

CHAPTER I

INTRODUCTION

1. 1. Research Background

In this post-information age. Many advertisements for new products were spread in several new media, such as television, websites, social media, and video games. Advertisements using social media and video games as a delivery method has been designed to be interesting and memorable by those who accessed them.

According to a research company, DFC Intelligence, the market of in-game advertisement in North America reached US\$ 1million in 2010 [1]. The success of a video game as delivery and learning media in Asia also reached US\$1.1 million in value [2], showing that advertisement using a game as a medium is one of a good way to raise brand awareness.

Even though advertisement media mostly uses digital video game to raise brand awareness nowadays, tabletop games has yet to be used to advertise a university. Especially its departments majors and programs.

The reason behind this attempt to use tabletop game as an advertising media is most people hate online ads as they feel ads are becoming more intrusive than few years prior[3]. They even feels it's like being stalked by retargeted ads usually appeared in websites such as Google and Facebook. While online ads being more regarded as creepy and violating private experiences over time, tabletop game needs all the participants to be curious enough with some aspects of the game, and therefore, are willing to play. Making the obnoxious and intrusiveness aspects being reduced. This could be enhanced by using the subtle approach of not mentioning the name of the brand directly, but how the experience of using that particular product will make difference in people's choices. In this case, it is to introduce what kind of activities or study experiences that will be experienced if students enroll in a certain university program.

The growth of the board game industry in Indonesia has been surfacing recently. With the participation of a publisher game, "Manikmaya" in exhibiting several board

games which they published in a board game exhibition event, SPIEL 2014 in Essen, Germany to promote their own board game about Indonesia in an international event[4]. Followed with the release of “*Waroong Wars*” and “*Pagelaran Yogyakarta*”[5] board games about Indonesian culinary and managing cultural show stage respectively, made by the first and second champion of *Board Game Challenge*” by Harian Kompas.



Figure 1.1. Essen SPIEL, the biggest board game convention in the world



Figure 1.2. “Waroong Wars” and “Pagelaran Yogyakarta”, winners of Board Game Challenge 2015 made by Harian Kompas.

With these two games as the driving force of the national board game industry in Indonesia [2] this potential should be developed to make a board game that raises a brand awareness.

1. 2. Research Questions

Based on the research background, there are some problems:

1. How to create a board game as an advertising media of university program?
2. How to implement an in-game advertisement in a board game without revealing too much about advertisement aspect?
3. How to create the board game which contains in-game advertisement to be enjoyable for its players?
4. How to create a board game that makes the players want to play it again and again?

1. 3. Research Aim

Based on the research background and research questions above, the purpose of this research is :

1. Creating a board game as an advertising media of university program.
2. Develop and implement an in-game advertisement in a board game without revealing too much about its advertisement.
3. Create a board game which contains in-game advertisement to be enjoyable for its players.
4. Creating a board game that makes the players want to play it again and again.