

Design of A Board Game Product Business Model as A Learning Media for Environmental Care for Primary School Children

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Abstract. Currently, environmental damage is one of the major problems that are of concern to future generations. The phenomenon of indifference to the environment in elementary school students in their daily behavior looks like damaging plants, throwing garbage carelessly, not taking part in maintaining plants in the school yard. The role of teachers and parents is very important to foster love for the environment. Research objectives designing a business model of board game products as a learning media for caring for the environment in elementary school students. The design steps are design thinking, value proposition, lean canvas, blue oceans strategy, validation, and business feasibility test. The design thinking stage is obtained by students aged 7-12 years related to environmental concerns. The Value Proposition Canvas (VPC) stage is a board game design so that students understand the surrounding environment, increase the enthusiasm for learning about the environment and support educational aspects. Blue oceans strategy creates innovative student learning products. The validation results showed that around 85.4% of respondents agreed with the design of the board game concept. The business feasibility test shows that the business is feasible with a profit of IDR 328.594.000, BEP unit of 26.04 and payback period of 0.08 months. This game can be played by schools for elementary school students.

Keywords: Board game, Blue ocean strategy, Environment awareness, Design thinking, Value proposition canvas