

ABSTRACT

The video game industry has experienced a major increase in the last 2 decades, in 2022 alone it is stated that the entire video game industry generates 60 billion USD, of course, with the huge opportunities in the video game industry, many young entrepreneurs are interested in opening their own video game development brand. , Naraten Studio is a new video game development studio that is currently preparing their first product, a narrative adventure game with a murder mystery theme. Even though they already have a plan regarding their first product they still don't have a plan regarding marketing their product and activating their brand, this is where designing a board game that will be able to help introduce their product and activate their brand will be very helpful. By supporting the principle of a hobby game that leads to the target market for Japanese animation lovers is very large in Indonesia, it is hoped that this board game RECITE can help launch video games owned by Naraten Studio. The design of this board game uses mixed method research, inductive data processing, and Customer Centric Product design in order to get the final board game result that can be easily accepted by the wider community.

Keywords: Board Games, Video Games, Brand Activation