ABSTRAK

PERANCANGAN PROMOSI PET WAR CARD GAME

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Permainan Kartu adalah permainan yang sudah tidak asing lagi untuk para remaja Indonesia. Setelah melakukan wawancara singkat dengan sekelompok remaja yang sedang bermain kartu di sebuah café di Bandung, diketahui bahwa permainan kartu lebih disukai karena lebih mudah dibawa kemanapun, dan juga dapat mencangkup banyak orang dalam sekali permainan.


Tiga Tahun berjalan dari terbentuknya Pet War, tapi dari pembuat Pet War sendiri masih merasa belum puas dengan promosi yang sudah dilakukan selama itu. Terbukti ketika dilakukan wawancara kepada remaja Indonesia ternyata masih banyak yang belum mengenal Pet War terutama remaja Indonesia di luar pecinta komik dan manga Jepang.

Maka dari itu, tujuan dari perancangan ini adalah mengenalkan Pet War kepada para remaja Indonesia di luar pecinta komik dan manga Jepang sebagai sebuah permainan berbasis kartu. Akan digunakan media-media yang dekat di kehidupan sehari-hari remaja, yaitu Poster, Sosial Media, dan Voucher. Dengan sosial media sebagai media utamanya digunakan aplikasi Line yang sedang menjadi trend di remaja saat ini dan apps yang akhirnya akan terhubung dengan Facebook.

Melalui perancangan promosi ini, remaja dapat lebih mengenal Pet War sebagai salah satu permainan kartu yang dibuat oleh orang Indonesia sendiri. Sehingga remaja dapat sadar kalau kemampuan orang Indonesia sudah sangat maju dan patut untuk dihargai.

Kata Kunci: Indonesia, permainan kartu, remaja, sosial media
Card Game is well known among Indonesian teenagers. After conducting a short interview with a group of teenagers playing cards at café in Bandung, it is known that card game is more favourable than any other game because it is not that difficult to bring and also it can include a number of people in one game.

Canvas Ranger PetWar Card Game (CRPW) is one of many original Indonesian Card Game who can lift up Indonesia Culture, that is Indonesia Pop Culture. There are two editions of Pet War, both having 6 characters each, that become IP (Intellectual Property). Although the 12 characters in not lifted Indonesia Pop Culture, but all of them are made by the Indonesians.

After three years of publishity, the game maker is not well satisfied with the promotion result. It is proven when we interviewed Indonesian teenagers, a lot of them did recognize Pet War specially teenagers outside Indonesia Comic Community.

Therefore, the purpose of this plan is to introduce Pet War to teenagers outside the Indonesian Comic Community as the target. We will use media close teenagers daily life, like Poster, Social Media, and Voucher. With social media as the main media, we will use Line, the mobile apps that almost every teenagers use, and Website apps that in the end is connected to Facebook.

Through this plan, teenagers can recognize Pet War as one of many Original Indonesian Card Games. With the result, Indonesian teenagers can be aware that the Indonesian people ability is already advanced and worth appreciation.

Keywords: Cardgame, Indonesia, Social Media, Teenagers
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