

# The Strategy to Maintain an Incremental Game for Android Originated from Indonesia's Om Telolet Om Phenomenon Idea Using The SWOT-MAGIQ Approach

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**Abstract.** The gaming industry in Indonesia has begun to increase, accompanied by the emergence of many startups. In competition, game developers need ideas to develop game creativity. One of the simplest is adopting from the social phenomenon include Juragan Terminal game from Om Telolet Om. However, the triumph of the game depends as long as the phenomenal social is still trading tropically. Therefore, when social phenomena have faded, the game is no longer in the public spotlight. Developers are challenged to maintain the game application by attracting the attention of users or retaining the number of existing gamers. From the results of the SWOT-MAGIQ analysis, it can conclude that it must consider challenges and bonuses in the game. Therefore, users get satisfaction in playing games. The most important thing is how to maintain the game's quality. Thus, loyal gamers still like it.

**Keywords:** social phenomenon, game, SWOT-MAGIQ

## 1 Introduction

The Game Industry's rapid development began with the three largest game console companies' competition; namely PlayStation, Nintendo, and Xbox. Also, technological developments such as Virtual Reality, Big data, Cloud-based Services, Motion Sensors, Neuro-gaming, Cross-platform Integration, 5G Network, and Online Streaming add to the long list to encourage developers to produce more sophisticated games. The development of portable consoles where gamers can play anywhere, such as the Nintendo Switch and PlayStation Vita. Whether players want to compete in a prestigious game tournament, they can rely on a Personal Computer (PC). What is more, developers have begun to glance at Android or iOS as a gaming platform where the initial target is ordinary people who depend on their mobile phones. Based on a report from SuperData Researcher[1] in 2017, the game's overall revenue for a mobile phone is \$59.2 Billion, PC is \$33.0 Billion, and Console is \$8.3 Billion. Therefore, the income earned is more from the Mobile game which is mostly from the Asian region with a nominal value of \$36 Billion. Indonesia itself is said to be a growing game enthusiast, this explained in a report made by collaborations of the SuperData Research and

Unity Companies[2], of which around 192% market growth for users who install Mobile Games. This percentage is more significant in the world; even Indonesian gamers paid almost 50% of premium games.

Therefore, Bekraf (Badan Ekonomi Kreatif; Creative Economy Agency) is a non-ministerial government agency responsible for creative economy giving attention to the Game Industry which is assisted by AGI (Asosiasi Game Indonesia; Indonesian Game Association) as an organization that provides a container for all companies engaged in Indonesian games to encourage developers to expand business and have courageous to compete internationally.

Game developers in Indonesia have many formed as Startups, where the public has known several companies, especially from gamers, including Alegrium, Kidalang, Maximize Games, Tower Games, Own Games, Tinker Games, Toge Productions, Touchten Games, Agate Studio and many more. Some of their works have marketed to the public, such as Sage Fusion, Cute Kill, Battle Box, Dreadout (this game also made for Cinema Movies), Infectorator, and Save The Hamster.

The game application which they made is the result of creative ideas by looking for suitable themes. This theme use for a genre adapted to its categories, such as action games, adventure games, fighting games, role-playing games, simulations, sports games, and strategy games[3]. Also, a critical game that is Bush's Boot Camp by shooting shoes thrown at Bush, its made by T-Enterprise. Because at that time it was an incident that a trading topic.

In Indonesia, game developers also take ideas adapted from events that occur in society. The happening became a trading topic and even made a meme so that it called a social phenomenon, the purpose of making the game used for jokes or just for fun. Examples of games have inspired by a social event are Tahu Bulat (Round Tofu), Tiang Listrik, Kids Zaman Now, Emak Matic, and Juragan Terminal.

However, the triumph of the game depends as long as the phenomenal social is still trading tropically. Therefore, when social phenomena have faded, the game is no longer in the public spotlight. Developers are challenged to maintain the game application by attracting the attention of users or retaining the number of existing gamers.

In this study, we chose the Juragan Terminal game (adapted from Om Telolet Om) which is a simulation genre for Android which designed nearly the same as real-world[4] and copies of various real-life activities in the game form. Om Telolet Om is a bus's horn sound (sometime driver modify tunes), and the children will yell at drivers for honk the horn. This Juragan Terminal's application is a game collaboration by Agate and Own Games which installed by users as much as 1 million, 43,282 customers, and the game's rating is 4.5 score. The reason we chose Juragan Terminal was due to the responsive developer of game users as a service to consumers.

What is more, the way it works in this system relies on the tap of a finger on the smartphone's screen repeatedly which is called the incremental game or also known as the clicker. Because of these simple games that only use clicks can make players get bored quickly, this is also a difficult challenge for developers to add gameplay to maintain its quality. Therefore, a strategy is needed to support the game as corporate revenue.

## 2 Methodology

In determining the right strategy, a method needed. Some techniques that used in several studies are SWOT[5], [6], Balanced Scorecard[7], and Decision Tree[8], [9]. We chose SWOT because it represents the Strength, Weaknesses, Opportunities, and Threats of Juragan Terminal game application products by looking at the influence from internal and external sides to analyze the situation to get the best solution in the form of a framework.

The steps that prioritized for risk reduction from both gameplay weaknesses and threats from other similar game applications. Also, strengthening existing gameplay by looking at strengths and opportunities, by a ranking system. In other words, the highest ranking is an action that prioritized. There are several methods with a ranking system to handle these problems, such as Profile Matching[10], AHP[11], [12], ANP[13], [14], SAW[15], SMART[16], [17], and TOPSIS[18].

Merging of the two methods that often used in several studies is SWOT-AHP[19], however, based on research conducted by [20], SWOT can also combine with MAGIQ. The MAGIQ[21] was used to endorse the Analytic Hierarchy Process (AHP) result. However, the MAGIQ's ability to apply for other things with the aim of making the calculations quickly. The reason for the method is faster because the selection does not need to use a pairwise comparison scale as same as on AHP. Respondents only need to choose which ones they think are best (strengths and opportunities) and worst choice (weaknesses and threats), by comparing each entity. Examples there are A, B, and C entities, the question is choose which one the best substances, A, B, C?. If respondents choose C, then compare it again: which one is the best entities, A or B?. If respondents prefer A, then the result is  $C > A > B$  (A is the first rank, B is the second and C is the third)

Then each of rank will convert to a weight of ROC (Rank Order Centroid) which part of the MAGIQ concept method. There are three entities (A, B, C), then the calculation is  $A = (1+1/2+1/3)/3$ ,  $B = (0+1/2+1/3)/3$ , and  $C = (0+0+1/3)/3$ .

$$w_i = \frac{1}{n} \sum_{j=i}^n \frac{1}{j} \quad i = 1 \dots n \quad (1)$$

Where  $w$  = weight of ROC;  $j$  = the rank of the  $i$ th objective;  $n$  = total number of objectives.

This result mentioned is the weight which will insert into the SWOT matrix as the assessment for Juragan Terminal's game application. In other words, each the number of weight determined base on rank ROC on SWOT matrix, and it will calculate by MAGIQ's method. The steps that we are doing with to analyst reviewer's opinion on PlayStore and also play Juragan Terminal's game for analyst gameplay in detail to find SWOT attribute. After that, we do questioner to ten Indonesian gamers from the Japan Role-Play Game (JPRG) community with age 16-30 years who have experience 3-10 years which they play begin from consoles to Android. Their role is to choose the importance level each of attribute which weight was taken from ROC and calculate overall weight by MAGIQ to prioritize of handling problem on maintaining strategies. These are Juragan Terminal's gameplay generally found for consideration on SWOT analysis :

- a. Variant public transportation
- b. Variant terminal with visual and unique effect
- c. Kenek (assistant driver) and terminal sound effect
- d. Deposit bonuses from various objects and characters
- e. Double deposit in the mudik season

- f. The music with Indonesia's variant instrument
- g. Different special NPC
- h. Challenging achievement
- i. Global high score leaderboard

### 3 Result and Discussion

On SWOT-MAGIQ, assessment for each respondent chooses the level of importance as in Table 1. Later, the average calculated by adding the value of the importance level of each attribute divided by the number of ten respondents. To gain the priority value is the average value of each attribute obtained multiplied by the amount of SWOT; for example, attribute Tutorial  $0.19833 \times \text{Strength } 0.0625$ .

**Table 1.** Juragan Terminal's SWOT-MAGIQ Matrix. Internal Data Source

	Questioner										Average	Final Weight	Priority
	1	2	3	4	5	6	7	8	9	10			
<b>Strengths</b>	0.0625												
Tutorial	0.0 9	0.0 9	0.0 4	0.4 57	0.2 57	0.2 57	0.4 57	0.0 4	0.0 4	0.2 57	0.19 833	0.012 3958 33	1
Object appear when item upgrade	0.2 57	0.0 4	0.0 9	0.0 9	0.1 57	0.4 57	0.2 57	0.4 57	0.2 57	0.4 57	0.25 167	0.015 7291 67	2
Reward gold eggs and Bonus	0.1 57	0.2 57	0.4 57	0.0 4	0.0 9	0.0 4	0.0 4	0.0 9	0.4 57	0.0 4	0.16 667	0.010 4166 67	5
Understanding futur's function	0.0 4	0.1 57	0.1 57	0.2 57	0.4 57	0.1 57	0.0 9	0.2 57	0.1 57	0.1 57	0.18 833	0.011 7708 33	4
Comical graphic	0.4 57	0.4 57	0.2 57	0.1 57	0.0 4	0.0 9	0.1 57	0.1 57	0.0 9	0.0 9	0.19 5	0.012 1875	3
Sum Final Weight												0.0625	
<b>Weaknesses</b>	0.520833333												
No loading bar screen	0.2 5	0.2 5	0.2 5	0.2 5	0.7 5	0.2 5	0.2 5	0.7 5	0.7 5	0.7 5	0.45 375	0.234 375	2
No Mission	0.7 5	0.7 5	0.7 5	0.7 5	0.2 5	0.7 5	0.7 5	0.2 5	0.2 5	0.2 5	0.55 4583 33	0.286 4583 33	1
Sum Final Weight												0.520833333	
<b>Opportunities</b>	0.145833333												
Telolet's phenomenon	0.2 5	0.2 5	0.2 5	0.2 5	0.2 5	0.2 5	0.2 5	0.2 5	0.2 5	0.2 5	0.25 4583 33	0.036 4583 33	2

	Questioner										Average	Final Weight	Priority
	1	2	3	4	5	6	7	8	9	10			
Faster taps without lag	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.75	0.109	1
Sum Final Weight	5	5	5	5	5	5	5	5	5	5		0.145	
												8333	
												33	
<b>Threats</b>													
					0.270833333								
Important feature at place on strategic position	0.2	0.2	0.2	0.2	0.7	0.2	0.2	0.2	0.2	0.2	0.3	0.081	2
Achievement satisfaction level	5	5	5	5	5	5	5	5	5	5		25	
Sum Final Weight	0.7	0.7	0.7	0.7	0.2	0.7	0.7	0.7	0.7	0.7	0.7	0.189	1
	5	5	5	5	5	5	5	5	5	5		5833	
												33	
												0.270	
												8333	
												33	

The game usually has a loading screen at the start of a game. The function as the sign the game still progress, then a user will know that they have to wait. Juragan Terminal while starting a game make it a long process, using bar loading highly recommended. The critical part of the game has a mission or sidequest for a gamer to finish the jobs. Tasks usually are given challenges or difficulties that encourage players to try different types of games or change the atmosphere in the game. Juragan Terminal is hard to recognize where the mission in the game. However, the game had a changing atmosphere in the event to make it impact on the user, such as the appearance of a space rocket.

Achievement results also needed in the game, just like when working if an employee has reached the company's target, the employee will be given a bonus or reward. Likewise, the game requires gifts because the player has achieved the goal of the game (can be in the form of a mission). Example for Juragan Terminal; it has eggs gold bonus.

Later, the developer requires donations from the user to maintain the existence of the game. Usually, users prefer free games compared to pay. Because of that, the strategy carried out by the developer is to insert advertisements in the game. The insertion needs to consider with the invisible force of the user to press the advertising button. The placement must be more strategic, for example, the appearance of the advertisement is not too frequent and only when choosing a bonus or adding points. A sudden appearance and located in front of the screen will disrupt the view of the user when interacting with the game. Also, there are other ways besides inserting advertisements, that is adding paid features as an option for users who cannot wait to finish the game. Based on the SWOT-MAGIQ analysis, it turns out that social phenomenon is one of the essential mainstays in marketing in the gaming industry. The most important matter is that people receive real events that occur around them. For the phenomenon Om Telolet Om, it is certain that the recipient is Indonesia compared to other countries. Alias, other countries do not have the events of Om Telolet Om. If the developer was planning to open the market, promotion needs to be done to influence the community until they usually see the event. There are other cases where large-scale advertising

dissemination such as merchandise sales and animation until the society used to see it before the developer circulates the game. The other mainstay is to get loyal fans, that is passionate gamers who love the game by making a game as attractive as possible.

The last is how to maintain performance and develop gameplay to protect quality. It depends on game developers in response to user reactions to the game. Moreover, mobile technology has provided software upgrades quickly online, making improvements even faster. As the Figure 1, the Juragan Terminal's application has decreased from June 9th to June 21st in 2018 and on June 25th, how quickly the developer is improving performance and gameplay.



**Fig. 1.** Juragan Terminal's Gameplay and Performance Comparison

However, The challenge for developers is the satisfaction of users; there is a difference in comfort with ordinary users and loyal fans (for loyal fans, achievement occurs when increasing player's adrenalin. As a result, they are addicted to playing again). Therefore, for an analysis of satisfaction, it is necessary to conduct further studies.

## 4 Conclusion

As elucidate earlier, the Social phenomenon is an opportunity that cannot avoid. Therefore, society can accept the circumstances around them. Consequently, it can use as a fortune for developers inbuilt the game. However, two points must consider in developing incremental games, that is challenges and bonuses. The goal is done to arouse the ability of the player to complete a game mission. Therefore, the player can test the knowledge in mastering the game. In this case, suppose to get the highest score compared to other players, and it becomes a pride for players. Then bonuses are used as rewards for players to achieve success. That is why it is a challenge for developers to creatively develop games to obtain satisfaction for gamers who play them. Therefore, for satisfaction measure, further studies need to be done. The most important thing is to maintain performance and develop gameplay to protect quality which depends on the response to the user.

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