

TRADITIONAL GAMES AS NARRATIVE ELEMENTS IN INDONESIAN ANIMATED SERIES

Nurulita Widiarti¹, Mohammad Isa Pramana Koesoemadinata², Riksa Belasunda³

^{1,2,3} Telkom University, Indonesia

nurulitawidiantinw@student.telkomuniversity.ac.id¹,

dronacarya@telkomuniversity.ac.id², riksab@telkomuniversity.ac.id³

Abstract

Traditional games represent an important part of Indonesia's intangible cultural heritage, yet their presence in contemporary society has gradually declined due to the increasing dominance of digital entertainment. Animation has emerged as a potential medium for preserving cultural heritage by incorporating traditional cultural practices into visual storytelling. Research on animation has largely highlighted cultural representation, whereas the narrative role of traditional games remains less examined. This research aims to analyze how traditional games function as narrative elements in Indonesian animated series. A qualitative case study approach was employed using qualitative content analysis of three Indonesian animated series: Desa Timun, Doyok Otoy Ali Oncom (D.O.A.), and Entong. Data were collected through repeated visual observation of scenes featuring traditional games and analyzed based on their narrative position, mode of presentation, and level of exposure. The findings reveal three distinct narrative functions. In Desa Timun, traditional games serve as narrative drivers that shape plot progression and character development. In D.O.A., they function as everyday narrative activities that support social interaction and reinforce the realism of daily life. In Entong, traditional games primarily act as cultural markers that strengthen local identity and narrative settings. The analysis shows that traditional games contribute to animated storytelling in diverse ways beyond their role as visual representations of culture.

Keywords: Animation; Indonesian animated series; Narrative function; Traditional games; Visual storytelling.

INTRODUCTION

Traditional games in Indonesia are more than recreational pastimes. They embody social values, collective knowledge, cultural symbols, and modes of interaction passed down through generations (UNESCO, 2003). As cultural practices, these games reflect local identities and community life, while also sustaining social bonds and cultural continuity. Traditional games should be viewed not simply as leisure activities but as cultural expressions that preserve norms, values, and collective memory within society (Fitri et al., 2020).

Despite their importance, traditional games face growing challenges in modern contexts. The rapid expansion of digital entertainment, online gaming, and mobile technologies has reshaped children's play habits, reducing opportunities for direct