

LAPORAN SKRIPSI

PERANCANGAN *GAME* EDUKASI KAIN TENUN DI SUMBA



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Diajukan dalam Rangka Memenuhi

Salah Satu Syarat Memperoleh

Gelar Sarjana Komputer



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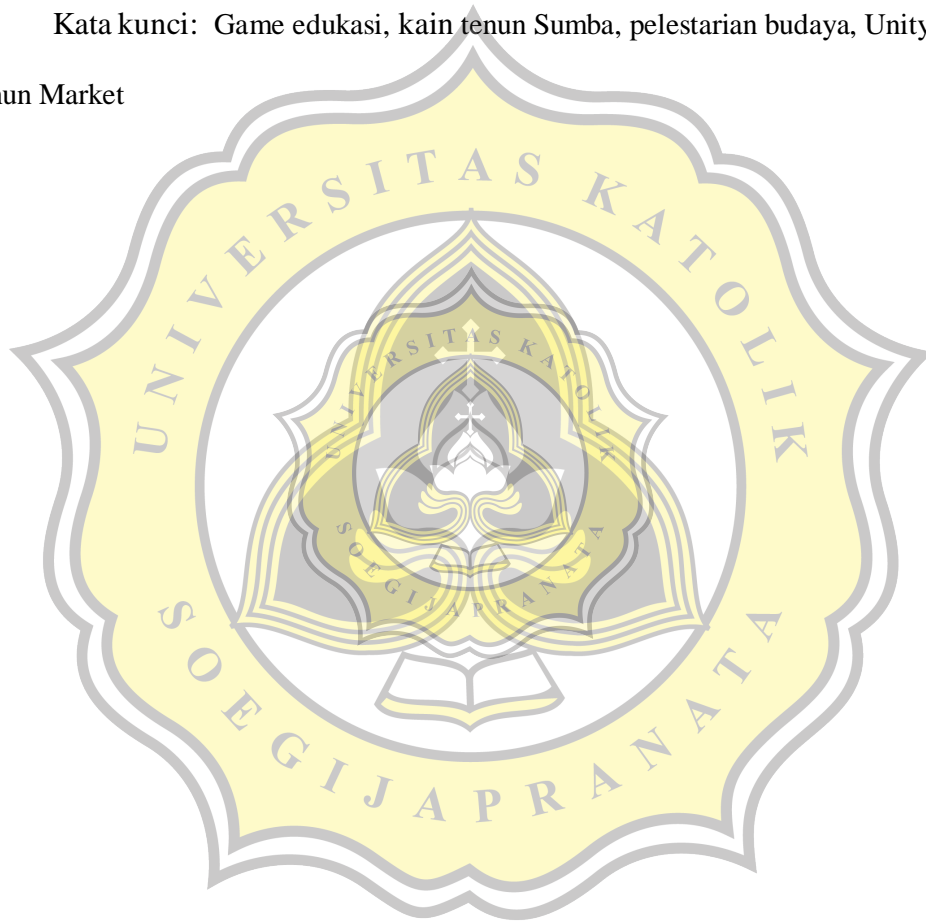
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ABSTRAK

Pulau Sumba di Provinsi Nusa Tenggara Timur dikenal memiliki salah satu warisan budaya tekstil paling berharga di Indonesia berupa kain tenun ikat yang sarat dengan nilai filosofis, simbolik, kosmologis, serta menjadi bagian integral dari berbagai upacara adat Marapu, namun dewasa ini tradisi tersebut menghadapi ancaman kepunahan akibat menurunnya minat generasi muda di tengah arus modernisasi dan persaingan produk tekstil massal. Penelitian ini bertujuan merancang dan mengembangkan game edukasi berjudul “Tenun Market” sebagai media inovatif untuk memperkenalkan dan melestarikan kain tenun ikat Sumba secara menarik dan interaktif. Game ini dikembangkan menggunakan metode Game Development Life Cycle (GDLC) berbasis Unity dengan mengintegrasikan empat mekanik utama, yaitu visual novel melalui karakter Katherine yang menyampaikan sejarah dan makna motif, kuis budaya, pencarian barang (item search), serta simulasi menenun kain (tap-to-weave) yang disusun dalam enam level progresif mencakup berbagai jenis kain dari Sumba Timur dan Sumba Barat. Efektivitas game diuji terhadap 61 responden mahasiswa menggunakan model Unified Theory of Acceptance and Use of Technology (UTAUT) dengan fokus pada variabel Performance Expectancy (PE), Effort Expectancy (EE), dan Behavioral Intention (BI). Responden memberikan penilaian tinggi terhadap manfaat edukasi, kemudahan penggunaan, serta niat untuk menggunakan dan merekomendasikan game ini di masa

mendatang. Secara keseluruhan, *game* “*Tenun Market*” terbukti efektif sebagai media pembelajaran interaktif yang mampu meningkatkan pemahaman dan apresiasi generasi muda terhadap kain tenun Sumba sekaligus mendukung upaya pelestarian warisan budaya Indonesia melalui pendekatan digital yang menyenangkan.

Kata kunci: Game edukasi, kain tenun Sumba, pelestarian budaya, Unity, UTAUT, Tenun Market



ABSTRACT

Sumba Island in East Nusa Tenggara Province is renowned for possessing one of Indonesia's most valuable textile cultural heritages, the Sumba ikat woven cloth, which is rich in philosophical, symbolic, and cosmological values and serves as an integral part of various Marapu traditional ceremonies. However, this tradition is currently facing the threat of extinction due to the declining interest of the younger generation amid modernization and competition from mass-produced textiles. This study aims to design and develop an educational game entitled "Tenun Market" as an innovative and interactive medium to introduce and preserve Sumba ikat woven cloth in an engaging way. The game was developed using the Game Development Life Cycle (GDLC) method based on the Unity engine, integrating four main mechanics: a visual novel featuring the character Katherine to convey the history and meaning of the motifs, a cultural quiz, item search, and a cloth-weaving simulation (tap-to-weave), structured into six progressive levels covering various types of woven cloth from East Sumba and West Sumba. The effectiveness of the game was evaluated with 61 university student respondents using the Unified Theory of Acceptance and Use of Technology (UTAUT) model, focusing on the variables of Performance Expectancy (PE), Effort Expectancy (EE), and Behavioral Intention (BI). Respondents gave high ratings for the game's educational benefits, ease of use, and their intention to use and recommend it in the future. Overall, "Tenun Market" has proven to be an effective interactive learning medium that enhances young people's understanding and appreciation of Sumba woven cloth while supporting efforts to

preserve Indonesia's cultural heritage through a fun digital approach.

Keywords: Educational game, Sumba woven cloth, cultural preservation,
Unity, UTAUT, Tenun Market

