ABSTRACT

Indonesian horror films have become a highly popular genre due to their unique stories and mystical atmosphere. One of the well-known sub-genres in Indonesian cinema is the concept of Maternal Horror. This concept presents the role of mothers beyond conventional motherhood standards, categorizing them into the ideal Good Mother and the Bad Mother, who fails to meet societal expectations. Maternal horror films often depict mothers under pressure and stress, allowing the audience to gain a deeper understanding of the struggles and challenges mothers face. While horror films have successfully explored the concept of maternal horror, the Indonesian gaming industry has yet to tap into its potential. Adapting the maternal horror concept into the gaming industry offers opportunities to design unique and complex gameplay experiences. With the interactive nature of games, which allows players to engage directly with the narrative, the maternal horror concept in games holds the potential to enhance the narrative diversity of the Indonesian gaming industry. Through this final project, the author will design a game character inspired by the maternal horror concept. The research method used for character design is thematic qualitative, with data collected through literature studies and observations from the films Rumah Dara (2009), Pengabdi Setan (2017), and Perempuan Tanah Jahanam (2019). Additionally, data collection for game world-building involves a literature analysis of the Seblang culture from the village of Olehsari, Banyuwangi. The author employs several theories to elaborate on the maternal horror concept, including Creed's (2015) "Monstrous Feminine", Arnold's (2013) "Good Mother & Bad Mother", and Larasati & Adiprasetio's (2022) "Discourse on Maternal Horror in Contemporary Indonesian Horror Films". Theories on character design and game world-building are drawn from Bryan Tillman (2012) "Creative Character Design", and Chicca & Jose (2016) "Character Design: A New Process and Its Application in a Trading Card Game". It is hoped that the design of a character within a maternal horror game will provide players with a profound experience and contribute to the medium's popularity, thereby expanding the narrative possibilities within the Indonesian gaming industry.

Keywords: Maternal Horror, Good Mother & Bad Mother, Character Design, Thematic Qualitative, Game.