

CHAPTER I

THE BACKGROUND

1.1. The Introduction

Game, according to Abt, is “an activity among two or more independent decision-makers seeking to achieve their objectives in some limiting context” (qtd. in Smith 6). The decision makers consist of player(s) – who decides the movements they take in a game, and the game maker – who decides response for each player’s movement. Nowadays, player(s) can play a greater variety of games than before because of the many types of games (genres) available such as: action, strategy, role-playing, simulation, or first person shooting. These games can also be played in many forms (platforms): dice, board, or electronic – the last one now becomes a trend because it provides more satisfaction by displaying the game process on display devices such as TV, LCD, and PC monitor.

By the increasing development of technology, electronic games can now be played in many different devices. They are in Xbox, PlayStation, Nintendo, Sega, and PC (computer). The last device is one of the greatest sources of fun. It is not only fun for adults, but also for children too.

“Playing computer games is one of the most entertaining activities

not only for adults but also for children; people spend money on purchasing those games for being able to spend their free time on an enjoyable activity” (Bakar 1). Thus, computer games provide what every gamer needs in life: fun.

Since 1990’s the Internet has made a significant impact on almost all aspects of human life. The word ‘distance’ in communication has been eliminated. Millions of online businesses have emerged as the Internet enlarges the scope of its market. Ebay.com, Amazon.com, and Alibaba.com are examples of big online businesses that have customers around the world.

Due to the great development of the Internet, computer games now can be played online too. Players interact with each other without distance limitation. Online games can accommodate players regardless of where they are at the time. Therefore, it is likely that people’s tendency to enjoy playing games increases significantly.

However, players usually do not have a significant concern of the content of the game they play. This is what will affect the player mentally. Games may send both positive and negative ‘messages’ into people’s mind although nowadays the content is much more associated with negative topics. There are two phenomena which illustrate and prove the great impact of a game. First, “A young man died after a marathon video game session in China” (“Obese Online Gamer Dies Playing”). Second, a more tragic one is when “a boy killed his mother because she took a CD

game away from him” (“Teen Daniel Patrick Shot Head His Mum in Halo 3 Row”). Those two real events above are examples that promote the negative association of games.

“The ‘magic’ of a game, however, actually began around the year 1969 when a two-player game was developed with the basic aim for education” (Gupta par.2). Besides, according to Raph Koster's thesis, games are all essentially "edutainment", they teach us the skills we might need in real life in a safe, low-stakes environment (46). Some educators use games to transmit knowledge to the learners. It could be their belief that a learning environment that promotes interest and enjoyableness could make the learning process faster and easier.

Considering the great impact of games on the players and a moral need to give players positive “messages”, a good game must be created. The good game that can be built is the one that offers players to study and increase their knowledge on a specific field. The game should also provide satisfying features and content which consists of some increasing steps to gain knowledge beginning with basic theories and concept of a subject.

Eduaddict is a web browsing game which stimulates students' learning in and out of the school. The learners can increase their knowledge mainly by answering a test consisting of several questions. This way, the learners can check their level of understanding in a specific field. This could also help learners to read more materials to be ready to answer the questions, and also make ‘memory reinforcement’ in the way that they will practice

what they have learnt. Because it is a game, gaining satisfaction after playing it is a must. Hence, Eduaddict must assure skeptics that although it is educational, the game is still totally fun and has some features like other popular games such as graphic details and a good story line.

1.2. The SWOT Analysis

There are three strengths found in Eduaddict. First, the game adopts MMORPG (Massively Multiplayer Online Role Playing Game) genre. This genre enables the player to take a role from beginner level, and by obtaining experience continuously, they can level up to the highest possible one. This genre is often considered as the most addictive one. Second, this game is unique as this is one of a few games where students can play a game and study at the same time. A lot of materials for Mathematics, Economics, and English are given in the game. Third, the game does not require a high computer specification and Internet connection. The graphic details are created in a simple but interesting way. This makes more people able to play this game.

There are two weaknesses that Eduaddict has. The first is that although enjoyable, the limited questions given in this game makes the players have less hours of playing. After taking ten questions, the players can still play but will gain no more experiences to level up; this generates tendency for them to stop playing. Second, players need about 10-15 minutes loading time for their first time playing this game. This considerably long time may be a main concern for players.

Eduaddict has also a big opportunity. It has a very large potential market. The statistics from [Internet World Stats](#) shows that by March 31, 2001, the number of Internet users goes to 30.2% from world population or equals to 2,095 billion people. Hence, the increasing number of Internet users may also increase the percentage of them who play online games. Besides, not only can the game cover regional students, it can cover more and more potential users internationally. Another opportunity comes from Indonesians' high interest of educational games. A little business research was conducted by Google Trends and Google Insights. The result shows that Indonesia has the highest interest in educational games.

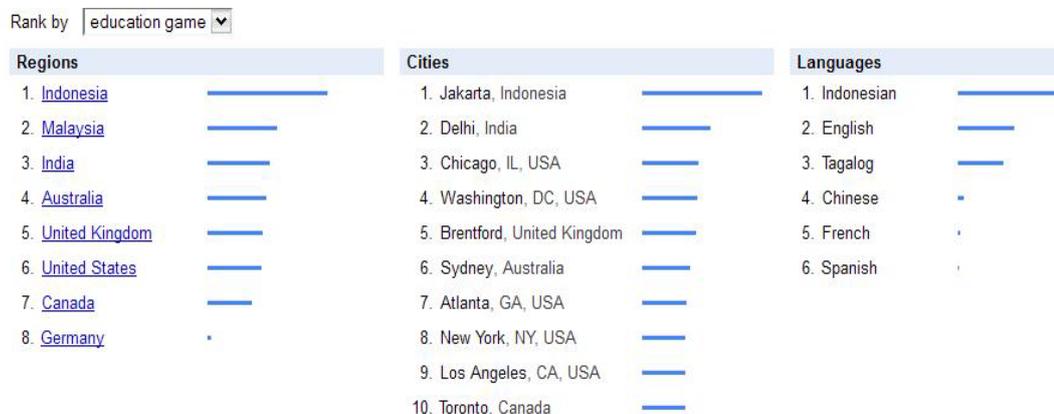


Figure 1.1. Interest in Education Games by Google Trends



Figure 1.2. Interest in Education Games by Google Insights

The threat that Eduaddict has comes from competitors. They are the ones who provide web-based games with the MMORPG genre, such as Canaan Online, Pet Forest Online, Deadlands Online, and Edragon Online. Each of them is an easy-built game which means a lot of people can simply employ a web designer to create it. Besides, there may come many more potential games (with educative contents) in the future. Another threat is that students have a limitation of time to play – when they have to deal with lots of assignments, homework, and exams. At that time, students have less time to do anything else, including playing games because some of their parents require them to put their schoolwork at the highest importance.

1.3. Vision and Mission

1.3.1. Vision

Eduaddict becomes the most popular game in the world for students to boost and practice their knowledge in English, Mathematics, and Economics.

1.3.2. Mission

By its tenth year anniversary, Eduaddict becomes one of the most addictive and challenging games in the world for students to boost and practice their knowledge in English, Mathematics, and Economics.