga meningkatkan risiko obesitas serta memperbesar kesenjangan sosial-ekonomi. Untuk mengatasi permasalahan ini, diperlukan upaya untuk mengenalkan kembali makanan tradisional dalam masyarakat.

Pengenalan makanan tradisional dapat dilakukan melalui berbagai media, seperti metode konvensional berupa sosialisasi dan poster yang memiliki keterbatasan jangkauan, serta media digital seperti komik dan konten daring yang lebih luas cakupannya tetapi kurang interaktif. Sebagai alternatif, *game* dipilih sebagai solusi yang tidak hanya mampu menjangkau audiens yang lebih luas tetapi juga memberikan pengalaman interaktif. Dengan menggunakan genre simulasi, khususnya subgenre simulasi memasak, *game* dapat meningkatkan keterlibatan audiens dalam mengenal kuliner Indonesia secara lebih menarik dan mendalam.

Penelitian ini bertujuan untuk mengembangkan *game* simulasi memasak dan berkendara berjudul "*Food Truck: Cita Rasa*" sebagai media pengenalan kuliner Indonesia. Pengembangan *game* ini menggunakan metode *Game Development Life Cycle* (GDLC) guna memastikan kualitas optimal. Aspek capaian dalam *game* ini meliputi *fun*, *functional*, *balanced*, *internally complete*, dan *accessible*, yang dievaluasi melalui pengujian alpha dan beta.

Hasil penelitian menunjukkan bahwa *game* "*Food Truck: Cita Rasa*" berhasil dikembangkan hingga tahap beta. Pengujian alpha menggunakan *white-box testing* dan *black-box testing* pada 70 skenario pengujian menunjukkan keberhasilan sebesar 100%. Sementara itu, pengujian beta melalui kuesioner mengungkapkan bahwa *game* ini memiliki tingkat penerimaan sebesar 87% dalam kategori "Sangat Baik" sebagai media pengenalan kuliner Indonesia. Selain itu, *game* ini juga memenuhi aspek *fun* (83,9%), *balanced* (66,1%), dan *accessible* (87,8%).

Secara keseluruhan, penelitian ini mencapai tujuan yang ditetapkan, meskipun masih terdapat ruang untuk pengembangan lebih lanjut, seperti peningkatan keseimbangan permainan, variasi interaksi pelanggan, serta penambahan menu kuliner dari berbagai daerah di Indonesia.

Kata Kunci : Game simulasi, GDLC, pengenalan kuliner Indonesia, pengembangan game

ABSTRACT

The era of globalization has significantly influenced Indonesian cuisine, particularly with the increasing popularity of fast food. This trend is evident among teenagers, especially in major cities such as those in Java and Bali, who tend to prefer fast food over traditional cuisine. As a result, there has been a shift in consumption patterns that not only threatens the existence of traditional cuisine but also increases the risk of obesity and widens socio-economic disparities. To address this issue, efforts are needed to reintroduce traditional food to society.

Traditional food can be introduced through various media, such as conventional methods like socialization and posters, which have limited reach, as well as digital media such as comics and online content, which have broader coverage but lack interactivity. As an alternative, games are chosen as a solution that not only reaches a wider audience but also provides an interactive experience. By utilizing the simulation genre, particularly the cooking simulation subgenre, games can enhance audience engagement in learning about Indonesian cuisine in a more immersive and engaging way.

This study aims to develop a cooking and driving simulation game titled "Food Truck: Cita Rasa" as a medium for introducing Indonesian cuisine. The game development follows the Game Development Life Cycle (GDLC) method to ensure optimal quality. The key achievement aspects in this game include fun, functional, balanced, internally complete, and accessible, which were evaluated through alpha and beta testing.

The research findings indicate that the "Food Truck: Cita Rasa" game was successfully developed up to the beta stage. Alpha testing using white-box and black-box testing on 70 test scenarios showed a 100% success rate. Meanwhile, beta testing through a questionnaire revealed that the game received an acceptance rate of 87% in the "Excellent" category as a medium for introducing Indonesian cuisine. Additionally, the game met the criteria for fun (83.9%), balanced (66.1%), and accessible (87.8%).

Overall, this research successfully achieved its objectives, although there is still room for further development, such as improving game balance, adding customer interaction variations, and expanding the menu selection to represent various regional cuisines in Indonesia.

Keywords: Simulation Game, GDLC, Indonesian Culinary Introduction, Game Development