

# Public Service Announcements Reducing Game Impact On Children

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**Abstract**—Yogyakarta is a city in Indonesia with the nickname of the student city. The potential of education in Yogyakarta is not only recognized by the local community, but also by people throughout Indonesia. The rise of modern games, such as video games or various computer-based games has made students in Yogyakarta especially children switch from traditional games. In the play sometimes children do not know the time so often forget the time. The negative impact of online games is increasingly affecting children. Tend parents to allow their children to play the game. The online Yogyakarta is a city in Indonesia with the nickname Yogyakarta is a city in Indonesia with the nickname game has mushroomed from a long time in Indonesia. The spread is very fast. This study aims to appeal to the students, especially children in Yogyakarta by way of making public service advertisements that present social messages aimed at arousing public awareness of the problems they face. This research method uses two stages, namely: (1) preparation stage; (2) the stage of creation. The preparation stage includes problem formulation, data collection, analysis, and problem-solving. While the stage of creation includes pre-production, production, and postproduction.

**Keywords**— games, public service, children

## I. INTRODUCTION

Yogyakarta City has a wide variety of traditional games. There are *dakon*, *sluku-sluku bathok*, *bekel*, *sumbar suru*, *nini thowok*, *engklek*, *gobak sodor*, *jamuran*, *ancak-ancak*, *lepetan* and other traditional games. Nowadays such traditional games have become a rare sight. One of the factors that cause the extinction of traditional games is the revolution of modern digital advanced technology. The rise of modern games such as video games, or various computer-based games has made most children changes their preference from traditional games. In the other hand, traditional games teach children to be more creative. Some of the traditional games need supporting facilities and infrastructure, and children are encouraged to creatively create the required tools such as bamboo stilts, or cars from pomelo peels. Traditional games also teach the values of cooperation, sportsmanship, honesty, and creativity. Games that are held in groups also teach children to socialize and establish cooperation between friends, while most modern games do not teach these things. Modern computer-based games make children tend to be asocial because it is enough to play alone in front of a computer. Not to

mention some of the games also containing negative content, such as elements of violence, sadism, and also pornography. It is also not good for children's health. Sitting for hours in front of a computer can also cause obesity in children. But the modern game is strong enough to cause game addiction in children.

The current modern games that were played on gadgets and monitor screens continues to grow and now using an internet connection that enables all players to break through the limitation of space and time where players from a various location can play the same game. This is what makes playing online games exciting for children, and also for some adults. Playing online games will not be a problem for an adult player who can properly make consideration of time and place. But it can be worrisome for the children whose world are still revolved around playing to be invited to enter a new world of online gaming for them, where the games are made into story scheme that continues to develop from one level to another and raises the challenge for children. With gaming communities scattered throughout the world, online games enable players to communicate and talk about ways or tricks to defeat challenges at each level. As a result, children may delve deeper into the game and distracted from their social environment to the point where they have become addicted to online game playing. Children will start to skip school often, going home late and even have the courage to lie to their parents for various reasons so that they can go to the internet cafe to fulfill their desire to play. Parents also have the tendencies to let their children play modern computer-based games, and the reason itself is quite diverse. Some of the reason being the price of the game is quite cheap and affordable. Thus, these games are generally considered harmless to children and are also considered capable to train to reason for children while in fact some of these games are not completely free from hidden negative values, especially if there is abuse.

Playing games can be the right choice for children to spend their free time, but according to the facts, most games are designed to exploit a number of human bad characteristics, such as violence. The game objects visualization is also getting closer to the real object. Sometimes students wouldn't consider the proper time and duration to play such games.

This phenomenon has been happening for quite a long while, but it seems that it has not yet being treated with serious attention. Many students are addicted to online games and forget about their main responsibility to study. The phenomenon should be given more attention, because the improper duration of playing games may result in the student's declining academic achievements.

It is deemed necessary for the government through the Ministry of National Education to give more attention to this activity, especially for the children on their school age. The attention given is not in the form of prohibition, but rather a time management approach and the benefits they can get while they play. The students are expected to be able to manage their study time well so that it is more effective and efficient. Most excessive things neverend well. Under such conditions, a good, precise and integrated public service advertisement is needed to presents the adverse effects of the game by selecting the right media so that it can provide information and advice the target audience to reduce the duration of game play.

## II. METHODOLOGY

The mainframe of this research method can be divided into two main phases, namely: (1) the preparatory phase; (2) the creation phase. The preparatory phase includes problem formulation, data collection, analysis, and problem solving. While the phase of the creation process includes pre-production, productio, and postproduction.

### A. Preparatory Phase

Problem formulation concluded from the questions around the design issues as mentioned in the research background, followed by the main creation ideas formulation, namely (1) How to reduce the negative impact of games for Yogyakarta students through creative and communicative Public Service Ads, and (2) How to determine the right media to reach the target audience. To solve this problem it is necessary to have adequate data collection and analysis.

Data collection techniques are carried out in three methods, namely observation, interviews, and collecting documented data related to online games in the form of photos, videos, newspapers, magazines, etc. The following is an explanation of data collection.

**Observation:** All the data gathered through real-time observation of the occurring events, ranging from hearing, seeing, and feeling/sensing anything to acquire the materials that support this research. In this case, the author will pay a visit to the game rentals in Yogyakarta.

**Interview:** communicate directly with the interviewees. Data in the form of verbal information is required to complete the literal information. The interviewees were selected based on the importance of this research. The interviewees who are directly related to this research are the Yogyakarta Social Service, game rentals, gamers, and parents of gamers.

**Documented Data:** Another helpful resource of information is the documented data in the form of photographic images, videos, and sound recordings from cassette tapes. This collecting process is conducted bythe data documentation method.

In order for this public service ad planning to be right on target and succeed in achieving its objectives, a method is needed to analyze the data collected in the previous phase. The SWOT method is chosen to be used in this research. The design process of this campaign is thought to be able to work out well by identifying the strengths, weaknesses, threat, and opportunities of online gaming.

The next process is solving the design problem which consists of three stages, namely determining the target audience, the design format, and the design media.

### B. Creation Phase

#### 1. Pre-Production

At this stage, the design process consists of determining the target audience and media selection strategy.

#### 2. Production

Production phase consists of three stages to visualize media campaigns to reduce the impact of the game on Yogyakarta students. These stages consist of initial layout/ideas, rough layout, and complete layout / final design

#### 3. Post-Production

The postproduction phase is the implementation of the campaign and its media in the society

## III. RESULT AND DISCUSSION

### A. Results of Data Collection

As a result of the observation, interview, and documentation of the author, the following data can be taken: , (1) Most of the student did notjoin any school club or attend any Cram School, (2) the Gamers spend their pocket money to pay in-game purchases, and some even take their School money to paid the in-game purchases, (3) they often lie to their parents and ask some money to be used as school needs, but they actually used it for in-game purchases, (4) time to take a rest, having a meal, and even studying become unmanaged. And they pretty often didn't even have any study session, (5) online game phenomenon' has been set around students of Yogyakarta, but there is no serious attention from the society itself, that problem often comes as the student takes too much of their time to play games, therefore, they would not take their time to study, (6) the government via the kemendikbud [the ministry of education and culture] of yogyakarta had to give more attention to this activity, especially to the students of yogyakarta so they can effectively and efficiently manage their time, not as a prohibition, instead with slow approach of time management and benefit while they were playing their games, (7) visitors of game café dominated by school students, (8) those gamers playing games when the school ends until past-afternoon [around 5.45pm], and then will continue to play the video games until late night. even a lot of those students skip their classes to play video games, (9) video games become gambling material, (10) video games that they play contain a lot of sexy, in essence- lewd picture of girl game characters, (11) there is almost always been a small fight between friends as those whowere losing the game, (12) they did not lay their back even when their chair has it, due to the level of concentration they need to play the games, (13) the viewing distance from the screen became so

close, less than one meter, and the duration around more than 2 hours, even at the school's examination week, game rental is still crowded with students, (14) even if the students did not play games, those students still visit game café just watching their friends playing, (15) game café is open 24 hours, this makes it easy for gamers to play whenever they want, (16) every time there is a new game, game rental operators will always attach posters around the game room so that the visitors are always updated with the development of the gaming industry, (17) the most popular game is a murder/fighting game because it is full of challenges and there is satisfaction when it can kill its opponent, (18) playing games is no longer a leisure activity, but a routine that they have to do every day because they felt it was amusing and addictive, (19) most of their parents do not know the activities of their children when playing games outside, so they are unmanaged. there are even some of their parents who let their children play games, (20) parents more often than not were anxious to see their children sitting in front of a TV screen / monitor for hours and ignoring their assignments from school, (21) parents fret when their word being ignored by their children who are amused while playing games.

#### B. Audience Target

##### Demographic:

- Age : 10 – 17 Years old
- Education : Elementary– High School
- Status : Student
- Nationality : Indonesia
- Economic Class : Upper Class

##### Geographic:

- Region : Yogyakarta
- Characteristic : Tourism centre

##### Psychography:

- Lifestyle : Video games as their Entertainment
- Personality : Egoistic, unable to communicate to another person [shy], Emotional, Forgot about time.

##### Behaviour:

Closed, loner, rather unable to socialize, unable to communicate to other people.

#### C. Impact of Video Games

##### 1. Positive Impact

- a. Learning about computer and English more deeply
- b. Improve hand and eye coordination.
- c. Improve the brain's performance
- d. Improve strategic ability
- e. Decrease stress level

##### 2. Negative Impact

- a. A lot of students skip their school
- b. Became addicted to online games
- c. Forget about time, wasting their money on in-game purchases, etc.
- d. Decreased Eye Proficiency

##### 3. Psychologic Aspect

- a. Timewaster
- b. Change in personality
- c. Withdrawn from society

- d. The affected way of thinking and a behavior The decrease in learning motivation

##### 4. Physical Aspect

- a. Decrease Eye Proficiency
- b. Disturbed sleep and eating cycle
- c. Bodyweight became unstable
- d. Easily tired
- e. Death

##### 5. Social Aspect

- a. Unbalanced life
- b. Change in behaviour towards the Society
- c. The decrease in social skill

#### D. Design Concept

The goal of this design concept is after the target audience sees PSA about "reducing the impact of the games on the Students of Yogyakarta" this is they start to realize about the dangers of spending too much time to play games. where this also requires supervision from the parents, teachers and the community so they could realize that we are the next generation for the nation that becomes the backbone of the nation, so they can be useful for society and the nation.

The message and visualization that will be delivered are "Don't Let The Video Game Control Your Future", because when playing a game, the game player / gamers will control the game completely in order to reach the winning target, that way it will take a long time to win the game. If gamers do not succeed in winning the game, gamers feel curious and challenged to win the game, so gamers will continue to try the game until they win. This makes gamers like to spend more time when playing games.

Excessive time in playing games causes bad effects for game players, in this case for the Students of Yogyakarta, as the target audiences who already been addicted to the video game. These impacts include, addiction, feeling the fun of playing games makes gamers addicted to playing video games. besides that, desire in winning a game makes the gamers want to keep trying to play the game until they win. Violence, emotional outbursts when losing in playing games often came out as swearing to their opposition, this often happens and is often not realized by the gamers. Also, violence in verbal form is very inappropriate to say or do by a student. Other violence in physical form often occurs when gamers try to solve life problems. Those games like war games, murder, or violence too often make gamers always use violence in solving problems, as the result of the game's influence toward the gamers as if violence is the best way to solve problems. Health, there are many disadvantages in terms of health if the player were playing games too excessively, in this case, excessively means the player playing games for too long. Which can damage health is the eye and spine. Working [or playing] in front of the computer for too long could make your eyes turned red from fatigue. And sitting too long cold causes spine damage. Time, playing games for an excessive amount of time could make the gamers ignore their bedtime, meal time, and the worst of all their study session, even though studying is the main duty as a student. These important activities become neglected and unmanaged because they having too much fun playing games. Waste of money, playing games too often will often go to spending money to pay for game rentals or



in game purchases and thus, gamers are not used to save their money, even though saving money has to be accustomed since early ages. Liar, as the gamers get out of money they would dare to lie to their parents or to anyone to get some money to spend upon.

After explaining the causes and consequences of the impact of the game above it was formulated a message and visual that become the creative goal, which is *"Don't let Video Games Control Your Future"*.

#### E. Creative Strategy

Creative strategy is a method that is done by the creative and/or design industry to achieve the goals or creative targets that have been set.

In PSA about reducing the impact of the video game to the Yogyakarta students, the creative goal determined is *"Don't Let the Video Game Control Your Future"*. Then the creative strategy is taken to make the students could control themselves in playing games. That is, by showing the bad effects of the game experienced by gamers when they are playing games excessively. This bad impact is actually caused by game players and felt by the game players themselves. So to visualize it, the person who becomes the game figure is the one who plays the game itself. As for the visualization of the impression of Yogyakarta, students are to choose a typical Yogyakarta dress as a symbol of the people of Yogyakarta. Then the type of letters and colours used are referred to letters and colours commonly used by *Dagadu* shirts [3] [4] [5]. *Dagadu* T-shirt is an original product of Yogyakarta which mostly becomes a special gift for tourists. *Dagadu's* shirt presents typical images in the city of Yogyakarta and uses bright colours and portrays cheerfulness, as a symbol of happiness after visiting the city of Yogyakarta. Being cheerful is one of the children's characters that fits the target audience as the students of Yogyakarta.

#### F. Visual Study

The visual study was carried out by observing the images in *Dagadu's* products, especially in the *Dagadu* shirt, where later the *Dagadu's* drawing style would be made available by this PSA. *Dagadu* as a typical product of Yogyakarta that also has a distinctive picture and can be used as a reference for visual of the PSAs, given that the target audience of these PSAs is the students of Yogyakarta [1] [8] [12].

#### G. Media Concept

The media that will be used as a means of delivering messages about the impact of the game, includes media that can be reached by Target Audience, that is based on the target audience activities consisting of:

##### 1. Primary Media

###### • Billing Advertisement

Animated videos are the main media in this public service ad. This advertisement was chosen because the target audience has daily activities in the game. So this media will be able to reach the target audience. This animation video will last for 20 minutes. And there are 3 animated videos that appear in the video game billing before the game starts, and the animation video will appear again automatically when the game rental

duration is up. 3 of these videos will be played randomly [10].

###### • Poster

The second primary media is a poster. With the presence of these posters installed in strategic public places such as schools, game shops, game rentals, etc. This media is expected to be able to make the target audience aware of the impact of the game. This poster consists of several series that contain the bad effects of the game. With the aim of giving awareness that the game has a very significant and adverse impact on the game players [11].



Fig. 1. Poster

##### 2. Printed Media / Supporting Media

- All advertisements that use printing techniques are called print advertisements, whatever the media (newspapers, magazines, brochures, fliers, leaflets, catalogs, POPs, etc.) [6]. Considering the statement above, the selection of print media to achieve the objectives of the campaign to reduce the impact of the game consists of:
- Advertisement over Magazines [7].
- Magazine advertising aims to grab the attention of the target audience of the advertisements presented. Magazine ads are chosen because of their ability to contain campaign messages that are more detailed and interesting to their readers. And the age of the advertisement is presented longer as those magazines can be saved and can be seen by the target audience anytime later [9]. And those kids who really like

games will definitely buy magazines for these games where the latest series of games are reviewed.

- Shirts, Because it can be used everywhere as a media for mobile promotion, it is expected to attract attention and give messages to the public about the existence of this public service advertisement [11].



**Fig. 2.** Supporting Media

#### IV. CONCLUSION

The media chosen as the media campaign to reduce the impact of the game is categorized into the types of media ATL (Above The Line Media) and BTL (Below The Line Media) consisting of animated video and print media. Unconventional media was chosen as an effort to put on awareness of the importance of knowledge about the impact of the game to inspire children and to take care more about their health and activities. In addition to billing Advertisements and web banners, there are other types of media used, namely the print media as a supporting media campaign to reduce the impact of the game with the aim of being able to synergize between one media and other media [2] [6]. The author hopes that presumably the works that the

author had embodied will not only be appreciated but will be able to show a new perspective in the birth of other PSAs, especially the problem of the adverse effects of the video game. Even so, the author still has to acknowledge that the works that the author has embodied are still very far from perfection so that the author will fully accept receive criticism, suggestions, constructive input for the better development.

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