Abstract

Today's digital era makes so many changes and developments in various sectors, one of which is the creative industry with one of its digital products being games. Today games are not only a medium of entertainment but also a media for advertising brands or services. The use of games as an advertising medium is known as advergame. The advantage of an advergame itself is that games are considered capable of being an effective communication medium and able to boost brand awareness of brands advertised in games. However, not many companies use games as an advertising medium, where products or services are placed in a game. One of the games with the advergame model is Game Selera Nusantara which is used as an advertising medium for Sasa products. This research was conducted to find out how game elements are presented in advergames. This study used a qualitative method where data collection was carried out by interview and observation methods and then analyzed by visual data analysis. After conducting research, it was found that Selera Nusantara game is an advergame with in-game advertising category. Then to make an advergame more optimal as a marketing communication medium and increase brand awareness, the game that is designed should understand the conditions of the target audience so that the game will be more relatable to the players. In addition, the placement and frequency of visual display in the game must also be considered, with frequent repetition of visualization of advertisements in the game, it will increase player's brand awareness of the brand.

Keywords: Advergame, Game, advertising, digital media, brand awareness