

## ABSTRACT

The video game industry is an industry that is growing rapidly in the world today, various video games have been made by developers all over the world, including Indonesian developers. In Indonesia, the video game industry received a positive response from the government and received a positive response from video game fans, content creators, the e-sports team, and the Indonesian Gamer Community and the Indonesian Game Association.

The development of the video game industry in Indonesia has not been spared from the influx of various video games from outside to Indonesia. With the entry of video games from outside to Indonesia, local game developers continue to develop their video games to be accepted by Indonesian game lovers and from all over the world. Not only the entry of video games from outside to Indonesia, e-sports competitions have also become an aspect of the development of the video game industry in Indonesia. With the e-sports competition, the development of the video game industry in Indonesia has bright prospects and can contribute to Indonesia's income.

The development of the Video Game Industry in Indonesia is also assisted by AGI (Indonesian Game Association), the Indonesian Gamer Community, content creators, and the government. To help local developers develop the video game industry in Indonesia so they can compete with well-known developers from all over the world. Even with the existing developments, local game developers still have difficulties in developing the video games they make in several aspects such as being constrained by funds, experts, and others. Besides that, there is still a gap in the development of video games in Indonesia itself.

The research objective is a direction that guides each research to find answers to the formulated research problems. The purpose of this research is to find out what strategies are suitable for Digital Happiness video game developers to implement to be able to continue to compete with foreign and local video game developers who have been influential in the video game industry and survive in the competitive video game industry.

The results of this study, so researchers provide relevant strategic proposals for Digital Happiness to complement the current strategy, the strategy is included in the growth strategy, namely into the external growth category, namely market expansion strategy or customer expansion strategy and partnership strategy. With the new strategy, Digital Happiness can continue to compete and survive in the difficult and competitive PC video game industry. In addition to the proposed strategy, researchers also provide relevant BMC proposals for Digital Happiness to complement the existing business model. With a relevant business model from researchers for Digital Happiness, it can strengthen the structure of Digital Happiness that currently exists and can continue to grow in the future.