

Designing Games Selection Campaign for Children to Avoid Aggressive Behavior

Ibnu Alif Prabowo¹, M Hidayattuloh^{2*}

^{1,2}Visual Communication Design, Telkom University, Bandung, Indonesia¹

Abstract. Aggressive behavior is a physical or verbal exposure of emotions to a person or thing. Aggressive behavior can be triggered both from internal and external factors, one of which is video games, video games is a medium that can transfer the message to its users quickly even faster than watching movies. This is what causes the video game players more susceptible to behavioral changes due to video games which one of them is aggressive behavior. Moreover to the children. they at this age really enjoy the playing time especially playing video games. the danger that if they play inappropriate gamma videos at their age will be bad for them, for example aggressive behavior, therefore parents as the first responsible person are required to provide protection against gamma video that their child is not worth yet.

Keywords: Campaign, Social, Video Game.

1 Introduction

Aggressive behavior is a deviant behavior that can occur to everyone. Aggressive Behavior can be happen if the offender carries out actions that hurt the victim such as physically and psychologically and carried out intentionally. There are many cause that can triggered an aggressive behavior not only influenced by the inner self like as deep frustration and disappointment but also influenced by cognition and environmental factors like family and negative cultural influences. The perpetrators of aggressive behavior can be formed from children to adult. However, age groups of children to adolescents are considered to be vulnerable to the occurrence of aggressive behavior, this is because the adult category already have awareness and insight about themselves better than teenagers and children. Beside that the childhood to teenager is considered as an entropy for humans, the period is a time when human consciousness is still not neatly arranged. According to survey in 2015 by International Centre Research for Woman.

This research using various theories, that is, is the campaign theory, where the campaign is a process that is done in stages and done in a certain period of time with a specific purpose. Meanwhile, according to Venus, Cause Oriented Campaign is a campaign that aims to change a pattern of piker that will also affect the attitudes and behavior of the intended audiences [1]. Aside from the campaign theory, the author uses media theory. Where according to Chrysianti, media can affect the belief of the user by making reality and fantasy have in

* Corresponding author: hidayattuloh69@gmail.com

common with so the user will think that what he is witnessed is something real [2]. IGRS (Indonesian Game Rating Indonesia) is an institution was established by of the Ministry of Communication and Information which is tasked with providing ratings on video games circulating in Indonesia. The existence of IGRS base by Minister of Communication and Information Regulation No. 11 of 2016 concerning the classification of electronic interactive games. This is based on the mediation of the problem of blocking the game by KPAI which raises the pros and cons among the community. According to International Centre Research for Women (IRCW) survey in 2015, 84% children in Indonesia are the victims of bullying by their friends who have same age as them, this number is the highest in Asia for example Vietnam, Cambodia, Nepal, and Pakistan. Nine thousand children who were involved in this research were 12-17 years old. Other than that KPAI also recorded that there was a significant increment of the aggressive behavior by the teenagers in 2014 and The factor for children and teenagers to do aggressive behavior is not only affected within their selves but also affected by the environment where they learned the aggressive behaviors through watching and experiencing them. Media is one of the mediums where children and teenagers can learn those deviant behaviors. Base on the previous research, 69.5% of them were children and teenagers who liked to play game. This number is the highest compared to other media like television and smartphone. Video game is one of the most possible media which has a feedback with the players and has objectives and rules base on electronic that has a shape of a software application. Because of the way it works, interactive video game can distribute message and affect the communicant rather fast. In past 2016, there was a debate about the decision KPAI for blocking some of video game titles, the reason was because there were so many reports that was sent to KPAI about the shifting behavior of their children after they started to play online game. However this case has found the mediation by forming Indonesia Rating Game System (IGRS) which was built by the Ministry of Communication and Information.

Right now video game is not a luxurious thing nor can be played by a few people, now everyone can easily play video game, even from their smartphone. In fact mobile game players are increasing rapidly just because the access to the game is easy for the users. One of the survey institutions, named SuperData that collaborates with Unity Technologies, released a newest report about the development global mobile game market income had reached 40.6 billion US dollar (around 541 trillion rupiah) in that year. The increment is fifteen percent higher than the year before that reached 34.8 billion US dollar (around 480 rupiah). In 2016, based on Badan Kreatif Ekonomi Indonesia's prediction, Indonesia itself has reached 700 million UD dollar income, this number is higher than the total game mobile expenses in United State of America and Mexico.

With consumptive consumers, the world of mobile game in Indonesia needs to get more attention, especially for underage users. This matter surely will be a boomerang for children and teenagers, it can trigger aggressive behavior which is bad for themselves and other people around them. Certainly the parents will be the first people who watch their children. The survey, which is done by the writer, more than 70% of the parents said that game has many negative effects , the whole correspondents above are parents who know that their children play game and allow them, however there are only 43% of the parents who know which games that their children play, because of that they chose to take away video games from their children. From the explanation above can be concluded that underage video game players need to be watched, more importantly by their parents. Not all video games have negative impact for the players, there are so many benefits that the players can take from playing video game, as long as they play it wisely in this case, parent's surveillance. This matter encourage the writer to make a program or a campaign that can prevent aggressive behavior which is caused mobile game. This campaign is expected to increase parent's

awareness to watch their children and hopefully bring forth mentally better and healthier generation.

2 Basic Theory of Planning

In this study using various theories, among others, is the campaign theory, where the campaign is a process that is done in stages and done in a certain period of time with a specific purpose. Meanwhile, according to Venus, Cause Oriented Campaign is a campaign that aims to change a thinking pattern that will also affect the attitudes and behavior of the intended audiences [1]. Aside from the campaign theory, the author uses media theory. Where according to Chrisyanti, media can affect the belief of the user by making reality and fantasy have in common with so the user will think that what he is witnessed is something real [2].

3 Data Description

IGRS (Indonesian Game Rating Indonesia) is an institution was established by of the Ministry of Communication and Information which is tasked with providing ratings on video games circulating in Indonesia. The existence of IGRS base by Minister of Communication and Information Regulation No. 11 of 2016 concerning the classification of electronic interactive games. This is based on the mediation of the problem of blocking the game by KPAI which raises the pros and cons among the community.

The established of IGRS have a purpose. Among others:

- Helping maintenance in marketing electronic interactive products in accordance with the noble -values of Indonesia.
- Helping the community including parents in choosing electronic interactive games that suit the age group



Fig. 1. IGRS rating system (Source: google.co.id)

4 Method

The method was used in this study is AISAS (Awareness - Interest - Search - Action - Share). In addition, the authors analyze audience data based on segmentation, demography, psychography, and geography.

- Segmentation: Urban families, those who live and have activities in the city

- Demography

a). Social Class: middle high

b). Gender: Women and Men

c). Family classification: who have children under 18 years old

d). income: above 5 million per mount

e). Social culture: Modern and have education

- Psychography: Those who have more income so they can satisfy their hobby with their extra income.

- Geography: those who live in the city of Bandung, due to Bandung have growth rate in the creative industry is very rapid, including the game industry, the number of start-up game developers and support from the government and has a special place for the gathering of creative industry called "Bandung Digital Valley".

5 Research Result

5.1 Communications Strategy

Communication strategy used in this study refers to the consumer insight and insight problems reviewed, then both of these will be processed again to determine a message (what to say). From research conducted by author, consumer insight obtained among others:

- Parents want a harmonious family between their members
- Parents always give their family the best in everything
- Parents who want for good children's development in intellectual and physical fields
- Parents provide the best protection to other family members from outside influences
- Then the problem insight that goes from the problem of games that the author is as follows
- Parents do not know much about video games so protection for their child not maximized.
- Parents who consider dangerous games prefer not to allowing their children to play video games.
- Parents has busy so that the reason why they not controlling their children while playing video games.
- Parents only set play time, but not the game content played by their children.

By processing consumer insight and insight problems, the author finds what to say that can describe both, "with IGRS, Adventure with them".

From what to say that in can then it will be the title of the campaign. This campaign has the title "Familiar with the Game", the title was chosen because it implements to more friendly with video game.



Fig. 2. Logo Design (Source: Author Documents)

5.2 Media Using Strategy

To know the pattern of consumers and associated with campaign messages, the authors use AISAS to understand consumer patterns that can be used as an approach in the use of media in this campaign. The description of AISAS in this study is shown in the table below.

Table 1. Description of AISAS

Attention	By providing knowledge about the problems that occur in the target audience, they are expected to pay attention to the campaigns created. The media used at this stage is a motion graphic educational video that is distributed to parents through the social media application Facebook and what Sapp, this video sourced from a YouTube account campaign "Akrob Dengan Game".
Interest	At this stage, after making the target audience aware and aware of the problems that occur, the next campaign will provide information about the solution of the problem. The solution is a finding of research conducted by the Institute of IGRS and Parental Control, both of which will be informed to the target audience using video motion graphics media. At this stage rational approach is used considering the message conveyed is educative and needs to be delivered formal but still light. The news provided is about what is IGRS and how to implement parental control in terms of video games.
Search	At this stage if the target audience is more interested in the given solution and want to find more information needed to handle the problem then it will be given information about the application through motion graphic video. This application is as a medium to make it easier for the target audience to find information and monitor what games their children play.
Action	The action section is a part of the action where the campaigner interacts directly with the Target Audience. But in this case the use of applications as the main media is the expected action at this stage. Parents get information from applications that also control their children. the latest information about games is given to parents so the controlling to children can be effective because it has sufficient knowledge about the video games, especially mobile games, and on the other hand the children also do not feel supervised because parents have at least a knowledge equivalent to them.
Share	And the last stage is still using the app, the person can report a game that has not been registered in the IGRS directory to them, then IGRS will immediately give a rating according to their standards and will be published through the application again, meaning that this information is also useful with other users.

As mentioned in the table above, in this campaign there are main media and supporting media. The main media used in this campaign is the mobile application.



Fig. 3. 'Akrob dengan Game' campaign app (Source: Author Documents).

6 Conclusion

By doing to the problems that occur that the relationship of video games with aggressive behavior found that the content of the video game gives an impact to the player one of which is aggressive behavior. parents already have a negative impact on the game more than the positive impact. Following the lack of knowledge to distinguish a video game content, instead of monitoring the content played by most parents, it is preferable to only monitor in the course of time rather than the content. Surely this is not considered to be an effective and efficient supervision, so it is designed to educate parents that content oversight is important and provide a new view of video games, that the video game also has a positive side.

References

1. Venus, Antar. *Manajemen Kampanye*. Bandung: Simbiosis Rekatama Media. (2009)
2. Dewi, Irra Chrisyanti. *Psikologi Media*. Jakarta: Presentasi Pustaka. (2015)