GAME CONCEPT ART DESIGNING WITH MAJAPAHIT CULTURE AS A BACKGROUND FOR CULTURAL COMMUNICATION MEDIA

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ABSTRACT

Game is one of the entertainment media with the highest growth among other audio visual media like Music, TV and Cinema. Internet is the only thing that beat game in a matter of growth. Beside it huge potential in economic sector, game not only as a mean of entertainment but more complex, one of its function is as mean of communication.

Until Recently Indonesia never have completed data of cultural and art spread trough Indonesian area. Protection to Cultural and art patent also very weak, dont forget to mention about multimedia publication of Indonesian cultural and art is still very minimum. This makes Indonesia art and culture claimed by other country frequently.

Taking advantages of game function as a mass communication media so by designing a game with Story, Character and Environment Concept Art with Indonesian culture informations hopefully can be multimedia publication which is needed by Indonesian culture to protect itself from foreign country claim.

Keyword : Game, Culture and Concept Art