

## 1. LOA

08/02/2019

INCITEST 2019 - Letter of Acceptance

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### INCITEST 2019

2nd International Conference on Informatics, Engineering, Science and Technology  
Aula Smart Building UNIKOM, 18 July 2019  
Website: <http://incitest.unikom.ac.id>  
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Date: 8 February 2019

#### Letter of Acceptance

Dear Authors: ~~Andri Sahata Sitanggang~~

We are pleased to inform you that your abstract (ABS-192, Oral Presentation), entitled:

**"E-creative Industry Based on Japanese Culture"**

has been reviewed and accepted to be presented at INCITEST 2019 conference to be held on 18 July 2019 in Bandung, Indonesia.

Please submit your full paper and make the payment for registration fee before the deadlines, visit [our](#) website for more information.

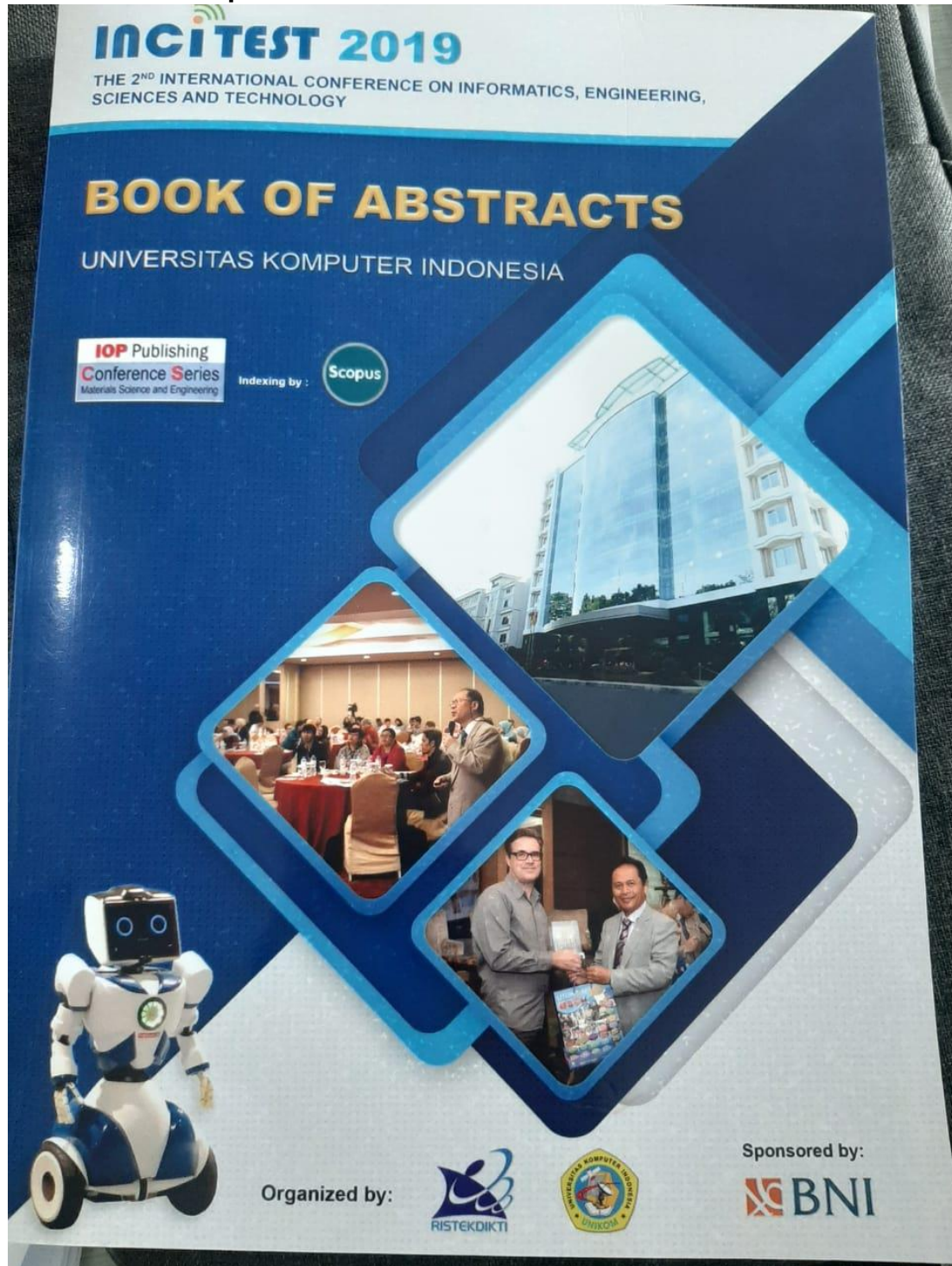
Thank You.

Best regards,

A handwritten signature in black ink, appearing to be "Poni", enclosed in a blue rectangular box.

~~Dr. Poni Sukaesih Kurniati, S.IP., M.Si~~  
INCITEST 2019 Chairperson

## 2. Halaman Sampul



### 3. Daftar Isi

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## E-creative Industry Based on Japanese Culture

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# E-creative Industry Based on Japanese Culture

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**Abstract.** The purpose of this research is to identify the development of Indonesia creative industry influenced by the Japanese culture. The method used in this research was descriptive with literature method, using an online article, library books, and other printed media to get a result according to an overview of the situations related to the variable being examined. The result of this research is to see how far the development of Indonesia creative industry influenced by the Japanese culture. This research was done by discussing the influence of Japanese culture in the development of Indonesia creative industry and the hope of the creative industry in Indonesia in the future. From the movement of this creative industry developed by the young generation of Indonesia now, it is hoped that the entry of Japanese subculture coming to Indonesia will be introduced properly and correctly will adjust both the ethics and morality of Indonesian culture, whether it is popular Indonesian culture or subculture.

## 1. Introduction

Some examples of Japanese culture that can be seen influencing in other countries are Comics (Manga), Cartoons or Animations (Anime), Japanese Fashion, and Food. With the uniqueness of each form of Japanese culture successfully spread the influence of culture not only in the East Asia region, but also enter the Southeast Asia region, and one of the countries in Southeast Asia that gets the influence of Japanese culture which will be discussed further by researchers is Indonesia. Indonesia creative industry in recent years is making great progress. Many local artists are influenced by Japanese culture art. They are making many illustrations using Japanese anime style. Japanese culture also influenced a few local creative industry, for example, is a local developer game. Because of that, the creative industries in Indonesia is making Indonesia economy increase [1].

Mao-lin, Wang Jun Tang said, with the advent of the knowledge-based economy and the pace of rapid technological development, in the world, especially in developed countries and regions, new types of creative industries are increasingly focused [2]. In the development of a nation, it must be supported by a strong economy, as well as a productive and understanding society of technology. Economic growth does not depend solely on natural resources; the creative industry is one example. As studied by LI Wu-wei, WANG Hui-min, the creative industry provides considerable economic benefits for the community on the one hand, on the other hand, the creative industry is also closely related to its strong function of changing the way of economic growth [3]. Diana Barrowclough and Zeljka Kozul said, In developing countries, creative industries are not only assessed from social and cultural [4]. The creative industry in Indonesia is experiencing a huge increase. According to CHU Jin-feng, the creative industry was created through a fusion of traditional cultural thinking with digital technology, a manufacturing service



industry with a consumer service industry [5]. Therefore, creative industries consist of many things, such as food, music, visual communication design, product design, and application and game development.

Today, creative industry businesses are so important because they will strengthen a country's economy. As explained by Christian Rammer, they support innovation in various other sectors through creative input, such as ideas for new products, additional products, and services, or marketing support for product innovation. They are also important users of new technologies and demand innovations from technology producers, especially information and communication technology [6]. In this case, there are so many creative industries that we see everywhere, like traditional clothes mixed with modern motifs. As researched by Fikri ZulFahmi, the traditional culture industry is much less dependent on human capital and urbanization economy. The results of this study indicate that policy strategies aimed at the creative industry will be able to be applied in quite advanced areas provided they have sufficient human capital and economic diversification [7]. When seen, there are indeed many creative industries that gather in big cities in Indonesia. Recent research shows that such innovative activities, especially in producer services and creative industries, are concentrated in high-tech groups in globally connected cities. The development of these cities is influenced by ongoing structural changes and initiatives by the government and companies [8]. According to Qidi, Wu, smart people are necessary and important resources in the creative industry. The creative industry directly produces value without the need to consume a large number of material sources [9]. The game industry in Indonesia is still very new, and there are very few game developers in Indonesia. In contrast to Android-based application game developers, which usually consist of several people, PC game developers need lots of people and a large cost.

According to Eddy Soeryanto's book, there are several factors that must be owned by an Entrepreneur himself, but can also be applied by a Developer Game, namely: The Creativity, Creative Produces something new by adding its value. This value added is not only recognized by entrepreneurs alone but also by audiences who will use these creations. The Commitment, Have a high commitment to what you want to achieve and result from your time and effort. The Risk, ready to face risks that may arise, both financial, physical, and social risks. Moreover, the reward, the main award is independence or freedom, followed by personal satisfaction while reward in the form of money is usually considered as a form of degree of success of the business [10].

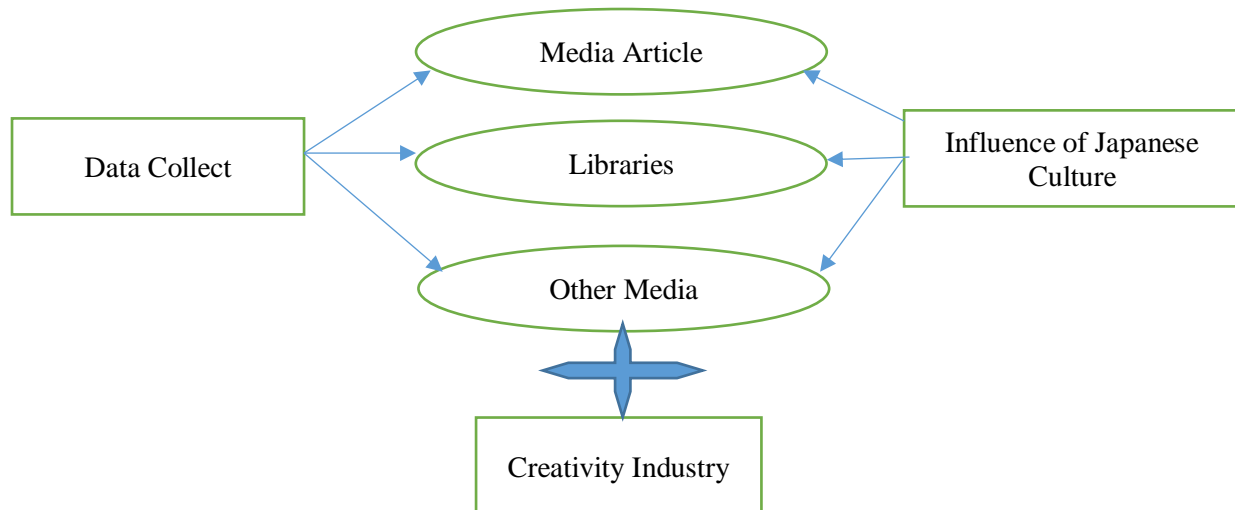
My purpose in doing this research is that I want to know how it affects the development of creative industries in Indonesia, especially in developing video games. Lately, the development of Game Development in Indonesia is quite good. Especially in the game making section for PCs. According to predictions from the Indonesian Creative Economy Agency, the value of the game market in Indonesia has increased from year to year. Games such as Dreadout and Legrand Legacy are examples of successful Indonesian games on the world market. When viewed from the appearance, the two games can be said to be affected in Japanese culture. Japan's own culture today in Indonesia is very well known. Every year there is something called Matsuri or other events related to Japanese culture. We, as Indonesians, must continue to maintain the culture of our nation, which is not forgotten. Therefore, we can take advantage of foreign cultures that enter Indonesia. What needs to be done by Indonesian people is learning to adapt and benefit from the entry of Japan's creative industry to develop the progress of its creative industry [11].

The purpose of this research is to identify the development of Indonesia creative industry influenced by the Japanese culture. The method used in this research was descriptive with literature method, using an online article, library books, and other printed media to get a result according to an overview of the situations related to the variable being examined.

## 2. Method

This study used descriptive with literature methods through online media articles, libraries, and articles from other media to get appropriate results, which will then be examined how the development

of Indonesia's creative industry, and also the influence of Japanese culture. For the description of the method can be seen in (Figure 1).



**Figure 1.** Research Method

Data collection is needed to get information about all Japanese culture that developed in Indonesia, and analyze what components affect it. The collection is done from several media to compare existing studies and obtain conclusions based on data and facts that occur. After comparing, it determines the factors that become the center of industrial creativity in Indonesia with the presence of Japanese culture. After that make a connection between what happened between Japanese culture and the creative industry in Indonesia.

### 3. Results and Discussion

In this study will discuss two games made by Indonesian developers, and have been quite successful in the world market. Both games are Dreadout and Legrand Legacy. Dreadout is a survival horror-themed game released on May 15, 2014, by Digital Happiness. This game was released for Microsoft Windows, Mac OS X, and Linux. I discussed this game because Dreadout was inspired by a Japanese game called Fatal Frame [12]. It can be seen in Figure 2.



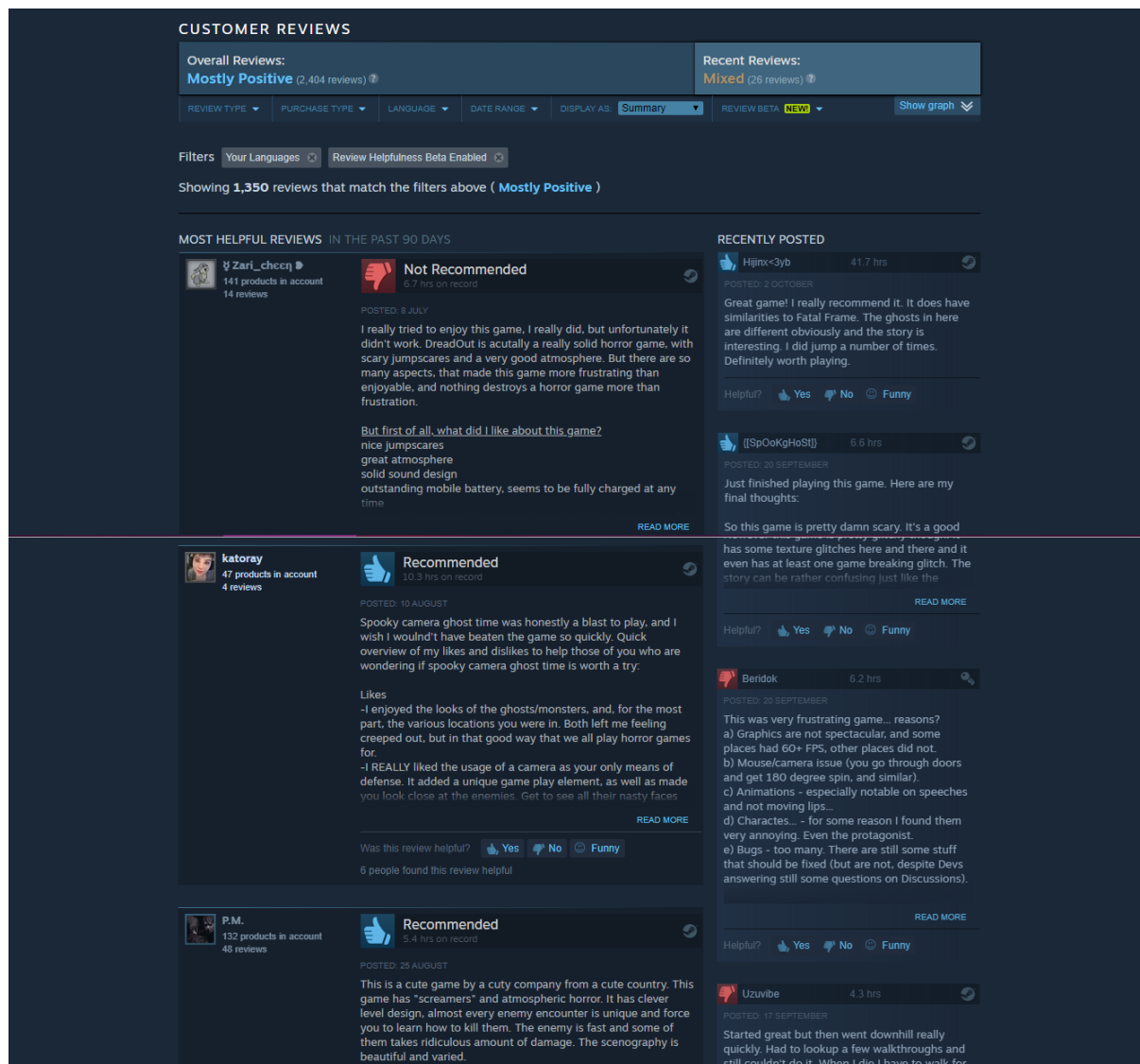
**Figure 2.** DreadOut [12]

Dreadout gameplay mechanics itself, which takes photos of spirits using a smartphone, so just enter shooting and shooting mode, ghosts who are within your camera range will be repelled, take damage, and eventually be defeated. This mechanic is very similar to the Fatal Frame game developed by Tecmo, a Japanese developer. An example of the results of taking a photo is shown in Figure 3.



**Figure 3.** Fatal Frame and DreadOut Gameplay [12]

If in the Dreadout game, the player defeats the enemy by using the Smartphone camera, Fatal Frame defeats the enemy by using an antic camera called Camera Obscura. Although inspired by Japanese games, Dreadout has its original feel that is full of Indonesian culture. Dreadout successfully released on the world market and got a positive reaction. From the data I see, Digital Happiness as the game's developer, in the first two months of sales through Steam's digital distribution platform, earns around 1 billion Rupiah is shown in Figure 4.



**Figure 4.** A Positive review of DreadOut [12]

The next game I will discuss is Legrand Legacy. Game developed by Tinker Bell from Bandung. This game was released on January 24, 2018. This game was released for the PlayStation 4 platform, Nintendo Switch, Xbox One, and Microsoft Windows. Legrand Legacy offers gameplay mechanics that are quite familiar among all of us, namely RPGs. Gameplay on this one is hard to resist because every game that carries RPG gameplay has something different. Most developers define RPG as a genre that allows you to choose the destiny of your character through a series of actions and consequences that must be borne. As for the Japanese RPG, apart from the linear concepts that are always offered, the design of the world, the characters, stories, to the monsters that they stretch often end up charming and surprising at the same time. This explanation is shown in Figure 5.



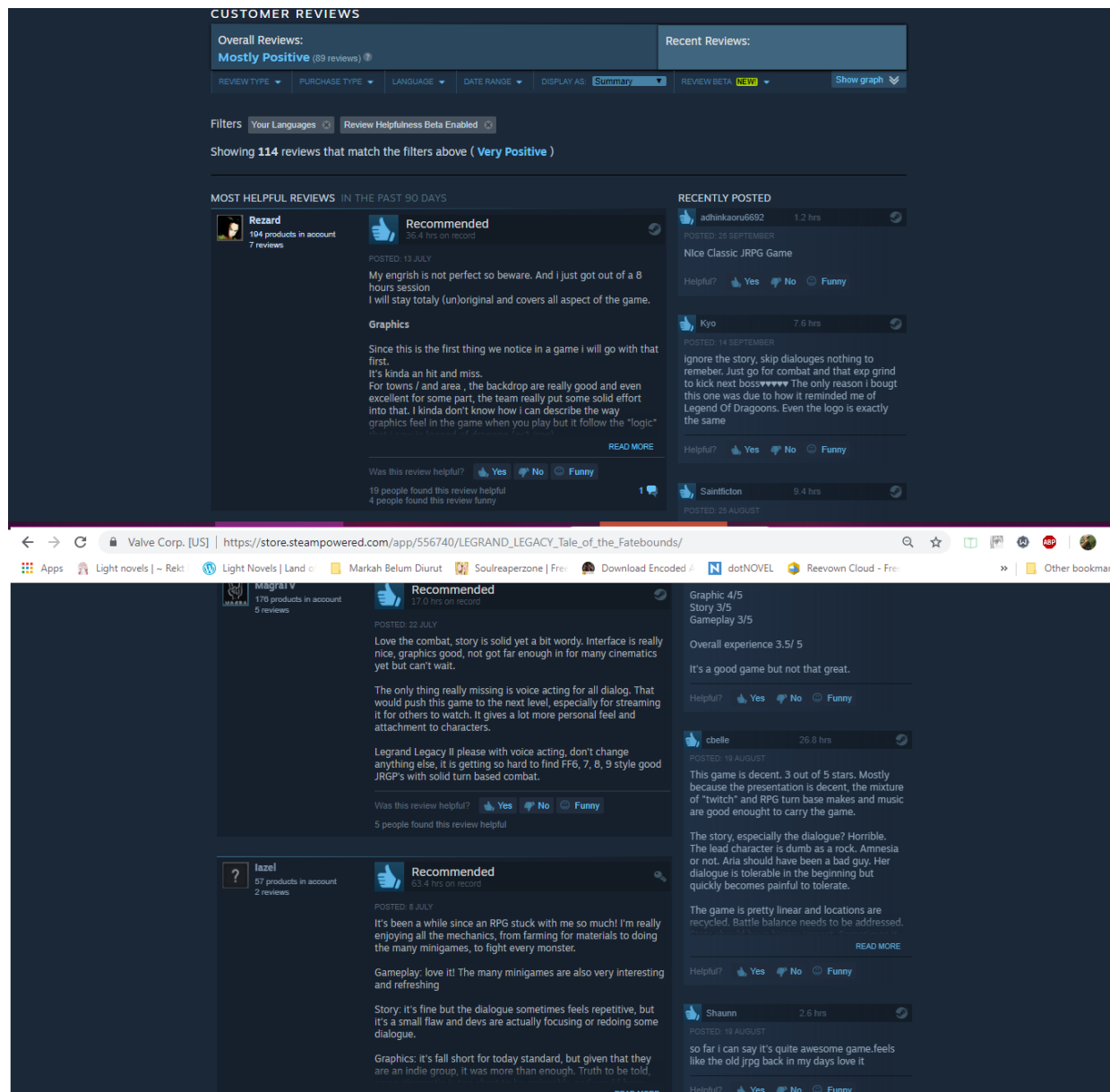
**Figure 5.** Legrand Legacy [13]

For Indonesia itself, game developers who use the RPG genre cannot enter something unique and different in the gameplay. To attract a larger and wider market, they will usually choose one of the western RPG styles or east RPG that is dominated by JRPG; then they will add, improve, and perfect it at some point. This is what Tinker Bell did to their RPG game, Legrand Legacy. Although visually Legrand Legacy is not very good, but visually artistic, they can produce visuals where the impression of fantasy is felt that is usually owned by JRPG games. The following is an illustration of the game shown in Figure 6.



**Figure 6.** World Setting in Legrand Legacy [13]

Some descriptions of user opinions about the game. The results of the review stated that they were challenged with the game, because the specifications were not too high, but had a good performance. The game gives an impression and experience that is different from other games. The following is the user's explanation in Figure 7.



**Figure 7.** A Positive Review of Legrand Legacy [13]

#### 4. Conclusion

The influence of Japanese culture in the development of Indonesia's creative industry, especially in the gaming sector, was quite large. The development of new game development in Indonesia, making game developers take the existing genre, and process it to have something unique from other games. This makes the game development industry in Indonesia grow. These developments will open new markets for creative industries in Indonesia. Judging from the success of the Legrand Legacy game and the income earned by Dreadout can be evidence that the opportunity to become a game developer is still wide open in Indonesia. Results that are so positive prove that Game Developers in Indonesia can compete with the world game market.

#### Acknowledgments

On this occasion, the author expressed his deepest gratitude to Mr. Dr. Ir. Eddy Soeryanto Soegoto as Entrepreneurship Lecturer and Chancellor of the Universitas Komputer Indonesia.

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