

INDONESIAN CULTURAL IDENTITY ON ANDROID GAMES

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Abstract: Globalization has undermined the territorial boundaries between countries. Globalization allows everyone to easily obtain the information, knowledge and communication. However, globalization has contributed greatly to the cultural erosion, the disappearance of national cultural identity and local culture, and the loss of identity of a nation, which can ultimately lead to the loss and the spirit of nationalism and patriotism. Indonesian cultural identity should continue to be developed so that future generations do not lose their identity as a nation. It required the efforts of various parties to submit information on the nation's cultural identity by using a variety of appropriate media and creative, one through mobile games. Data to be studied in this research is the textual elements in the form of a narrative or gameplay, and elements of nontextual form of the character, background images, sound and animation contained in a mobile game that became an object of research. Furthermore, these data are analyzed to determine how the Indonesian cultural identity present in the mobile game. Results of the research is information about how Indonesian cultural identity is implemented in a mobile game based on Android. The benefits of this research are as input for game developers to develop games that not only serve as entertainment, but also serves as an educational tool in conveying cultural identity in an interesting, selective and creative.

Keywords: *Cultural Identity, Mobile Games, Android*

1. Introduction

Globalization has given opportunities for advancement in various aspects of our lives today. The presence of information technology and communication technology accelerate the process of globalization. No country in the world that can resist entirely from the influence of other countries. One country with other countries sharing, not only goods and services but also of science, technology, education, cultural values and others.

Globalization has brought together the world community in terms of lifestyle, orientation, and culture. However, not all cultural values are entered in accordance with the values of the Indonesian culture. Young people are part of society's most vulnerable to the negative impacts. For example, the rise of violent behavior among adolescents, decrease in reading culture among students, how to dress that shows a lot of body parts that do not deserve to be seen, the reduced value of ethics, and others. Therefore, globalization has contributed greatly to the cultural erosion, the disappearance of national cultural identity and local culture, and the loss of identity of a nation, which in turn can lead to the loss of the spirit of nationalism and patriotism.

Indonesian cultural identity should continue to be developed so that future generations do not lose their identity as a nation. It required the efforts of various parties to submit information on the nation's cultural identity by using a variety of appropriate media and creative. Only through games that can be played on mobile phones, especially smartphones based on Android. Some local developers have a lot to develop games berkonten Indonesian culture in this game platform. These games are some of them: Dakon, Karapan Sapi, Temple Rush: Prambanan, Fahombo, Suroboyo Mbois, Rock Pinang, Jump sacks, and others. These games can be downloaded, either paid or free on Google Play. Presence is enough to give a special attraction in the midst of

popular games, such as Angry Bird, FIFA 15 Ultimate Team, Raccoon Rising, Naughty Kitties, Cut The Rope: Time Travel, Subway Surf, Clash of the Clan, and others.

The research was conducted through qualitative approach. This approach is done through methodical steps to reduce it transcendental, so the correlation is derived intentionality connection of every aspect of the object being studied with the other aspects of the reference. Data to be studied in this research is the textual elements in the form of a narrative or gameplay, and elements of nontextual form of the character, background images, sound and animation contained in a mobile game that became an object of research. Furthermore, these data are analyzed to determine how the Indonesian cultural identity present in the mobile game.

Results of the research is information about how Indonesian cultural identity is implemented in a mobile game on Android-based smartphone. The benefits of the research are as input for game developers to develop games that not only serves as entertainment, but also serves as an educational tool in conveying the identity of Indonesian culture to future generations.

2. Theoretical Background

2.1 Identity

According to Webster's New World Dictionary, etymologically identity is (1) the condition or fact about the same thing, a situation similar to one another; (2) The condition or fact about the same thing between two people or objects; (3) the conditions or facts that describe the same thing between two people (individuality) or two groups or objects; (4) the technical exposure, in the etymological sense of mere show about something a habit to understand the identity of the word 'identical', for example, stated that something very similar to each other [9].

Identity is a about of similarity and difference, about the personal and social aspects, 'about the number of people you have in common and what differentiates you from others' [1]. However, Giddens argues that identity is not a collection of properties that we have; identity is not something we have, or entities or objects that we appoint. Identity is the way we think about changing from one situation to another according to the time and space [1].

2.2 Culture

Definition of culture is very broad in scope is the total of the mind, the work of human who are not rooted in instinct [7]. In English culture is called the culture, derived from the Latin word meaning Colere cultivate and work the land or farming. Thus, culture can be defined as any human effort to transform nature [6]. Culture has elements that are universal, which is the content of all the cultures that exist in the world. These elements are (1) a system of religion and religious ceremonies; (2) systems and community organizations; (3) The system of knowledge; (4) language; (5) the arts; (6) livelihood systems; (7) system technology and equipment. Universal elements can be further broken down into sub-elements [7].

Contrary to the aesthetic and elitist concept of culture, Raymond William develop an understanding that emphasizes the character of everyday culture as a 'whole way of life'. Culture is the 'art' at the same values, norms and symbolic objects of everyday life. Culture is ordinary things that are found in everyday life in all societies and minds [1]. Culture always proceed in a mechanism, received and forwarded through a learning process that consciously or

unconsciously [8]. Patterns of behavior that include aspects of biological, psychological, social and transcendental and produce culture was largely passed instinctively, but rather taught or learned and transmitted from generation to generation selective and creative [8].

2.3 Cultural Identity

Cultural identity is a hallmark that indicated a person because that person is a member of a particular ethnic group. That includes learning about and acceptance of tradition, traits, language, religion, descent of a culture [9]. In the simplest sense, cultural identity is the breakdown of characteristics or traits of a culture that is owned by a group of people who we know its limits when compared with the characteristics or traits culture of others [9].

Daphne A. Jameson states that cultural identity has the following attributes [3]: - Cultural identity is affected by close relationship. - Cultural identity changes over time. - Cultural identity is closely intertwined with power and privilege. - Cultural identity may evoke emotions. - Cultural identity can be negotiated through communication.

2.4 Games as a learning tool

Video games or games that provide virtual information, have rules and storyline, challenging, interactive and is played by manipulating images on the screen [6]. The gaming industry today is growing more rapidly, anyone can now play the game in a wide variety of platforms, from the PC, console, until the phone. Games are not just for entertainmen, games now also used for the needs of business, military, sports, education, and others.

There are many reasons why the game is so popular. Several reasons why a person playing the game is the satisfaction of completing a task, overcoming obstacles and challenges, entertainment, new fantasy, interaction with friends and family as well as curiosity. This opinion indicates that the game has an impact that is not always bad. Many studies describing the adverse effects on the performance of learning games, the game is considered contributing to the growth of asocial nature, but the game also has a good side, especially if it is used as a learning tool [5]. Content and information education can be delivered through the game to the user in two ways, namely [4]: – Textual, that users get an explanation of a particular situation through text, narration, and gameplay – Non-Textual, namely educational information delivered to users graphically through images, characters, sound and animation.

2.5 Research Questions

Question of this research is: how Indonesia's cultural identity are presented in the Mobile Games in Android-based smartphones, as well as in relation to inheritance cultural values?

3. Methods

3.1 Types Of Research

The Research was conducted through qualitative approach. This approach is done through methodical steps to reduce it transcendental, so the correlation is derived intentionality connection of every aspect of the object being studied with the other aspects of the reference [2]. Mobile Game on Android-based smartphone which is the object of the research will be reviewed and non-textual elements textual contained therein, to determine the extent of the content and information on the cultural identity of Indonesia conveyed to users.

3.2 Object of the research

Object of research are mobile games which can be operated on Android-based smartphone. Platform games have been because it has the most number of users, along with the ever-expanding Android-based smartphone users in Indonesia. The selected game is a game developed by game developers Indonesia. The game can be downloaded for free at Google play. The games are selected as the object of the research is: - Dakon This game is adapted from Indonesian traditional games. Traditional game that was popular among these children, its existence is now beginning to be forgotten after the inclusion of video games. With this game expected to reintroduce the traditional games to children. Display game developed by Pixel Amegoo is quite attractive with a form of batik-clad cavalier board. Background voice using Javanese gamelan. Players can play alone or both and choose the sniffy holes ranging from five to nine holes. - Temple Rush: Prambanan The game is themed folklore Indonesia, namely about the origin of the temples of Prambanan. In this game players are challenged to build a temple Prambanan quickly. Permainanya quite simple, the player simply touch the characters that match the color of fire fly under until the temple was formed. This game is the work of Arsanesia, a game studio from Bandung. - Karapan Sapi This game is adapted from competition cow racing originating from Madura. The competition is held in the fields that have been harvested, now can be played on smartphones. As an actual cow racing, in this game are that you need to beat rivals. The game is fairly simple game, players simply swipe from bottom to top to move the cow to the finish line. At the next level there will be an obstacle in the form of water, chicken crossing, the blocking, which will inhibit the rate of cows.

3.3 Type of Data

Data to be examined in this research is secondary data is textual elements in the form of a narrative or gameplay, and elements of non-textual form of the character, background images, sound and animation contained in a mobile game that became an object of research.

3.4 Data Processing Techniques

Data processing begins with the problem of seeking through observation of the elements textual and non-textual in the mobile game that became an object of research. Further data collection and theory relating to identity, culture, identity Indonesian culture, and games. Data and theories obtained by literature review is used to obtain a theoretical framework as the basis for the analysis process.

4. Analysis

With reference to the theory presented by Tim and John Dumbleton Kirriemuir [4], that the content and information education can be delivered through the game to the user in two ways: Textual and Non-Textual, we then conducted observation on games that become the object of research. Those games are described by elements Textual (narration, text, and game play), and Non-Textual elements (character, background, music, and animation) that exist in the game.

Referring to the theory that culture always proceed in a mechanism, received and forwarded through a learning process that consciously or unconsciously [8]. Cultural identity can also be negotiated through communication [9], the games will be described based on the elements of Indonesian culture and artefacts contained therein :

- Dakon has four elements containing the identity of Indonesian culture. On Textual elements, cultural identity shown is the system of knowledge is knowledge of numbers, knowledge of the process of summation, and subtraction, this game also adopts a traditional children's games that it contains a neighbor of making technology systems and media playing game system. In the Non-Textual elements, the identity presented on aspects of art in the form of background music using traditional Javanese songs and board game decorated with ornaments batik. Thus this game quite embody the cultural identity of Indonesia.

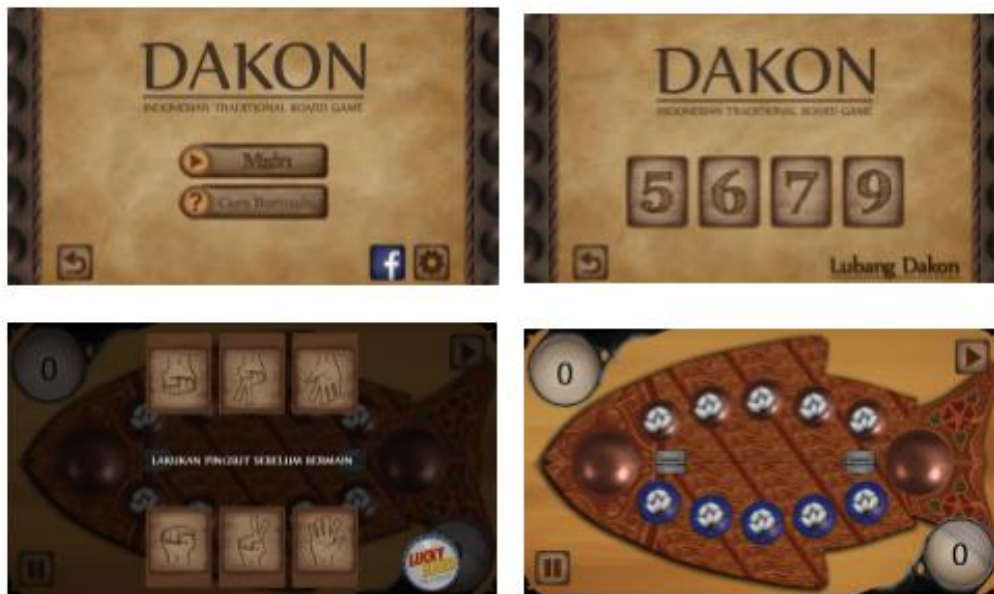


Figure 1. Screenshots of The Game Android Dakon

- Temple Rush: Prambanan has five elements containing the identity of Indonesian culture. On Textual elements, cultural identity is first displayed is the belief system in which the game is the theme of which is the building Prambanan temple for the Hindu religion. According to the belief, Prambanan temple was built in one of the night, making aided by supernatural beings. Textual second element is the system of knowledge. Published in the form of a narrative about the legend of the Prambanan temple. Textual next element is system technology and equipment. Display system manufacturing technology of the building in the past. In the Non-Textual elements, cultural identity is first displayed character and animation figure according to Jin who helped manufacture of the Prambanan temple trust. The next identity is art, presented in the background music using traditional Balinese songs. Furthermore background images using decorative traditional game. Based on the above analysis, it can be concluded that this game quite embody the cultural identity of Indonesia.

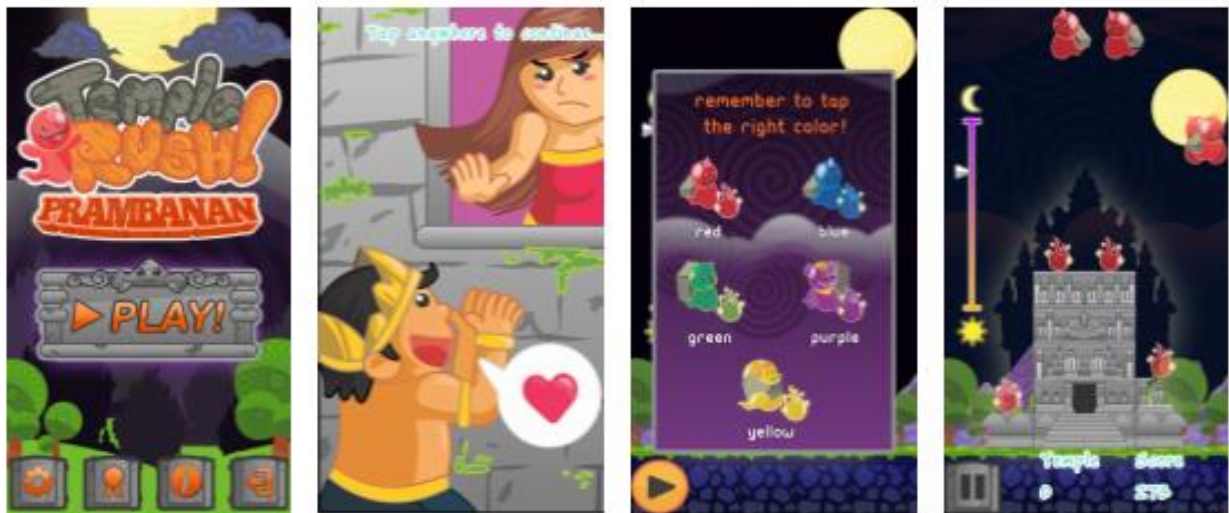


Figure 2. Screenshots of The Game Android Temple Rush: Prambanan

- Karapan Sapi has six elements containing the identity of Indonesian culture. On Textual elements, cultural identity is first displayed is the title game that takes the term of the language of Madura. The game adapts race and artistry of Madura Bull Race. The game also features a system to subsistence farmers on the island of Madura. Agricultural technology system is also displayed in the form of rice processing equipment that is used as an equipment race. In the Non-Textual elements, cultural identity and the character animation is displayed is the figure of the farmer from the island of Madura. Game also accompanied by music using traditional songs Madura. Based on the above analysis, it can be concluded that this game quite embody the cultural identity of Indonesia.



Figure 3. Screenshots of The Game Android Karapan Sapi

5. Conclusion

From the observations, analysis and its relation to the theory, it can be concluded that:

1. Globalization has contributed to the erosion of cultural identity of a nation.
2. The identity of the nation's culture can be passed on from generation to generation through appropriate media, selective and creative
3. Mobile Game on Android-based Smartphone can function as a culture medium for the younger generation pedidika
4. Content and information education can be delivered through the game to the user in two ways: Textual and Non-Textual
5. Mobile Game Dakon, Temple Rush: Prambanan, and Karapan Sapi is a game made by a local game developers. At those games the cultural identity of Indonesia presented in the form of Textual (narration, text, and game play), and Non-Textual elements (character, background, music, and animation).

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