

Abstract

BOARD GAME HEROS INDEPENDENCE KNIGHT MAHARDHIKA

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Along the development of information technologies that exist today, especially the development of the multimedia world. Most games that give the impression of entertainment and not a game that is educational and the lack of interaction with other players. Board games still exist until now and still can be played anytime and still requires us to interact with other players directly.

The need for the development of early nationalism, the need for knowledge about the history of the struggle, reintroduced early independence hero, Increasing interest in particular play a conventional game boardgame.

Media needed a solution that is right for re-grab the attention of children to develop a nationalistic attitude early on.

Develop an attitude of early nationalism, instilling the value of struggle, unity and togetherness, introduce the hero of independence, re-enliven the conventional game that started tergeserkan by digital games.

Media campaign that used the form of posters, flayer, mini x banner, flag chain, web banners, facebook fan page, stickers, pins, t shirts, tote bag.

Keywords: *Heroes, Board Game.*