Design Concept of Casual Game Based on Giri Kedaton History to Develop Tourism in Sunan Giri Museum

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Abstract
Sunan Giri Museum has potential artifacts from Giri Kedaton heritage. Mostly, the visitors of Sunan Giri Museum are the pilgrims of Wali Songo who stop by there. Today, the data shows that the number of museum visitors decreases almost a hundred percent. The visitors’ main intention mostly is not to visit the museum but their belief to be blessed in Wali Songo tombs which two of them are, Sunan Giri and Maulana Malik Ibrahim, located nearby. Museum should not only depend on unintentional visitors, but also need to attract its own visitors to explore the history, gain knowledge, or as simple as recreation to maintain its existence. People should come to Sunan Giri Museum so the knowledge about Giri Kedaton History could be constructed and trusted. If not, sooner or later, there are parts of history that will fade. Researcher proposed a casual game based on Giri Kedaton history as promotional media so the tourism in Sunan Giri Museum will develop. Casual game tend to be more appealing because it familiar format. The game was developed using five stages of Waterfall System Development Life Cycles, starting from analysis phase, design phase, implementation phase, testing phase, and maintenance phase. This paper focused on the analysis and design phase. After analyzing the case, researcher chooses young casual gamers with capabilities in economic and education as the target market. The game consists of stages with challenging puzzle in each. The player should overcome the puzzle challenged by reaching the certain score in limited time given to unlock the next stage. There will be a narrative as a prologue in each stage to chain the stages with the history. The story, art, and audio will be based on Giri Kedaton history. Objects which are being used in puzzle will be integrated with artifacts in Sunan Giri Museum as promotional intention. The artifacts icon which is used in the puzzle will be collected in the menu called ‘museum’ so players could identify the object later. The game art will be observed based on the preserved artifacts which show various kinds of acculturated symbols. The game audio will be based on old Javanese songs which have been acculturated with Islamic values which were used by Wali Songo to spread Islam. Through this game, Sunan Giri Museum will engage with the people in a fun way, give experience and knowledge about Giri Kedaton, while promote the museum as a tourism object.

Keywords: casual game, tourism, Giri Kedaton, history, Sunan Giri Museum

1 Tourism Potential in Sunan Giri Museum
Museum can be categorized depending on its collections. Nevertheless, it does not change the main purposes of museum; to acquire and conserve their collection as well as to interpret and exhibit either human or natural heritage to public audiences[11]. Each museum, as its category, has its own uniqueness, including Sunan Giri Museum in Gresik residence.

Through museum, people may travel back against time. Nowadays, when there are no living people who can witness Giri Kedaton (Muslim kingdom in Gresik) era, it is needed another ‘witness’ to ‘talk’ to continue the information and trust about the history. But, what if there are no people want to ‘hear’ the witness talking?

Sunan Giri museum has 372 artifacts related to Sunan Giri as one of the Wali Songo (9 greatest saints of Islam in Java) and Gresik society is multicultural. Multicultural here can be seen through the museum artifacts embedded by various kinds of symbols such as Chinese, Java, Arab, India, and Netherland.

There are interesting historical evidences that preserved in Sunan Giri Museum like Sunan Giri’s belongings (sajadah/prayer rug, turban, kris), wooden saddle horse, Al Quran written by Sunan Giri pupil, bedug (large drum suspended horizontally at mosque to summon to prayer), and kinds of ceramic fraction. Unfortunately, the visitors of Sunan Giri Museum decreased. Statistically, it fell almost a hundred percent in the middle of August 2016. The museum staff, Sulkan and Suwandi said that it technically dropped because the parking lot in front of the museum was moved since March 2016 by which made the tourists rarely stopped. The museum is mostly visited by pilgrims of Wali Songo tombs which two of them are, Sunan Giri and Maulana Malik Ibrahim, located nearby. There are also the students and sometimes the researchers.
Through the interview with Chairil Anwar, the government staff of heritage section in Gresik informed that the museum will be moved to Sunan Giri tomb area with bigger and more strategic location. Sunan Giri tomb area is part of preserved cultural heritage site that belongs to government. The building of new museum is already complete but the opening is still not certain. Anwar threw his disappointment because the new museum building is not appropriate with the standard of museum. It is caused by the lack of coordination in government system. Still, this displacement is expected to develop the museum better. Anwar also explained that government does not have any specific promotion media but the government website directory to inform their cultural site. He also said that most of the tourists that come to Gresik are pilgrims from middle-low class.

Figure 1: Number of visitor in Sunan Giri Museum from September 2015 to July 2016 shows a drastic decrease

Researcher ensures the information to Sobirin, vice chairman of Sunan Giri Tomb Foundation, that it is true about the museum displacement. He expected that the displacement can increase the attractiveness of Sunan Giri tomb. The visitors of Sunan Giri tomb are majority pilgrims. In Islam, pilgrimage is sunnah (recommended) to remind the living people about dead.

Statistically, the visitors of Sunan Giri tomb reached about 1.7 million in 2013 and were predicted to increase 5-20% every year. There is a big difference in the number of visitors in Sunan Giri museum that only reached about 40 thousands from mid of August 2015 to mid of August 2016. It is caused by the foundation that does not promote the site, the visitors only come by themselves. It must be the role of travel agents which make the Wali Songo travel program. Moreover, Sunan Giri tomb also attracts international tourists from Asia and Europe, both pilgrim and researcher. But, why Sunan Giri museum have not got that much attention?

Figure 2: Number of visitor in Sunan Giri Tomb from 2009 to July 2013 shows an increase

The tomb attracts the people because of their belief. Mostly, people who come to museum are Muslim. They know about the great role of Wali Songo to spread Islam religion in Java, and they then come to pray for them. Habib Hamim, the Sunan Giri tomb caretaker believes that if someone wishes something in Sunan Giri tomb, it will be easier to be granted. It does not mean that Sunan Giri is the one who will grant the wishes but Allah will do. Sunan Giri is no more than ordinary person but still, wishes delivered through the holy person should be better than people who are mostly sinner.

According to the case, it can be concluded that the visitors come because of their belief intention to get blessed. Sunan Giri museum will not be the main destination. To increase the number of visitors, it is needed a media to build tourist intention to explore history of Giri Kedaton, gain knowledge, or as simple as recreation.

Figure 3: Old building (top) and new building (bottom) of Sunan Giri Museum
If this decreasing number of visitors does not get a solution, researcher is worried that sooner or later there are parts of Giri Kedaton history that will fade away. Although the displacement of Sunan Giri Museum into Sunan Giri tomb site area might be bringing back even increasing the number of visitors, it will not change the people perspective about Sunan Giri Museum. As stated before, they might just stop by if they have time. Researcher wants to change this perspective. They should come to the museum because they want to come. Sunan Giri Museum has interesting collections which present a new experience beyond the time.

Furthermore, developing Sunan Giri Museum could be one of the strategies to expand the tourism market. If Gresik today only attract Moslems from middle-low class, it then could expand the range to Moslems and non-Moslems from middle-high class.

2 Casual Games as Promotional Media
To preserve the history, narrative story should be important. In fact, the story sometimes could be entrusted or hard to imagine. Here the role of museum is needed as it presents authentic artifacts. Wesfik said that if people are interested in something they should choose to directly experience it. It is like a metaphor about choices between listening to the story about food and directly tasting it.

There are media like movies and books which can deliver a narrative message. In fact, these two media have been observed to give less effect in education. The intended meaning of a story is often neglected. The effect will be greater when the message is woven into characters, settings, and plots in an almost incidental, matter of fact manner.

Games will be a media which can be easily accepted by people. They have been playing games since they were children. Playing games is a voluntary activity, obviously separate from real life, creating an imaginary world that may or may not have any relation to real life. Researcher proposed to design a game which is based on the history of Giri Kedaton and integrated with the museum artifact collections. How to deliver history in a fun way to introduce Sunan Giri Museum as a tourism object makes the researcher propose a casual game as the promotional media. Casual game here is related to the familiar game format, so it will be easy to interact immediately.

3 Waterfall SDLC
The researcher used Waterfall System Development Life Cycles (SDLC) model by Winston W. Royce to develop the puzzle adventure game based on Giri Kedaton history. This model consists of five phases that are analyzing, designing, implementing, testing, and maintaining.

4 Analysis Phase
4.1 Target Market
The target market of the game is young casual gamers with capabilities in economic and education. Casual gamers tend to play the familiar format game, which is easily to interact immediately. The casual gamers have been chosen because of their wide market than hardcore gamers. Educated people will match with museum purpose. People with economic capabilities have intentionally been chosen to expand the tourism range from middle low into middle high class.

The survey by Pew Research Center to a small group sample of people in 40 different country said that internet and smartphone rates are related to country wealth. Smartphone ownership and internet usages are related to age, wealth, and education level. It has been researched that Indonesia shows an increase of people using internet and owning smartphone from 23% in 2013, 24% in 2014, and 30% in 2015. The smartphone and internet users are mostly young people (age 18-34), more educated people, and people with higher income. Then, choosing smartphone device will specify the market into young people with capabilities in economic and education.

4.2 Genre
The genre of this game is a puzzle adventure. Adventure games usually offer rich storyline that can motivate the players to find out ‘what happens next’. Puzzle in this game refers to the obstacle needed to be solved to continue the adventure.
5 Design Phase

5.1 Game Play
The theme of the game is a single player puzzle adventure based on real-world history of Giri Kedaton. The player will be given a role as Sunan Giri. The game will be separated into several consecutive stages, arranged from historical events experienced by Sunan Giri. There will be narration which tells a history as the prologue in each stage and after the player completes the stage. Players should solve the puzzle in every stage so they could unlock the next.

The puzzle consists of artifact icons which are preserved in Sunan Giri Museum as promotional intention. Players should find the similar icons and make a path with at least three of those and achieve certain score in limited time given. The artifact icons that have been used in the challenged puzzle will be collected in ‘museum’. So, the players can get information about the artifact after they finish the stage.

Figure 5: Visualization draft shows several icons of artifact in Sunan Giri Museum as object in the puzzle

5.2 Game Story
The story is based on the history of Giri Kedaton Era. The history should not be changed or the game will deliver wrong messages. The players will be enacted by specific storyline with puzzle to be solved in each stage. Enactment refers to not only random changes created by the player but also rather to the overcoming of specific challenge that results in particular events.

For the example, there will be a stage when Giri Kedaton is suddenly attacked by Majapahit Kingdom. Players should solve the puzzle so they can overcome the war and unlock the next stages. If the puzzle failed to be solved then the next stage will still locked and the player should replay the stage.

Giri Kedaton is such a very long story, starting from its establishment by Sunan Giri until it developed becoming Gresik residence today, its role to spread Islam in Java, and might include a love story of Sunan Giri.

5.3 Game Art
The artistic media of game have a huge role to deliver messages, give knowledge, and provide experiences about Giri Kedaton era. Not only had the story but also the visual should be based on the history. Observation is needed to design the art of the game. Researcher has observed that several artifacts in museum show their attractiveness in symbolism. For example, fragment sajadah (prayer rug) of Sunan Giri that has a red base color with yellow, brown, and white floral motif recorded by the museum came from Middle-East. Sunan Giri turban which is recorded came from Persia with floral decoration. Bedug artifact (large drum suspended horizontally at mosque to summon to prayer) embedded by Arabic calligraphy and Javanese carving shows the acculturated symbols. One of the script collections in Sunan Giri museum telling about Sindujoyo story was written in Javanese and Arabic typography and recorded using Chinese ink.

Figure 6: Visualization draft of Sunan Giri character wearing turban which is refers to the artifact in the museum

The symbols used in Giri Kedaton era were also researched by Sriti Mayang Sari on the ornamental application in Sunan Giri mosque which is established in 1399 and located in Sunan Giri tomb. Sari said that Traditional Javanese Culture had influenced the ornament application. The study indicated that the application of certain ornaments in the interior of the old Sunan Giri mosque was greatly influenced by symbolic and religious performance of Javanese people in the era of Hindu-Java. The mosque also showed an Arab calligraphy.

In the observation of Sunan Giri tomb site, researcher also found that Chinese symbolism also existed in the form of dragon statue in front of the entrance gate. According to Anwar, the government cultural heritage staff, it might be related to the Chinese calendar.

It is obvious that Giri Kedaton era was rich of symbolism. Deep observation should be needed to develop a high quality visual art in game.

5.3 Game Audio
Wali Songo spread Islam by acculturating Islam values in Javanese daily culture. One of them is through music. There are several songs such as: Jangkrik Upo, Ilir-Ilir, Cah Angon, which the lyrics are implied by Islam value. These kinds of song will be used as the audio of the game.
6 Conclusion
The researcher concludes that game could become an alternative promotional media especially for people with capability in economic and education as the target market. Puzzle arcade with familiar format game could specify the market into casual gamers which have wider market than hardcore gamers. The theme which is based on real world history of Giri Kedaton will be the uniqueness of the game proposed here. The promotional intentions are embedded through the object used in the game which is integrated with museum artifacts. Through this game, Sunan Giri Museum will engage with the people in a fun way, give experience and knowledge about Giri Kedaton, while promote the museum as a tourism object.

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