

ABSTRACT

GAME DESIGN FOR MEIJIN TOYS

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The market demand for a new game has continued to increase since the pandemic began, with reduced activities outside the home which forced everyone to look for activities inside the house, making games one of the main media that is frequently used by the wider community, especially in the teens to young adult age range. This study aims to describe game designers who can help Meijin Toys raise brand awareness and also introduce their products, so that they are expected to help Meijin products increase the number of enthusiasts. This research is a descriptive qualitative research. The data collection process was carried out by means of observation, interviews, questionnaires, and literature study. The data obtained were then analyzed using a comparative matrix analysis, with reference to five subjects, namely multimedia, games, user interfaces, user experience, and visual communication design. The study of the five topics is very useful for understanding how to design the right game to realize the goals that have been set, and is expected to be the right solution for existing problems.

Keywords: *Game, User Interface, User Experience, Visual Communication Design, Action Figure*