

CHAPTER VI

CONCLUSION AND RECOMMENDATION

6.1. Conclusion

The first research question *“How to create a board game as a advertising media of university program?”* Using Flow Into The System Board Game as the example, we can deduce that to create a board game as a promotional medium. One must take general public’s preferences of quantity over quality in gaming. As well as reducing the preparation time as short as possible to avoid the players getting distracted. This ease of access and play will make the board game to reach even people who rarely play board game, or even never played one before.

The second question *“How to implement an in-game advertisement in a board game without revealing too much about advertisement aspect.”* Even though Flow Into The System Board Game uses Flavor Text as its attempt in implementing In-Game Advertisement, the research proves that, while players are able to realize the game is trying to send them a message through the card’s names, artwork, and flavor texts. Ultimately this proves not to be very effective even though the game is played for about thrice to five times for each group of players. Making the needs to research more effective way to deliver a message via board game.

The third question, *“How to create the board game which contains in-game advertisement to be enjoyable for its players?”*. The answer more or less has a correlation with the first and second question. While Flow Into The System Board Game does not have the most efficient way to deliver a message, ultimately, the board game is enjoyed by the players. It does not have a painstaking rules and details, yet not “dumbing down” the gameplay for players so they just play whatever. With a little effort to understand the game mechanics, players are able to enjoy the board game and feeling their closeness while playing it.

The last question *“How to create a board game that makes the players want to play it again and again?”*. To answer this question, we need to look back at the evaluation and answers of previous questions. Flow Into The System Board Game proves to be fun and enjoyable for its players and it makes the bonds between its players stronger during the game. Flow Into The System is also perceived to be

useful and able to make its players learn new things. Which becomes another factor for players to keep playing Flow Into The System Board Games.

6.2. Recommendation

This research, even though it resulting in a satisfactory result. There are things needs to be noted and to be expanded upon:

a) Increase the number of survey participant

This research only analyze the data from 38 participants who played the game thrice to five times. While repeating the process of playing gives the players better understanding of the game, increasing the number of participant, will make the data more accurate.

b) Seek a way to increase perceived message effectiveness.

Since survey participants in this research has stated the know that Flow Into The System has a message to convey. Some of them cannot understand what exactly the message is. To increase the effectiveness of message delivery, the research can be expanded by not only including flavor text and artwork that represent the message, but another element that we should seek of.

c) Expanding the range of departments and programs for in-game advertisements.

During the playtest session, some participants asked whether there is another department or major and campus activities available in the game. Since the proficiency attributes in Flow Into The System Board Game are generic attributes. There may be chance to increase in-game advertisement by broadening the goal cards, event cards, or even action cards with different name representing other department in the university..