ABSTRACT

RHYTHM-GAME CONCEPT DESIGN

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Indonesia is currently striving to achieve its ambition of becoming one of the world's seven largest economies and attaining the status of a developed nation by the year 2045, known as Indonesia Emas 2045. However, as of 2023, the Generation Z is dubbed the "strawberry generation," characterized by possessing abundant innovation and creativity but prone to surrender easily and weak mentality. This study aims to develop a game designed to instill focus in Generation Z, enabling them to cultivate a growth mindset and break free from the stereotype of the strawberry generation. The research methodology employed is design thinking, a design framework rooted in empathy and emphasizing iterative prototype testing to generate gameplay design. The game design presented in this paper involves data collection techniques comprising observation, experiments, and literature review. The research targets individuals aged 18 to 23 who enjoy gaming, the general demographic of Generation Z, relevant Indonesian game studios, and experts in the creative industry. The objective of this written work is to conceptualize a rhythm game capable of training focus and instilling a growth mindset. The outcome of this written work is a game design concept encompassing characters, storylines, and interactive elements of the game.

Key words: *Strawberry Generation, Concept Game, Focus*

References   :
Publication Years : 2024