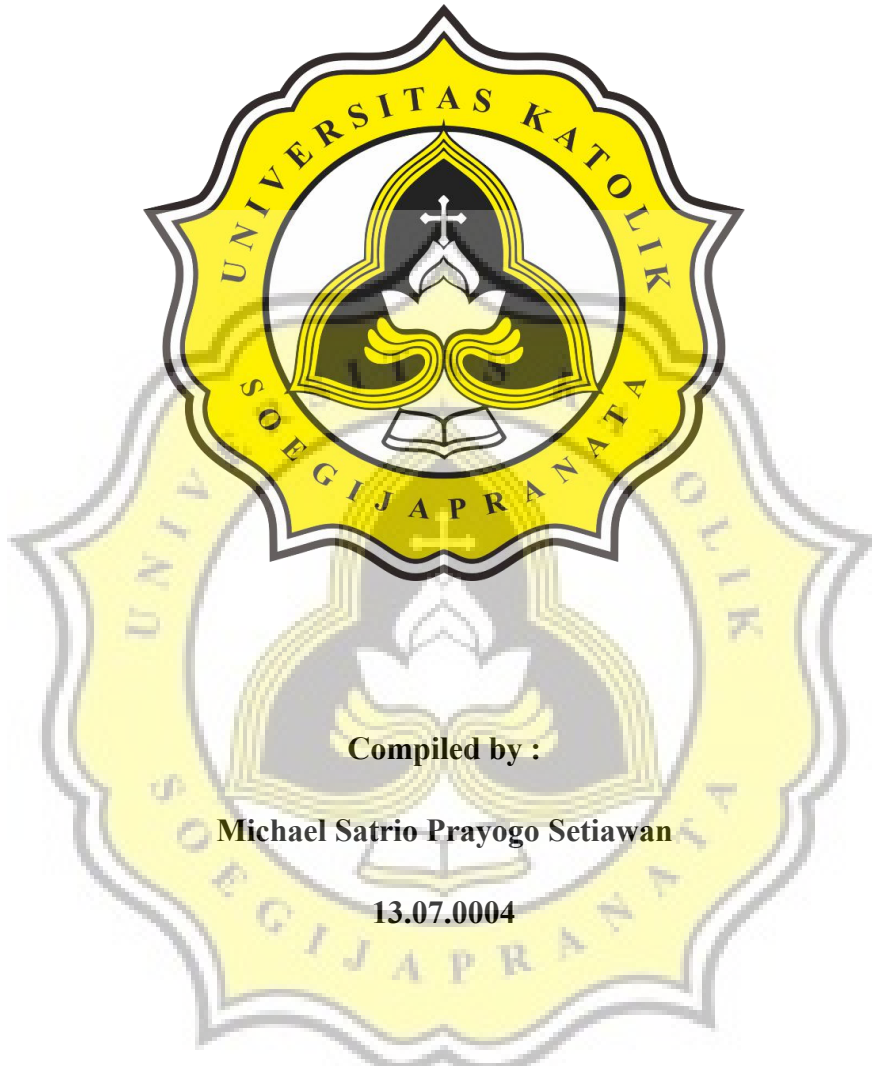


Prototyping a Board Game as Media to Advertise University Program



Compiled by :

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13.07.0004

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SEMARANG**

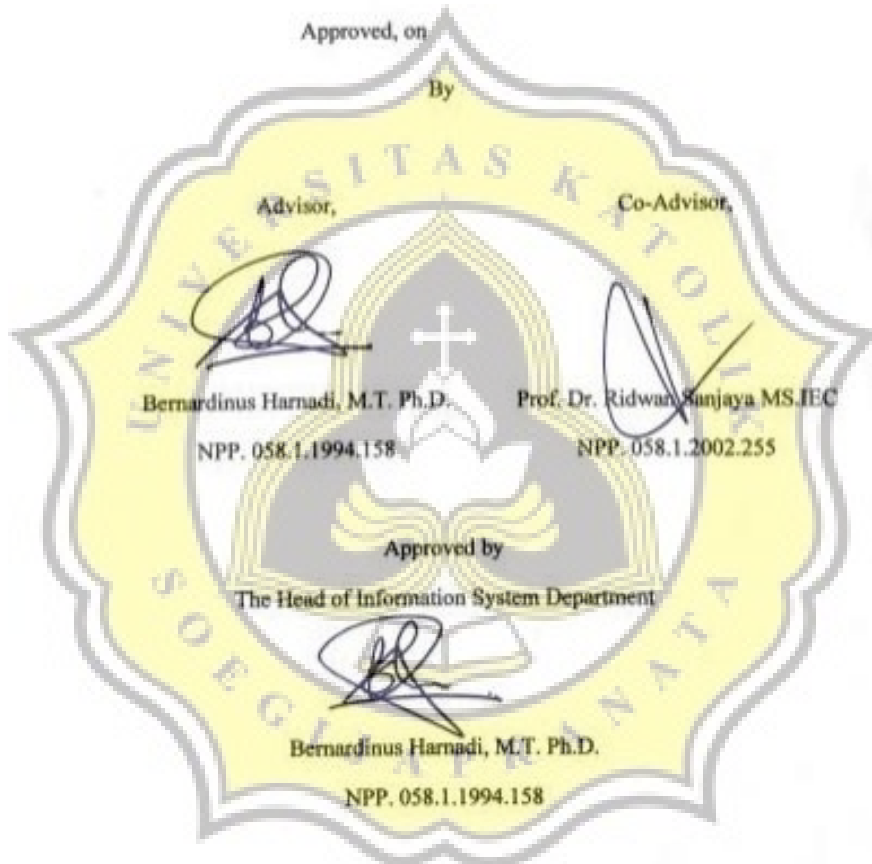
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PAGE OF APPROVAL

**PROTOTYPING A BOARD GAME AS MEDIA
TO ADVERTISE UNIVERSITY PROGRAM**

Submitted by :

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STATEMENT OF AUTHENTICITY

Signed by:

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Hereby I stated that my final project "PROTOYPING A BOARD GAME AS MEDIA TO ADVERTISE UNIVERSITY PROGRAM" truly plagiarism free, and if proven otherwise, I am willing to take full responsibility for all of my actions.



MOTTO

“Deeds will not be less valiant because they are unpraised.”

- Aragorn Elessar, The Lord of The Rings -



DEDICATION

I dedicate this final project to:

- ❖ My parents, for their everlasting love, care and support.
- ❖ My teachers, Mr. Bernardinus Harnadi, MT, Ph.D. and Prof. Dr. Ridwan Sanjaya SE, MS.IEC. Whom I greatly respect.
- ❖ My crewmates at V29B, who gave me support and confidence to grow up to be a better person.
- ❖ The friends saving me during my darkest times. Mirabella “Marui” Dewi Setiawan, Diantha, and Reina. I hope we can meet in real life soon.



ACKNOWLEDGMENT

Inspiration and motivation have always played a key role for one's success. Before anything else, I express my sincerest gratitude to my dear mother, Anastasia Prapti Wiyatun. For she is the one who keep supporting and pushing me to finish my education. Who is my reason to keep pushing forward. Leading to the completion of my final project "Prototyping a Board Game as Media to Advertise University Program".

I also present my deep sense of gratitude to my first and second advisor, Bernardinus Harnadi, M.T., Ph.D. and Prof. Dr. Ridwan Sanjaya S.E., MS.IEC. respectively, for giving me opportunity to work on this final project, as well as helping me tirelessly, guide, and critically correcting me so I can improve improve during the whole process of finishing this final project.

I would also like to express my gratitude towards Mr. Bernardinus Harnadi, M.T., Ph.D. as The Head of Information Systems Department, and all other lecturers of the Information System Department for all of their support, learning experience, and guidance for all these years.

At last but not least, I also thank my family for supporting me in their own ways so I can finish my education. And not to forget everyone in my crew, V29B, as well as my close friends, especially Marui. Who helped me and giving me their support so I keep improving myself to be better as a person.

Even though I made "Prototyping a Board Game as Media to Advertise University Program" as best as I could, I know there is still a lot of room to improve. I hope this report will spark inspiration and motivation on the readers to keep learning, or even better, continuing this research further so the better and advanced method of developing a board game to advertise university program could be useful for everyone.

ABSTRACT

Advertising is a form of mass education for people to learn that something exists in a market. In this post information era, from a consumer products, to consumer services, every company in various business such as airlines, marketplace, even education have used various medias in order to advertise products or services. The advertising is done to raise public awareness of the brand. It can be concluded that to raise awareness of a product or public services, advertising is one of the essential parts as well as in the field of education. The study has a purpose to design a board game advertising a program in an university. The board game has the element of advertisement concealed, making the students able to enjoy searching for information about university and increasing their will to learn about university. This study results in a board game prototype “Flow Into The System” game tested towards 29 high school students and 9 college students in age range of 19 to 23. The questionnaires from 38 respondent has been analyzed using SPSS statistical analysis. The finding of analysis proves that the game is able to make the respondents want to play it again and again because the game is fun to play, making their bonds stronger, and being perceived as useful.

Keyword: board game, intention, enjoyment, closeness, usefulness

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