

# Business Strategic Learning with Monopoly Game

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**Abstract**— if we talk about games, there is not foreign to us. Playing games can entertain the players, refreshing the mind, and eliminate boredom. The games are played not only entertain, but also give knowledge for the players. For example Monopoly games, this game can give knowledge and learn business strategic.

Monopoly is a simple board game and this game can be played with 2 - 4. In the development of technology, many games developers adapt this simple game into a digital game, both online and offline, from a variety of platforms. As well as monopoly game, we can find monopoly game in the online games both web-based game or applied game.

With monopoly, players not only can sharpen the brain when they arrange the business strategy, but also can gain a little knowledge about the countries in the world, both the icons of the countries, such as the flags, tourist places, islands, buildings, public areas (airport, station, port), etc.

On this paper, we can know with monopoly game, how does people can learn about business strategic. How does effective people learn with monopoly game and how does people have many knowledge.

**Keywords**— Business Strategy, effective learn, Monopoly game, Playing Game.

## I. INTRODUCTION

Nowadays, the game is already familiar to us. Playing games can be entertaining, eliminate boredom, and refreshing the minds of the players. But it would be a good and wise when playing games is not only just for fun, but also can provide education value. For the example of a game that can be used as a medium of education is a monopoly game.

Monopoly is a simple board game that can be played by 2 until 4 players. But along with the development of technology, many of the game developers try to adapt this board game into a digital game, both online and offline, from a variety of platforms.



**Fig. 1** Example of monopoly boards

[http://en.wikipedia.org/wiki/File:Historic\\_U.S.\\_Monopoly\\_game\\_boards.png](http://en.wikipedia.org/wiki/File:Historic_U.S._Monopoly_game_boards.png)

The history of Monopoly can be traced back to 1903, when an American woman named Elizabeth (Lizzie) J. Magie Phillips created a game through which she hoped to be able to explain the single tax theory of Henry George (it was intended as an educational tool to illustrate the negative aspects of concentrating land in private monopolies). Her game, The Landlord's Game, was self-published, beginning in 1906. A series of variant board games based on her concept were developed from 1906 through the 1930s that involved the buying and selling of land and the development of that land [1].

By 1933, a board game called Monopoly had been created which formed the basis of the game sold by Parker Brothers, beginning in 1935. Several people, mostly in the Midwestern United States and near the East Coast, contributed to the game's design and evolution, and this is when the game's design took on the 4 x 10 space-to-a-side layout and familiar cards were produced. By the 1970s, the idea that the game had been created solely by Charles Darrow had become popular folklore: it was printed in the game's instructions and even in the 1974 book *The Monopoly Book: Strategy and Tactics of the World's Most Popular Game* by Maxine Brady [2].

## II. MONOPOLY AS AN EDUCATION MEDIA

Beside as a game, monopoly can also be used as a medium of learning. By playing monopoly game, players can sharpen their minds in arrange strategy to winning the game. In monopoly game, the players asked to be able to develop and manage their money. Buy, sell, take over propeties is the most common thing that happens in this rectangular game board. Through this, the players need to earn income from their property and predict the money needed to be able to owning the game, including owning opponent's properties. Moreover, by playing monopoly, players can also gain knowledge of the countries in the world, such as: tourist destination, flags, islands, public area, etc.

## III. BUSINESS STRATEGIC LEARNING

In the monopoly board, there are various properties with varying prices. The properties can be owned by the player by buying them. The properties which has been owned also be built to raise the rent price. Players are also allowed to take over the properties of another player.



**Fig. 2** Various of chance cards  
<http://forum.detik.com/official-modoo-marbleindonesia-t588229p2.html>

In the monopoly game, players have to survive so that they are not bankrupt. Of course, this requires a strategy that players can survive and win the game. Build a strategy to collect income as much as possible that can be obtained from the properties, managing money, and predict opponent s' financial condition and defeat them.

## IV. GAINING KNOWLEDGE

In addition, players can also gain a lot of knowledge about the countries or regions in the world, such as the icon of a country, flags, islands , tourist destination, buildings, public areas (airports, stations, ports), and many more. It is quite effective because the players inadvertently memorize all of it when they are playing.



**Fig. 3** The example of property card, Japan

But there are still parents who believe that children who play too much will make the children become lazy and stupid to work or study. This opinion is not completely true, as some psychologists say that a game is very big influence on the mental development of the child, including the child's level of intelligence [3].

Influence of play for children's development, such as: can affect the physical development of children, can be used as a therapy, can affect and increase the knowledge of the child, can affect the development of children's creativity, to develop a child's social behavior, and can affect the child's moral values [3].

## V. CONCLUSION

The conclusion of this paper, not all of games have a negative impact, there are still some games that have a positive impact, and can be used as a medium of learning, such as monopoly game. By playing monopoly,

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players can sharpen their minds in arrange business strategy, this means players learn business strategic indirectly. Moreover, by playing monopoly players can also gain a little knowledge of the countries in the world, such as icons, tourist places, islands, buildings, public places, etc.

## ACKNOWLEDGMENT

Yonathan Happy Setiawan and Yoel Nara Yudha Bahagia are students of Soegijapranata Catholic University, at *Business strategic Learning with Monopoly Game*

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- [2] (2013) Wikipedia, the free encyclopedia. [Online]. Available: [http://en.wikipedia.org/wiki/Monopoly\\_\(game\)#Origin](http://en.wikipedia.org/wiki/Monopoly_(game)#Origin)
- [3] (2013) Gilig Guru, Ennoble and Enable. [Online]. Available: <http://gilig.wordpress.com/2009/12/28/pembelajaran-pakem-dengan-permainanmonopoli/>



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**Title:** Business Strategic Learning with Monopoly Game.

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Dear Erdhi Widyarto N,

On behalf of the Organizing Committee for the Tenth International Conference on eLearning for Knowledge-Based Society 2013 with the topic of "Theory and Practice in eLearning, mLearning and Social Webs", we would like to inform you that your paper has been accepted for presentation at the Conference.

The Conference will be held on 12-13 December 2013 at Siam Technology College. We would like to express our sincere appreciation for your contribution and support to eLearning 2013 Conference, and look forward to meeting you at the conference this year.

Sincerely Yours,

**Prof. Dr. Srisakdi Charmonman**  
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42 Papers from 12 Countries

(Arab Emirates, China, Hong Kong, India, Indonesia, Iran, Korea, Malaysia, Norway,  
 Philippines, Singapore, and Thailand)

<b>Thursday 12 December 2013</b>	
<i>Auditorium</i>	
08:00-09:00	Registration
09:00-09:05	<b>Report to the Chairman</b> By Prof. Dr. Srisakdi Charmonman President of Asia Pacific eLearning Association
09:05-09:25	<b>Opening Address</b> By H.E. Air Chief Marshal Kamthorn Sindhvananda, Privy Councilor
09:25-09:30	<b>Welcoming Remarks</b> By Mr. Pornphisud Mongkhonvanit President of Siam Technology College
09:30-10:00	<i>Coffee Break</i>
10:00-12:00	<i>Session 1 – 4, Auditorium</i>
10:00-10:40	<b>Session 1:</b> Session Chair: Assoc. Prof. Dr. Churairat Duangduen Keynote Address: A Proposed New eLearning Law in Thailand. By Prof. Dr. Srisakdi Charmonman and Mr. Pornphisud Mongkhonvanit, Thailand.
10:40-11:20	<b>Session 2:</b> Session Chair: Assoc. Prof. Dr. Churairat Duangduen Keynote Address: A New Paradigm of Research and Practice of Online Technology-Assisted Education in Knowledge-Based Society. By Prof. Hoisoo Kim, Korea.
11:20-12:00	<b>Session 3:</b> Session Chair: Assoc. Prof. Dr. Churairat Duangduen Keynote Address: Learning and Social Technologies. By Aurilla A. Bechina, Norway.
12:00-13:00	<i>Lunch</i>

## Thursday 12 December 2013

	<i>Session 4a – 8a, Seminar 1.</i>	<i>Session 4b – 8b, Seminar 2.</i>	<i>Session 4c – 8c, Seminar 3.</i>
13:00-17:00	<b>Session Chair: Dr. Varit Intrama</b>	<b>Session Chair: Dr. Suwat Saktrisul</b>	<b>Session Chair: Dr. Yudh Jayapravitra</b>
13:00-13:30	<b>Session 4a:</b> Keynote: The Kinematics of Lesson Design: Mobilising Technology with Gagne's Nine Events of Instruction. By Prof. Dr. Rozhan Mohammed Idrus, Malaysia	<b>Session 4b:</b> Keynote: Collaborative Blended Learning- Balancing the Content, Process, and Product. By Dr. Tsoi Mun Fie Raymaond, Singapore	<b>Session 4c:</b> Keynote: Success in the future of Social Media Education with UGC. By Mr. Pornphisud Mongkhonvanit, Thailand
13:30-14:00	<b>Session 5a:</b> Design and Development of a Mobile Game-Based Learning Application in Synonyms, Antonyms, and Homonyms. By Ellenita R. Red, Kenneth Edward D. Domingo, Kristian Martin F. Santos, and Joy T. Banaag, Philippines	<b>Session 5b:</b> The Development of Blended Synchronous and Asynchronous e-Learning for the Subject of Computer Game in Education. By Jutima Methaneethorn, Thailand	<b>Session 5c:</b> Comparison between Edmodo, Facebook, and Moodle to Maximize the E-Learning Benefits. By Viena Patrisiane, Stephanie Inggrit, and Ridwan Sanjaya, Indonesia
14:00-14:30	<b>Session 6a:</b> Opening the “Black Box” of Collective Intelligence. By Christian Wagner and Ayoung Suh, Hong Kong	<b>Session 6b:</b> Mobile Application Integration Framework for Educational Institutions. By Cecilia Mercado and Perry Agustin, Philippines	<b>Session 6c:</b> Application the Concept of Technology for the Production Multimedia and Computer Graphic Animation Course Content. By Azman Fadzil and Prof. Dr. Rozhan M. Idrus, Malaysia
14:30-15:00	<b>Coffee Break</b>		
15:00-16:00	<b>Session Chair: Dr. Ponklit Tantianukul</b>	<b>Session Chair: Dr. Niwes Wongsuwan</b>	<b>Session Chair: Assoc. Prof. Dr. Somkul Thawonkit</b>
15:00-15:30	<b>Session 7a:</b> Keynote: E-Learning for Science and Technology Courses in the SIM University. By Kin Chew Lim, Singapore	<b>Session 7b:</b> Keynote: Offering an Integrated High School Course Online - A Structural Equation Model of Causality and Determinants. By Masood Badri, Arab Emirates	<b>Session 7c:</b> Keynote: The Implication of Access to Knowledge Mobilization in Development Area. By Seyed Reza Eftekhari, Iran
15:30-16:00	<b>Session 8a:</b> The Factor Affecting the Benefit of E-Library Usage for Class Assignment Purpose of Kasetsart University Students. By Parida Kovitvanich, Dr. Kamapanat Pensupa, and Dr. Nirote Sinnarong, Thailand	<b>Session 8b:</b> Measuring the eLearning Readiness of Students, Faculty Members, and Administration at Malayan Colleges Laguna. By Ellenita R. Red, Hanna Grace S, Borlongan, Tesalonica T. Briagas, and Ma. Jonessa M. Mendoza, Philippines	<b>Session 8c:</b> Education Game and Child’s Curiosity. By Fajar As’Ari, Septyana Yunanto, and Erdhi Nugroho, Indonesia



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 Philippines, Singapore, and Thailand)

<i>Friday 13 December 2013</i>			
08:00-09:00	<b>Registration</b>		
	<i>Session 9a – 13a, Seminar 1.</i>	<i>Session 9b – 13b, Seminar 2.</i>	<i>Session 9c – 13c, Seminar 3.</i>
09:00-12:00	<b>Session Chair: Dr. Varit Intrama</b>	<b>Session Chair: Dr. Suwat Saktrisul</b>	<b>Session Chair: Dr. Yudh Jayapavitra</b>
09:00-09:30	<b>Session 9a:</b> Keynote: Using Technology for Education in Thailand: Ramkhamhaeng University. By Assoc. Prof. Raviwan Srikramkran, Thailand	<b>Session 9b:</b> Keynote: Mobile Extracurricular Lesson. By Dhian AdiPutranto, Indonesia	<b>Session 9c:</b> Keynote: E Learning- An Effective Way of Learning for Young Children. By Tasina Halarnka and Deepak Kulkarni, India
09:30-10:00	<b>Session 10a:</b> eLearning, Online Assessment and Certification for Finishing Schools: A Global Utility Product. By Kulkarni D.G. and Prakash Kittur, India	<b>Session 10b:</b> Access to Knowledge Model in the Context of Organizational Innovation. By Seyed Reza Eftekhari, Amir Amonosharieh Najaf, and Seyed Masoud Jalilian, Iran	<b>Session 10c:</b> Designing “Science Breaker” Game for Children Science Learning. By Melinda Safitri, Nurvianto Nugroho Putro, and Bernardinus Harnadi, Indonesia
10:00-10:30	<b>Session 11a:</b> Improving Intelligence with Sandbox Game. By Edward Andipratama, Evan Wijaya, and T, Brenda Chandrawati, Indonesia	<b>Session 11b:</b> Using Serious Games to Support Learning in Healthcare. By Olaf Hallan Graven and Aurilla Aurelie Arntzen Bechina, Norway	<b>Session 11c:</b> Past, Present and Future: From Traditional Language Laboratories to be Digital Language Laboratories and Multimedia ICT Suites. By Dararat Khampusaen, Thailand

10:30-11:00	<b>Coffee Break</b>		
11:00-12:00	<b>Session Chair: Assoc. Prof. Dr. Sutham Lertpongprasert</b>	<b>Session Chair: Assoc. Prof. Dr. Sak Kongsuwan</b>	<b>Session Chair: Assoc. Prof. Dr. Somkul Thawonkit</b>
11:00-11:30	<b>Session 12a:</b> Keynote: A Postgraduate E Learning “Seat-in Class” for Far Away Architects, in Indonesia. By Rudyanto Soesilo, Indonesia	<b>Session 12b:</b> Keynote: Business Strategic Learning with Monopoly Game. By Yonathan Happy Setiawan, Yoel Nara Yudha Bahagia, and Erdhi Wiyarto N., Indonesia	<b>Session 12c:</b> Keynote: ASEAN Schools. By Andreas Becker and Jarinza Sonvisai, Thailand
11:30-12:00	<b>Session 13a:</b> Conceptual Framework for Mobile Online Testing (MOTS). By Ratapong Onjun, Kacha Chansilp, and Sompan Chansilp, Thailand	<b>Session 13b:</b> Moodle Preference Analysis in Computer Science Faculty Student in Soegijapranata Catholic University. By Stephanie Inggrit and Ridwan Sanjaya, Indonesia	<b>Session 13c:</b> Social Networking Game as a Way to Learn Nations Characteristics. By Yoshua Adenandya Krishanto, Lidya Oktorina Kusuma Sakti, and Erdhi Widyarto Nugroho, Indonesia



## Friday 13 December 2013

	<i>Session 14a – 20a, Seminar 1.</i>	<i>Session 6b – 12b, Seminar 2.</i>	<i>Session 6c – 12c, Seminar 3.</i>
13:00-14:30	<b>Session Chair: Dr. Ponklit Tantianukul</b>	<b>Session Chair: Dr. Suwat Saktrisul</b>	<b>Session Chair: Dr. Niwes Wongsuwan</b>
13:00-13:30	<b>Session 14a:</b> Keynote: PUBLEASHED.COM: A Website for Publishing Literary Works of Students at Malayan Colleges Laguna. By Ellenita Red, Luis Emmanuel, Efren Jr. Banaticla, and Jonald Basco, Philippines	<b>Session 14b:</b> Keynote: Collaborating E-Learning in Demonstration of Mechanical Practical for Engineering Students. By Akhil Deshpande, India	<b>Session 14c:</b> Keynote: When Online Learning Meets Social Multimedia: a Better Understanding of Learners and Learning Materials. By Jitao Sang and Philip Tsang, Hong Kong
13:30-14:00	<b>Session 15a:</b> A 4Ps Marketing Game. By Wanida Wadecharoen and Athiwat Kanjanawanikul, Thailand	<b>Session 15b:</b> HTML5 as Interactive Educational Media. By Irse Surya Bagaskara, Adit Rama Putra, and Widyarto Erdhi, Indonesia	<b>Session 15c:</b> Development and Evaluation of Engineering Drawing 1 elearning Module of Malayan Colleges Laguna. By Generoso L. Loza and Apollo P. Portez, Philippines
14:00-14:30	<b>Session 16a:</b> Gaming and Leaning for a Better Health: Concepts, Challenges and Opportunities. By Aurilla Aurelie Bechina and Olaf Hallan Graven, Norway	<b>Session 16b:</b> Assembly Computer Learning with Game. By Veinta Sonrizky Mayo, Leocadia Desy Pranatalisa, and Widyarto Erdhi, Indonesia	<b>Session 16c:</b> Developing Model of Idea Generating Process for Graphic Design in Thailand. By Tawatchai Kansrirat and Paiboon Kiattikomol, Thailand