

# CHAPTER I

## INTRODUCTION

### 1.1. Background

The Indonesian Army, as well as the other service branches, is being supplied with PT Pindad to defend their nation's defensive and security power. They are being supplied with handheld firearms, ammunition, and armored battle vehicles. Pindad's main headquarter is also located in Bandung in St. Gatot Subroto No. 517.

PT Pindad does make good weaponry. For example, the SPR 2 is a sniper that uses 12.7 x 99 mm caliber bullets that can hit 1,800 km distance with good accuracy, making it a good competitor against Barrett M82, where both shoot the same caliber with the same accurate distance.

In the fighter aircraft industry, PT Dirgantara Indonesia (Persero) has succeeded in developing many aircraft to increase national defense. For example, the N-219 reconnaissance aircraft, the CN-235 MPA fighter specifically for maritime missions and the CN-235 transport aircraft.

Currently PT PAL (Persero) is growing rapidly. In 2023, PT PAL won The Best IT Development & Innovation (Shipyard Industries) and The Best CEO for Corporate Digital Transformation of The Year. Besides that, PT PAL (Persero) manufactures Fast Patrol Boats (FPB), Fast Missile Boats (KCR) and is the lead integrator for the development of the newest Light Attack Ship (KSR).

But these developments in the military field are not widely known. For example, in The Game Awards 2022 the best action game Call of Duty: Modern Warfare 2 (2022) does not use Indonesian-produced military equipment. There are currently 184,797 active players. On the other hand, the growth of the game industry is predicted to grow in the future. The game industry market growth is predicted to experience positive growth globally until 2020 reaching USD 90 billion (Clement, 2023). According to the Chair of the Indonesian Game Association (AGI), the growth of the Indonesian game industry market is dominated by growth from PC games and mobile games (Mahardy, 2016). It can be concluded that the game industry market in Indonesia

has considerable potential to be used as a medium to introduce Indonesian military products.

With the rapid development of the weapons industry in Indonesia, the authors created a concept for the Arbook which contains army characters, types of weapons, war vehicles, and the background of war locations with the aim of increasing awareness of the types of weapons among young people who like to play war games.

## **1.2. Problem Identifications**

From the background described above, the problems can be identified as follows:

1. Young people who are interested in playing war games with a choice of weapons, a choice of foreign-made weapons.

The reason why the TNI and its weapons are less well known among teenagers is because the most popular video games feature foreign-made weapons. By introducing the types of weapons produced in Indonesia through the Artbook media, it is hoped that the younger generation will love domestically produced weapons more and be proud of Indonesian-produced weapons products.

## **1.3. Research Question**

From the problems described above, the research questions can be identified as follows:

1. How to design the main media for Artbook with the concept of a war game with a choice of various kinds of weapons produced by PT Pindad.

## **1.4. Research Scope**

To avoid misunderstandings and the extent of the problems studied, the author provides limitations or focuses on the problem:

1. What  
The media is an artbook concept design consisting of Indonesian National Armed Industries.
2. Who  
The main target of this video game is young people (around 18-23 years old). This is because many young people play war games through computer or laptop media for first person shooter genre war games.
3. Where

The research will be conducted in the city of Bandung, because PT Pindad is located in the city of Bandung.

4. When

The research development will start from March 2023 and end in June 2023.

5. Why

There is the potential for games as a medium for introducing Indonesian defense equipment

6. How

Artbook design consists of video game concept featuring Indonesian defensive equipments featuring PT. Pindad's creation.

### **1.5. Research Goal**

The goal for this research is as follows:

1. Increasing awareness of the younger generation about the types of weapons made in Indonesia.
2. Designing media that displays types of weapons, army characters, combat vehicles, war backgrounds.

### **1.6. Research Benefits**

#### **1. For the Academics**

This research can be used for a future journal regarding Indonesia military details and its design that's fitting for video game media.

#### **2. For the Writer**

The writer, as this is for a concept design, uses this research to train himself for their next project in the future, and hopes that this research is good enough for his final project.

### **1.7. Research Method**

In designing this first-person shooter genre war game, the authors used qualitative methods, namely data collection using observation, questionnaires, and literature studies because qualitative methods are methods that are suitable for the scope of art and design.

#### **1.7.1. Data Collection**

a. Observation

Observations in this study were carried out by paying attention to all the symptoms and phenomena that occur through the senses of sight and are carried out non-systematically, which means that they are direct and do not use certain instruments (Arikunto, 2013).

b. Literature Review

To fulfill and support the main data, the author will use existing literature data from books and journals to situate his research within existing knowledge. Literature study was conducted to collect data and information by using existing theories in books and other sources to strengthen perspectives so that they can be placed in context (Soewardikoen, 2013).

c. Questionnaire

Questionnaire is a data collection technique that is carried out by giving several questions or statements to other people who are usually called respondents (Sugiyono, 2012). Questionnaires will be distributed to respondents from young people or teenagers in the city of Bandung.

### **1.7.2. Data Analysis**

The author chooses to use matrix analysis method to compare existing visual arts to compare and to inspire the author as reference. To analyze the data, the writer chose the matrix analysis method. The matrix uses columns and rows to compare the entire data and draw conclusions. The objects being analyzed are aligned so that differences can be seen (Soewardikoen, 2019).

## 1.8. Research Framework

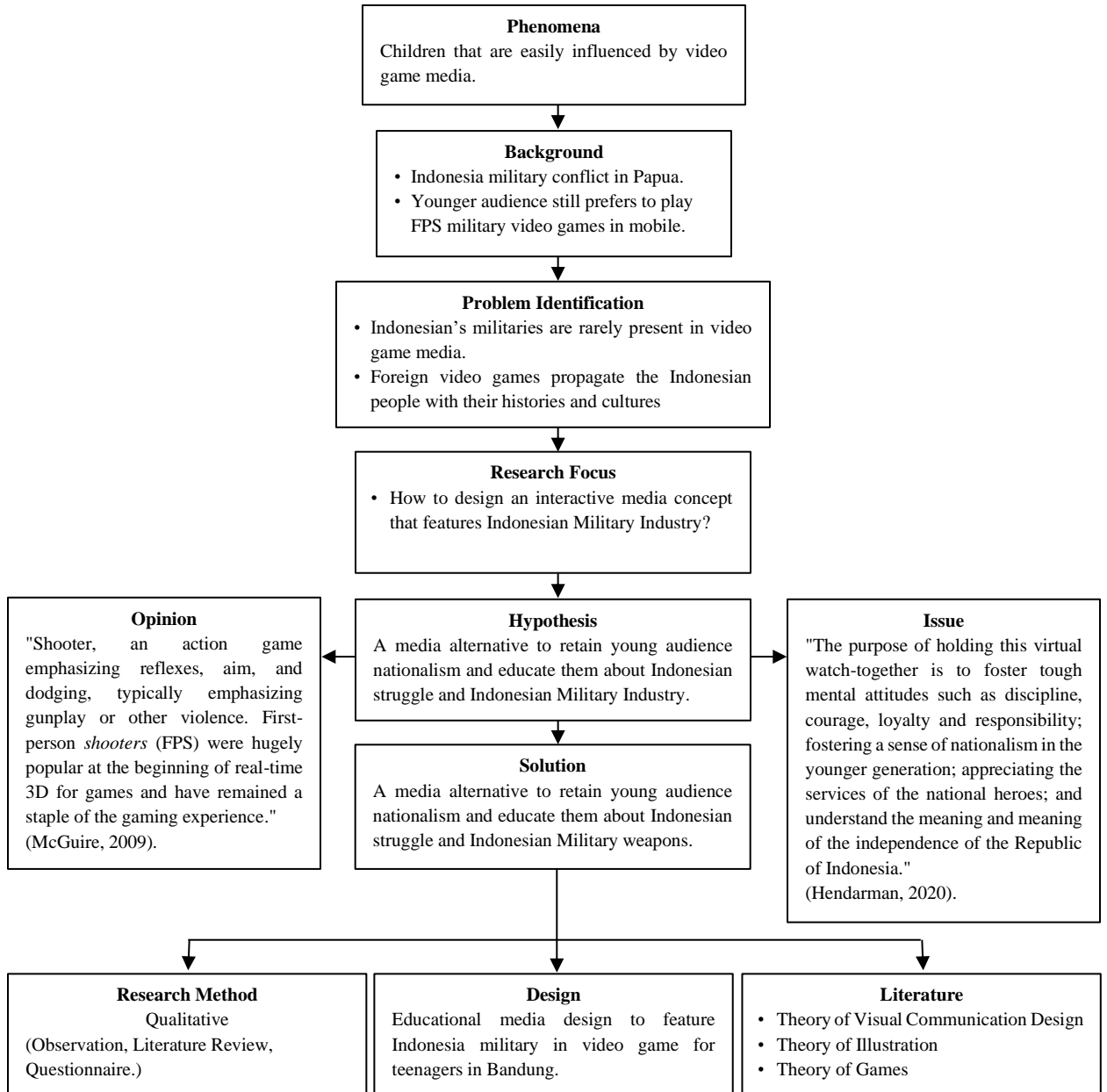


Figure 1.1 Design Framework  
Source: Personal Documentation

## **1.9. Writing Systematic**

### **CHAPTER I: Introduction**

The first chapter is an introduction that offers context for the topic/phenomenon, such as problem formulation, scope of study, design objectives, research techniques, and how to conduct them. Data collection and analysis, framework, and chapter division are all part of the process.

### **CHAPTER II: Rationale**

This chapter discusses the relevant theory as well as the reasons for the suggested study topic.

### **CHAPTER III: Data and Problem Analysis**

This chapter describes the author's actions, which include data from observations, interviews, and surveys, as well as the design steps and application of the theoretical foundation discussed in the preceding chapter.

### **CHAPTER IV: Data and Problem Analysis**

Based on the data analyzed in the preceding chapter, this chapter presents visual concepts and design results, including the application of visual aspects from sketch to final design.

### **CHAPTER V: Conclusion**

This final chapter includes conclusions on the design outcomes gained as well as ideas for improving the design results.