

Game Design "Jomblo Keren" As a Startup Marketing Product

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Abstract—The number of competitors makes the competition in the game industry more difficult if not able to learn opportunities well. It takes the ability to be able to take advantage of opportunities with the best. Bill Gates once quoted a word from Don Corleone that we must keep our friend close but our enemies even closer. Because of these competitors, we will see various types of existing opportunities. The creation of "Jomblo Keren" game design will look at different types of aspects that can be used to get the right predictions to make the games acceptable by the market. These aspects include themes, games platform, visuals, gameplay, and stories.

Keywords— opportunities, game, design

I. INTRODUCTION

Currently, the development of game industry in Indonesia continues to grow. This can be seen from the number of small and large companies that focus on the gaming industry in Indonesia.

Revenue in the gaming industry in Indonesia is also increasing year by year, as evidenced by Newzoo's survey that Indonesia is the second fastest growing games market in Southeast Asia[1]. This proves that game enthusiasts in Indonesia continue to increase from year to year.

The "Jomblo Keren" game is created to catch the existing opportunities in Indonesia because the theme selected will focus on trends that happen in Indonesia.

In addition, at least local games that exist in Indonesia to make the "Jomblo Keren" game will be more easily recognizable by the market if the theme is made a local theme.

According to a survey taken from GoogleTrend, the keyword "Jomblo" has increased every year, therefore the concept of the game to be created is a game with a single theme. In addition to themes, things to note are games platform, visual, gameplay, and also the story. Interesting storyline can be an advantage for players interested in completing the game to the end. In addition to the story, as for the visual used must be in accordance with the theme and gameplay. Because the "Jomblo Keren" is a game for young people who are single, the visual representation provided should be cheerful but still seem serious. Many similar games use the depiction of both the characters and the background of a serious impression, for example novel romance.

II. LITERATURE REVIEW

A. Game

According to Heinich, Molenda, Russell, and Smaldino, game is an activity where players must follow the rules that have been given, where the rules are different from the real world. It is done with the aim to get something more challenging[2].

B. Mobile Game

Mobile games are one of the platform games that are more flexible from other platforms because they are portable and utilizing the battery[3].

C. Simulation Game

Simulation Games is one type of game that intend to recreate the experience of real-world activity into the gaming world[4].

D. Stages of Development

Lennart Nackle said there are steps that can be used as a reference in development a game[5]:

1. **Creating a Concept**
A game idea begins with small thoughts that later become a combination of more complex ideas. This concept will create the core theme of a game.
2. **Pre-Production**
Some small game studios immediately start at this stage, which directly makes the program on the prototype, with armed with ideas and concepts of gameplay that have been unthinkable in their heads. In fact, at this stage they should really involve gameplay testing and proper planning.
3. **Make a Prototype**
Some prototypes are generated from collaboration. Here, game designers create a framework or frameworks, such as environmental conditions in the game that will be made and intended, the concept, and the features. The framework will continue to be improved until it finally reaches a state where full production is ready to take place.
4. **Production**
This stage is the final step in producing the game, before the game is completed and ready to be marketed and distributed. Then, the focus is to further refine the game and avoid serious bugs.

E. Game Engine

To create a game, it takes software that is designed for development of video games called game engine, example: Unity3D.

III. RESULT & DISCUSSION

A. Observation The Game's Theme

Observations made to see trends among young people. It is known that single theme is quite popular, judged by the many topics about singletons and trends from GoogleTrends that prove that the keyword "Jomblo" has increased every year.

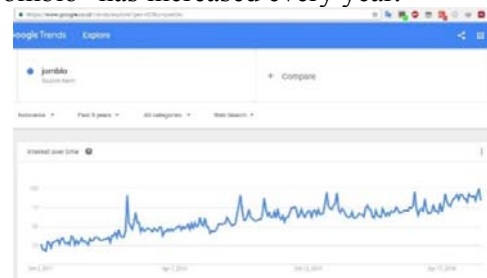


Fig. 1 Keywords "Jomblo" on the Google

B. Jomblo Keren Game

"Jomblo Keren" is a simulation mobile game that tells about the life of a student who chooses to live singles during college. Choosing singles theme because single trends are still popular in Indonesia, as well as the number of Indonesian teenagers have their concerns about being single and even some thinking that being single is a bad thing. In addition, in the "Jomblo Keren" game, player will obtain entertainment and morale education that being single is not a bad thing.

C. The Most Popular Game Observations

Observations were made four times within a month to see the most popular games on the Playstore. The result is as follows:

Table 1
Top 5 free games all time

Genre	Week 1	Week 2	Week 3	Week 4
Casual	16	18	17	19
Action	13	14	19	20
Arcade	14	15	12	14
Racing	15	13	12	12
Sport	11	8	11	11

Table 2
Top 5 paid games all time

Genre	Week 1	Week 2	Week 3	Week 4
Action	25	21	22	18
Adventure	11	10	11	14
Arcade	10	12	13	15
Simulation	12	14	11	12
Strategy	8	11	7	8

Data taken from appannie, and from the above data, it can be concluded that the order of the top three most popular free games of all time have the genre Casual, Racing, and followed by Arcade. While the three most popular paid games of all time have the genre Action, Simulation and followed by Adventure.

C. Production Process

The production process includes several stages, namely:

1) *Create a flowchart:* Flowchart is used to follow the making of the menu flow. Examples of flowcharts used in "Jomblo Keren" game are as follows:

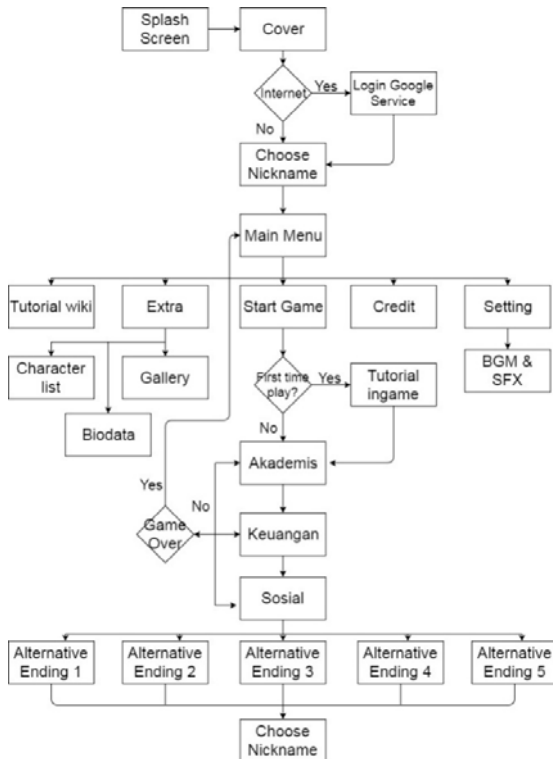


Fig. 2 "Jomblo Keren" game flowchart

2) *Art Style:* The type of art used in the "Jomblo Keren" game is 2D with Anime style. It is chosen because similar games use Anime art style.



Fig. 3 Anime art style

3) *Game Programming:* "Jomblo Keren" game programming includes Google service login, input name, achievement, level 1, level 2, level 3, gallery, character list, settings, and alternative ending. The programming language used is C# language with Unity3D game engine.

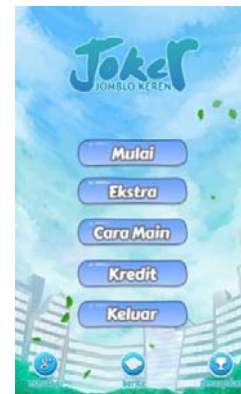


Fig. 4 "Jomblo Keren" main menu



Fig. 5 Achievement system

4) *Game Event*: Game event consists of prologue, introduction of heroine, heroine problem, and ending.



Fig. 6 Heroine event

5) *Game Status*: There are four main statuses in this game, namely Perasaan (feeling), Sosial (social), Akademis (academic), and Keuangan (finance). Players must be able to balance these four statuses. The end result of this status is useful to determine whether or not a player deserves to advance to the next level.



Fig. 7 Status icon

6) *Game Level*: "Jomblo Keren" game has three main levels: Akademis, Keuangan, and Sosial, where if every level has been reached then players will be brought to the final story. The story is based on the choices that have been made by the player in the previous level, if the player chooses to remain singles, and then the final story of the game "Jomblo Keren" will follow the player's choice, that is to stay single until he/she accomplishes the college.



Fig. 8 List level

8) *Characters*: There are four female students who can be approached by players, namely Merry, Fanny, Carla, and Hana. Each of them has different personalities and traits.



Fig. 9 Heroine

9) *Gameplay*: Gameplay of "Jomblo Keren" game is very simple; players only need to choose one of the answers that have been provided. But the player cannot just choose, because every option has consequences to determine the ending. For example if a player chooses to skip class, his social relationships will increase, but his academic value will decrease.



Fig. 10 Level example

10) *Game Over*: The game will end if one of the statuses is 0 or 100. The game will also end when a player makes bad choices. Otherwise, the game will succeed if the player can achieve the given goal, like staying single until the game ends.

D. Soft Launching

Prior to publication on Playstore, the game "Jomblo Keren" conducted an alpha test at Game Prime event held in Jakarta on 29 November 2016. The trial involved 20 Game Prime participants. Participants are welcome to try the "Jomblo Keren" game, after which the participants are given the opportunity to write comments and also rating the game "Jomblo Keren". The results as follows:

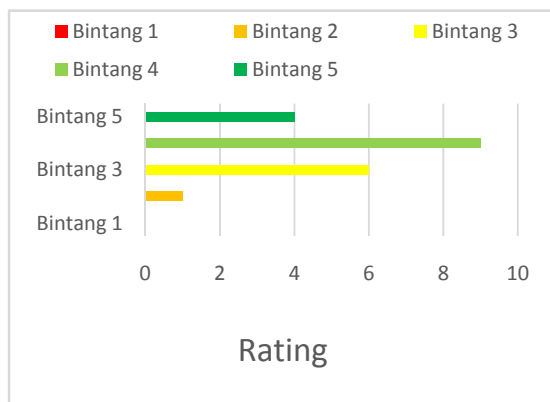


Fig. 11 Total rating at alpha test

A total of four participants gave five stars and said that the "Jomblo Keren" game has a good concept. Nine participants gave four

stars with comments on the need to add animations and concise story to keep players from being confused. Six participants gave three stars with the majority of non-clear storyline comments, stories too monotonous without animation, and also less obvious text. One participant who gave a two star with commentary words on the game said that "Jomblo Keren" was too complex and long.

E. Result

After launching for a month in April 2017, in addition to getting feedback, "Jomblo Keren" game also entered into the top 10 of paid games all categories in the Playstore, and top 1 of paid games with simulation categories.



Fig. 12 Top 3 paid games all categories

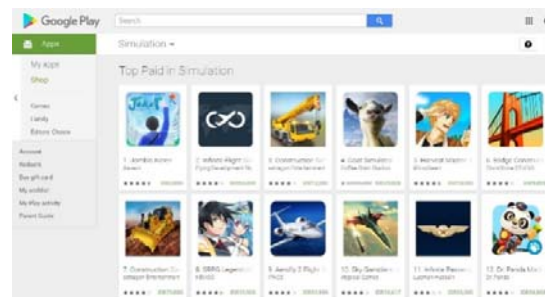


Fig. 13 Top 1 paid games simulation category



Fig. 14 Rating

IV. CONCLUSIONS

To create games that can be accepted by the market, we should make observations to obtain valid data. The possibility to be liked by the market will be greater. Rating is very influential on the first impression of the prospective buyers; therefore, the game should be made good quality. Soft launching is also needed to get input before it will be released in the market because it will find out what consumers desire.

V. ACKNOWLEDGMENT

Celvin Laviano is a student majoring in Game Technology at the Soegijapranata Catholic University, he is also the founder of a game startup called Raxeon.

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