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CHAPTER I

INTRODUCTIONS

1.1. Background

A research by the Indonesia Career Center Network (ICCN) in 2017 says that, as many as 87% of Indonesian students claimed the majors taken were not in line with their interests. Then 71.7% of workers have a profession that is not in accordance with their education. In the book *7 Jurusan Bergaji Besar*, Prast and Liem wrote that most of high schoolers don't know what major they will take in university, and not little are indifferent about it. They also said that in seminars, the one that came are the parents or university students that had chosen the wrong major.

In an interview, Widjaja, the founder of Akupintar.id, summarized that the students begin to realize that they mischose the major in their first year of university. It was also revealed that the selection of university majors is crucial for the future of children, and mischoosing majors could result in wasting money and time. In the face of the industrial revolution 4.0 where job digitalization occurs, workers are required to have specialization in a field.

According to a survey conducted towards 251 people, consisting of 102 aged 16-18, 95 aged 19-23, and 52 aged 23 and above, in April 2019, 146 of them felt that they got into the wrong major, and 129 are still confused on choosing a major. As many as 143 (57%) stated that the reason for mischoosing major was because they did not know well about the majors they were in, while 24.3% said it is because of parents' orders, and the rest was because of friends. This reinforces

the fact that most university student candidates and alumni still have problems with majors, resulting in dropout or having a profession that is not in accordance with their education.

Observation as well as a focus group discussion was conducted on 31st August and 1st September of 2019 towards target users (high-school students) in The Bunker board game cafe, with the notion of studying more about the case from the subject's perspective. The observation and focus group discussion further confirms the previous statements that among high-school students, they are still confused about choosing a major, mainly because the lack of information, friend's influence, and parents forcing them to, tedious information, which leads to dissonance between what they want, what they excel in, and what they took.

Harsono, the owner of Arcanum Hobbies, said that the popularity of casual board game is rising. This fact is also seen in the observation, which shows numerous high-school students came to the board game cafe to take a break from assignments by playing board games. Based on observation, many teenagers prefer to play board games compared to video games due to its immersive, interactive, and multiplayer nature, where it is played face-to-face with other players, inciting discussion and immersion in the game.

The usage of board game as a media of education had also been used by KPK, the Indonesian anti-corruption organization, to educate children about the topic on corruptions. KPK used board games as a media of edutainment due to its fun and engaging nature, which leads to more effective information architecture.

In conclusion, the author sees board/card game as a potential design object, in this case, a serious game, an edutainment, on the topic on mischoosing university majors, because it can give more engaging and comprehensive information towards target users. This leads to the design and creation of “Ngarir” card game as a media of engaging, fun, comprehensive, information and education on university majors and their career prospects.

1.2. Problem

How to design the gameplay on a card game that gives more engaging and comprehensive information on university majors and their career prospects to the target user?

1.3. Limitations

1. Segmentation, targeting, positioning:
 - a) Demography (primary) : male and female high school students aged 16-18 years.
 - b) Demography (secondary): university students, educators.
 - c) Geography : Jakarta and Tangerang
 - d) Psychography : Individuals searching for information about university majors and linear professions and having interest in playing board games or card games.
2. Content: Gameplay of the card game, visualized in the form of cards. The gameplay will be based on serious game mechanic and gameplay theories.
3. Content: the information provided will be based on 11 university majors and their respective career prospect in Indonesia, based on the

categorization by Indonesian Labour Organization and Rencanamu.id, as follows: *Seni & Desain, Teknik & Manufaktur, Arsitektur & Konstruksi, Psikologi, Kesehatan & kedokteran, Komputer & Informatika, MIPA & Statistik, Pariwisata & Perhotelan, Hukum Bisnis & keuangan, Ilmu Komunikasi*. The list may remains incomplete, as majors in university can and will change in time.

4. Media: "Ngarir" card game as well as it's components as an information medium on university majors and respective professions. The component is as follows, 187 cards compromised of: 11 character cards based on the university majors, 10 job cards based on the career prospects per each major (total 110), 6 action cards based on the factors causing mischoosing majors (total 60), and 6 rule cards as a written medium of the game's rules.
5. Media: "Ngarir" card game remains as a form of design process, and can still be further improved.

1.4. Objectives

The objective of the final project is to create a card game that gives more engaging and comprehensive information on university majors and their career prospects to the target user.

1.5. Benefits

1. Benefits for the society
 - a. Educating university student candidates around Jakarta-Tangerang about university majors and linear professions.
 - b. Adding knowledge about the university majors around Jakarta-Tangerang.

2. Benefits for the University

As a contributive reference for future thesis, research, or studies conducted in Multimedia Nusantara University about the gameplay design in card games.

3. Benefits for writers

a. Gives experience to the author about designing gameplay on card games.

b. To enrich the author's knowledge on the phenomenon.

c. As addition to the author's portfolio.

d. Requirements to get a Bachelor of Design (S.Ds.) degree.