

KELLINDO IDE

Moch Rafly Febrian_240911006_mochrafllyfebriann@gmail.com

"Keliling Indonesia (KELLINDO)" is a board game that combines travel exploration with business strategy, where players take on the roles of both tourists and investors. Set against the backdrop of the beauty and uniqueness of various cities across Indonesia, this game offers an interactive experience to discover historical sites, local cultures, and the special characteristics of each destination. Every city features a Fun Fact Card, which provides interesting information, as well as a Question Card that tests players' memory. In addition to managing finances and investments, players are also encouraged to absorb knowledge about Indonesia, making this game not only fun but also educational

Game Components

Board Game



4 Player Token



2 Dice



32 Homestay



12 Hotel



30 Money 20-50-100



40 Money 5-10



20 funfact Cards



16 DANA UMUM Cards



16 KEJUTAN WISATA Cards



26 PROPERTY Cards



4 ANSWER Cards



60 QUESTION Cards



Game Rules

- Set up**
 - Each player receives Rp1,500,000 and selects a token..
 - Shuffle all cards and place them in their respective spots.
 - Turn order is determined by rolling the dice
- How to Play**
 - Roll 2 dice and move forward according to the number.
 - Buy unowned tourist destinations or pay rent if they belong to another player
 - Pay a fee if you land on Transportation owned by another player.
 - Pay a fee if you land on Utilities owned by another player.
 - Draw a card if you land on Surprise or Community Fund.
 - Jail: Pay a fine or wait for 3 turns.
 - Build Homestays (4x before a Hotel) to increase rent.
- Tourist Destinations & Quiz**
 - A player who lands on a Tourist Destination reads a Fun Fact Card
 - On the next round, draw a Question Card.
 - All players write their answers on the Answer Card.
 - Correct answer: Receive Rp100,000.
 - Wrong answer: Pay a Rp50,000 penalty.
- Taxes & Fees**
 - Pay if you land on a Tax space.
 - If bankrupt, sell properties to the bank or other players.
- How to Win the Game**
 - The richest player or the last one standing wins!

VISUAL CONCEPT

the **KELLINDO (Keliling Indonesia)** game features a cheerful and easy-to-understand design. The main character, Bobi, appears throughout the game with funny expressions and a unique hat. Bobi helps bring the game to life, making it more engaging and fun to play. Designed for children aged 7-12, the game uses the friendly mascot Bobi to engage players through relatable, adventurous characters. This helps create an emotional connection and keeps players

The color scheme used in this game is "Soft Playful Pastel" a palette of soft and cheerful colors such as yellow, blue, pink, green, and peach. Chosen for their calming and positive effects, making the game visually inviting without overwhelming young players. These colors make the game visually appealing, easy on the eyes, and especially suitable for children.

Each component of the game—such as the board, cards, and money—is designed with simple yet engaging visuals. This design not only enhances the appearance of the game but also makes the rules easier to understand. With its visually appealing and informative layout, the game invites players to learn about cities across Indonesia while having fun! Elements like Fun Fact and Question Cards are based on real Indonesian culture and geography, encouraging players to learn while they play. This approach ensures the game is both entertaining and educational.



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KELLINDO (Keliling Indonesia) is a board game that invites players to travel around various cities and famous tourist destinations in Indonesia. Players can purchase destinations, build homestays and hotels, and collect money to become the richest. In addition to being fun, the game is also educational, as each city features a Fun Fact card containing interesting facts that must be read by the player who lands there. After one round, players will draw a Question card related to those facts. All players must write down their answers, then reveal them simultaneously. Players who answer correctly will earn money, while those who answer incorrectly will receive a penalty. This makes the game more challenging and encourages players to remember the information well. With the cute character design of Bobi and bright, appealing colors, this game is suitable for children and families. It is not only entertaining but also helps players learn more about cities in Indonesia in an interactive and enjoyable way.