

BAB II

COMPANY OVERVIEW

2.1 Company Description

SLAB Games is a game development studio based in Bali, Indonesia that specializes in the development of distinctive and enjoyable for all ages games. Founded by Hermanto in 2009, the studio made its debut in the gaming industry in 2016, with the release of their first game, Help Papa Rob, a game designed especially for young children.



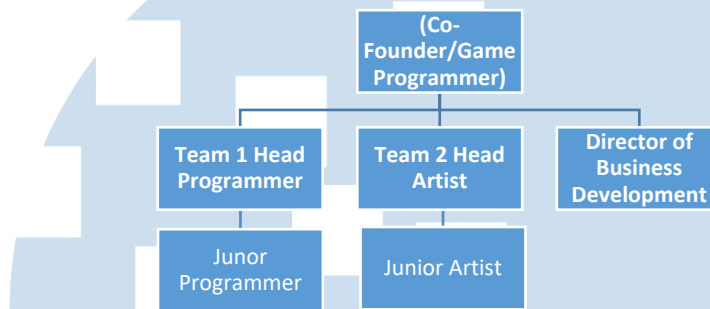
Picture 2.1 Main Menu of Help Papa Rob
Source: SLAB Games (2022)

In January 2021, SLAB Games welcomed a new staff to their as the Director of Business Development, primarily responsible for international marketing efforts.

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2.2 Company Organizational Structure

The Organizational structure in SLAB Games is as follows:



Picture 2.2 Company Organizational Structure Chart
Source: Ferdian/Personal Documentation (2023)

SLAB Games was founded and led by Hermanto a Game Programmer who also oversees the internship program. Within SLAB Games, there are 3 teams separated according to the job responsibilities. The first team contains the head programmer, Hermanto, and the Programmer Andhika. The second team contains the Head Artist, Adnan with Junior Artists or as interns at SLAB Games. The third team consists of the Director of Business Development, who also supervises the internship program. From the company's organizational structure chart, these teams communicate directly and together according to the project assigned by the co-founder.

The co-founder/Game Programmer has the role of supervising each employee and intern with daily reports that employees and interns fill out to check the progress of each employee and ongoing projects. Moreover, they play a role in facilitating discussions between the head programmer and programmer to address any issues encountered during the project development.

The Head Programmer and Programmer are tasked with developing the necessary coding for each ongoing game project. Additionally, The Head Programmer is also responsible for dividing tasks for both programmers and interns.

The Head Artist and Artist are responsible for creating assets for ongoing game projects and engaging in discussion while giving suggestions for each completed asset. Additionally, The Head Artist is also in charge of assigning tasks for both Artists and interns.

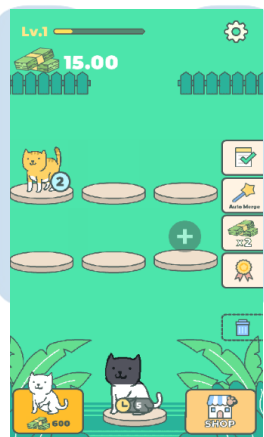
2.3 Company Portfolio

Below are some of the portfolios that the company has officialaly published:



Picture 2.3 Company Portfolio Meow Merge
Source: *SLAB Games* (2021)

Meow merge is a game where players must merge fellow cats that are indicated by a number or are visually the same to create a new cat.



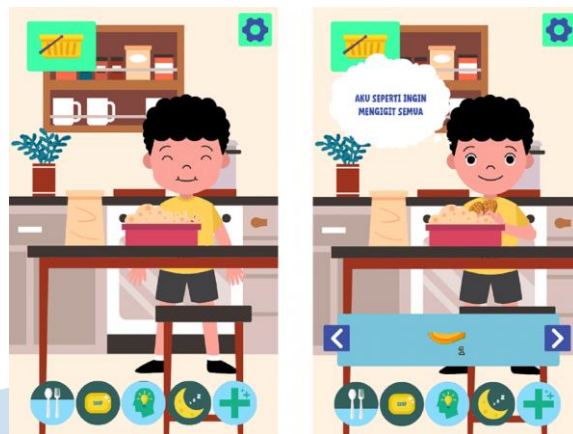
Picture 2.4 Main Play Area of Meow Merge
Source: *SLAB Games* (2021)

Prior to the development of its most recent game Meow Merge, SLAB Games had created 2 games during the Covid-19 pandemic period, namely:



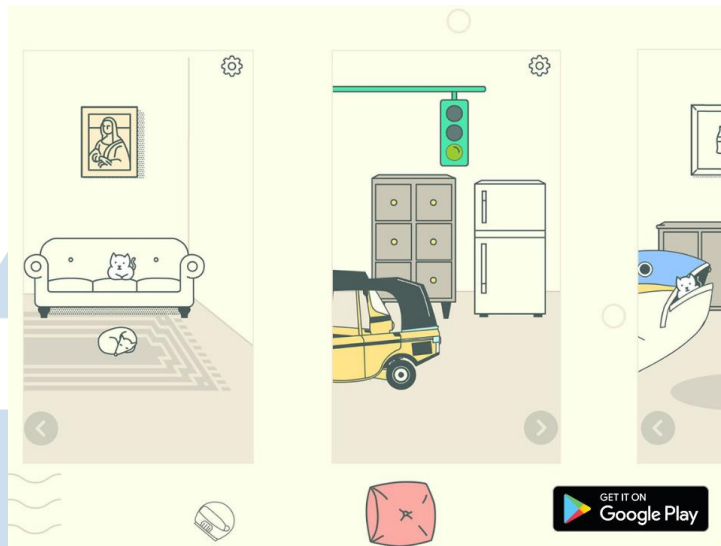
Picture 2.5 Company Portfolio *Aku Sehat*
Source: *SLAB Games* (2020)

Aku Sehat is a game that aims to promote the lifestyle of a student during the Covid-19 pandemic.



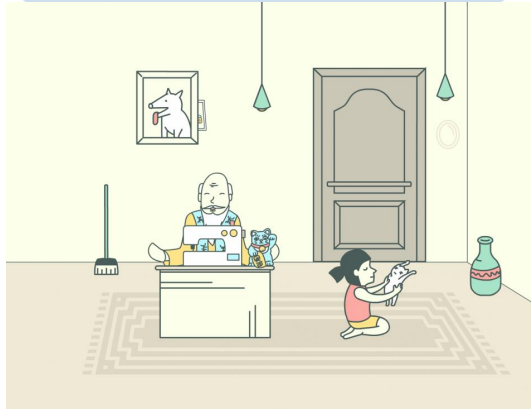
Picture 2.6 One of the Pages of *Aku Sehat*
Source: *SLAB Games* (2020)

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Picture 2.7 Company Portfolio Where is my Cat?
Source: SLAB Games (2020)

Where is my Cat is a puzzle game that has the main goal of finding a cat amid various obstacles, such as dogs, finding items to help find the cats, cats inside of a fish mouth, and other similar challenges.



Picture 2.8 One of the Levels in Where is my Cat?
Source: SLAB Games (2020)

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