ABSTRACT

PROMOTION DESIGN FOR EIZPER CHAIN AS THE FIRST BLOCKCHAIN GAME IN INDONESIA

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Eizper Chain is the first game that uses the blockchain system in Indonesia. Blockchain is a data encryption system that uses the cryptograph principle that are decentralized and transparent. This system is mainly used in cryptocurrency and NFT transactions which are currently trending in Indonesia. Even though it's trending, most of Indonesians only familiar with the terms and doesn't fully grasp the meaning of it.

As a new game that uses an unfamiliar system, Eizper Chain need more promotion so it can be more known to the public as their brand awareness increases. Also, seeing the fact that Indonesia is one of the countries that have the most active gamers (54.7 million active gamers according to Statista, 2020). Therefore, a promotion design for Eizper Chain is needed.

The qualitative method is used in this promotion design, including the data collection method such as observation, interview and document studies to find insights from the product and target audience. Through data collection and analysis that has been done, an event titled "NFT at The Tip of Your Fingers!" has been planned as a media to promote Eizper Chain. This event is hoped to be able to reach the target audience so Eizper Chain can be widely known in Indonesia, in Bandung to be exact.

Keywords: *Game, Brand Awareness, Qualitative Method, Event, Promotion*