Online Video Games of Indonesian Culture Content as One of the Creative Ways to Introduce Nation Culture Values

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Abstract—**Online Video Games are media applications that have been very popular in the community. Young and old, many men and women are addicted for seeing and playing. Various negative and positive impacts have long been discussed among observers. This is because, there are so many players who are addicted and difficult to control. Concerns arise because many of the content is not suitable to be played, especially for children. In this paper, the author will examine an interesting phenomenon, namely the presence of several online games that contain elements of Indonesian culture. So, without realizing it when playing games, they also become familiar with the values of Indonesian tradition and culture. The research methods used are qualitative and media studies. The results show that in this globalizing era, Indonesian gamers, especially the younger generation, many are directly adopting game content that is incompatible with national cultural values. The emergence of games with Indonesian cultural content has made the game as one of the interesting learning media. This phenomenon is a creative way that deserves to be appreciated, because Indonesian culture can still be recognized by the younger generation and can also be more recognized by gamers from abroad.**

Keywords: media, online games, applications, creative, Indonesian culture

I. INTRODUCTION

The development of information and communication technology have made significant changes to the patterns and lifestyles of people in the world. The ease of accessing various needs in the fields of information, education and entertainment is very open. People in the world are connected in one global interaction so that the term "world village" is felt, especially for those who are accustomed to communicate in a worldwide scope.

Massive changes in communication access have been felt since the advent of the internet (interconnection-networking), which is a global communication network that connects one electronic media openly with another media, and the global standard system of supporting technology used is the Transmission Control Protocol or Internet Protocol Suite (TCP / IP). TCP / IP is a packet exchange protocol (Switching Communication Protocol). The early development of the

internet began in the 1980s, which was used by a limited circle and carried out its functions by connecting various popular campuses or universities in the United States. Then, the standard protocol of TCP / IP itself began to be published to the public in 1982 [1].

Indonesia is one of the countries in the world that has a very large internet access population. Based on the results of an Indonesian Poll study in collaboration with the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia in 2018 grew by 10.12 percent. Of the total population of 264 million people in Indonesia, there are 171.17 million people or around 64.8 percent who have been connected to the internet. Of all internet users in Indonesia, it is known that the majority who access are people with an age range of 15 to 19 years. Thus, referring to the AJII report data, the use of the internet must be monitored because many contents that are known to the public are not suitable for consumption by children or adolescents [2].

Source: Indonesian Internet Service Providers Association (APJII)

Fig. 1. Indonesian internet user data in 2018.

The presence of the internet is growing rapidly one of which is the presence of online game applications. The internet makes the process of communication and the existence of communication channels turn out to be more meaningful than other media. Humans not only seek information from the internet but also treat it as a communication medium ... The development of the internet as an entertainment feature is increasingly felt by the presence of games. Since the advent of

the internet, a new type of game has emerged called the online game [3].

The rapid development of online games is now becoming its own interest for the author to discuss it further. This is due, because online game players in Indonesia, the majority of children and adolescents, are feared to receive more negative impacts than positive impacts. Online game content, many of which are incompatible with national cultural values and also conflict with the mental development and personality of children/adolescents.

In the midst of the concerns of parents and observers of the adverse effects caused by online games, it was found that some games have Indonesian cultural contents. This is a creative way to introduce national cultural values. These games are made by game developers from Indonesia and by game developers from abroad. Cultural content in the game, is expected to be one of the attractive learning media for the younger generation, which at this time many of them are less concerned about their cultural. Culture is very important to be preserved and preserved. The inheritance strategy must be adapted to the development of the age so that the message effectively reaches the target. Thus, the sense of nationalism and national identity can be maintained.

We realize, the reality shows that the culture that exists and is owned by the community turns out to be nothing that is fixed and stable but always follows change. This was stated by Sutrisno and Putranto that as an ancient Latin proverb "Tempus mutantur, et nos mutamur in illid". Time changes, and we change also in it. Time changes and the ways humans express themselves, others and themselves with others (society) also change. The context of the times changes, people with the realm of thought and taste, intentions and creativity, needs and challenges change, and culture changes [4].

Bakkers argues that: "No one who denies the phenomenon of culture is something that is human. Culture alludes to the free and dual creativity of humans in the world of nature ... in human culture recognizes nature in its broadest sense as a complement to increasingly humanizing itself which is synonymous with natural culture [5].

II. METHODS

The research method is a way used to uncover the truth. In this study, the authors used a qualitative approach. Yin, stated five characteristics of qualitative research, namely: 1. Studying the meaning of people's lives, under real-world conditions; 2. Representing the views and perspectives of the people in a study; 3. Covering the contextual conditions within which people live; 4. Contributing insights into existing or emerging concepts that may help to *explain* human social behaviour; and 5. Striving to use *multiple sources of evidence* rather than relying on a single source alone [6].

The analysis used is enriched with the results of observations, interviews, literature and media studies so that concepts are found to develop online game contents that are in line with cultural values and become a vehicle for introducing Indonesian culture more broadly in more interesting ways.

III. RESULTS AND DISCUSSION

As explained in the introductory section, the internet has developed so rapidly. Not only for browsing and interacting through social networking sites, the presence of the internet is also used as a means of playing games simultaneously (multiplayer) through online games. Now, the game is an entertainment facility on the internet that is being hunted by children, adolescents and even adults to play and fill leisure time and also find entertainment. This habit that has become an opiate will certainly be very difficult to stop.

The internet is one part of communication that has a large role in delivering information needed by the community. Today the internet is no longer something foreign to the public. Our need for news and information has made the internet often the people's first choice for information needs. This is because the internet is considered more up to date compared to newspaper and television media. In addition, the internet is also often used for entertainment. One example is online games. Online games use internet access to connect one player to another. As a result with an internet connection, they can interact with each other in a game [7].

Most certainly, nothing has changed the social world as profoundly in the past two decades as has the global spread of Internet technology. Distances of time and space have shrunk dramatically. Information has become readily available at any time and nearly every location. At the same time, one can - via email, chat, or video-phone - communicate with a person at any time and nearly every geographic location. The idea of distance is slowly dissolving [8].

Considering the happiness and addictions that have struck online game lovers, it must be endeavored to provide supervision of children and adolescents to choose, accompany and supervise the types of games they will play. Parents, teachers and related government agencies can implement controls to save the golden generation so that negative game impact can be minimized and seek to optimize positive impacts, one of the ways that can be improved is to fill content with local cultural values so that the young generation of Indonesia still know, have a sense of pride and love for their own culture, even though their days are filled with global media exposure.

Online games are games that can be played by multi players via the internet. Online games not only provide entertainment but also provide interesting challenges to be solved so that individuals play online games regardless of the time needed to achieve satisfaction. This makes gamers not only become users of online games but can also become addicted to online games [9].

The development of online games in Indonesia began in the mid-1990s when the Nexian game was circulating. At that time, one online game that was very popular with the wider community was Ragnarok. The rapid development of online games has led to various other types of online games such as Dota Online, Atlantica Online, Counter Strike, Point Blank, and Three Kingdom Online. If we examine the development of online games based on several advantages presented compared to offline games. Online game, gives players the opportunity to

be able to play with an unlimited number of players and can also meet other gamers from various regions.

Based on the summary of several studies, Pratiwi explained that actually playing online games has positive and negative impacts, as shown in the following table [10]:

TABLE I.   POSITIVE AND NEGATIVE IMPACTS OF ONLINE GAMES

Positive impact	Negative impact
• Make smart • Increase concentration • Has faster eye sharpness • Improve brain performance • Improve reading skills • Improve English language skills	• Addiction • Decreased social interaction • Increased solitude • Spent a lot of time • Depression • Difficulties for social interaction in the real world • It's hard to concentrate

Related to the process of making online games that have Indonesian cultural content, many things must be considered so that a game is not only interesting but has a balance seen from various elements. This was stated by Rolling and Dave, that there are five aspects commonly found in games, namely:

- Features: Features are what make your game different from any other game, and this is one reason why features are a good place to start.

- Gameplay: Your treatment described the game features.

- Interface: It isn't just there to look pretty; its primary function is to help the player play the game.

- Rules: The feature-based description allows everyone to share a vision of the game that you are aiming for.

- Level design: Level design affects the core gameplay; it is not just tagged on afterwards. Level design contributes greatly to the style, background, and story line of the game [11].

Furthermore, the uniqueness of online games is also stated by Honey and Hilton, that Simulations and games are both based on computer models and allow user interactions, but, each has unique features. Simulations are dynamic computer models that allow users to explore the implications of manipulating or modifying parameters within them. Games are often played in informal contexts for fun, incorporate explicit goals and rules, and provide feedback on the player's progress. In a game, the player's actions affect the state of play [12].

Online games that are used for learning certainly require packaging strategies so that the game has a competitive appeal, not rigid but systematic as a good and interesting learning media. It is expected that the players will unwittingly memorize the values introduced through various online games that are currently circulating and are known by the public at large.

Clark et all, propose that games designed for science learning can be classified along four dimensions: (1) the science learning goal or goals targeted by the game, (2) the duration of the game, (3) the nature of participation in the game, and (4) the primary purpose of the game [13]. Rapid expansion in computer processing, storage, communications, and display capability has resulted in the proliferation of new software for modelling, simulation, and games. Computational models have the capability to produce increasingly useful simulations to predict natural phenomena and engineered systems, study human behaviour and physiology, or educate. An increased cultural acceptance of electronic games for a wide variety of applications—including entertainment, education, training, and rehabilitation—has elevated the video games industry into a position of unprecedented significance and legitimacy as a media form [14].

In subsequent developments, it is increasingly seen that online games also have a function as a means of socialization. Online games teach something new because of the high playing frequency. By frequently seeing and playing online games, someone will imitate the scenes in the online game. Excessive use of entertainment facilities such as online games will certainly have a negative impact. For adolescents, this can affect the behavior that leads to social deviations [15].

Online games are always believed to have a negative influence on the players. This is mainly because most of the games are addictive and are usually about fighting and violence. The majority of parents and the media think and believe that games damage children's brains and promote violence between them. However, many psychologists, child experts, and scientists believe that this game is actually beneficial for children's growth [16].

We, parents and observers of the impact of game play can already feel that basically the era of globalization is part of the times. There are various aspects of human life that are affected by the development of these times. One of the most visible is that traditional games are being replaced by modern games. In this era, many children, especially teenagers, are starting to leave traditional games and prefer to play modern games. That is because modern games are much more fun and enjoyable [17].

Based on the author's observations there are several games that have content about Indonesia, some of which are:

- In heritage (games by developer Indonesia with Indonesian characters, languages, stories and settings).

- Front Mission 3 (Setting the place in Sumatra and Sulawesi, the character is Indonesian).

- Just Cause 2 (Panau Island Settings, predicted to be in Indonesian territory).

- Far Cry 3 (The main character of the protagonist is "the People" reflected in Indonesia, also many endemic animals from Indonesia such as Komodo, Cassowary, etc.).

- Splinter Cell: Pandora Tomorrow (missions in Indonesia and some use Indonesian).

- Atlantica Online (emerging myths of Indonesian gods) (dialogues appear in Indonesian).

- Civilization 5: Brave New World (One of the expansion of this game is to enter the legend of Gajah Mada).

The author finds that access to online games that have Indonesian cultural content has helped the players to remember the symbols or characters found in the game. In addition, the phenomenon of cultural content games has also motivated and inspired Indonesian game distributors. As a result, what Indonesian creators produce can also be played by gamers from other countries because in quality, their works are also able to compete with online game developers from abroad.

So, ideally, we are not too blame the presence of online games that have been the target of anxiety from various groups. We should look for smart solutions, how to make the media that is currently very popular by Indonesia's young generation so that it can be transformed into a learning medium that supports government programs to educate the nation's children.

The point is the process to save the golden generation of this nation, must optimize the communication media in accordance with its era so that the goal of learning and inheritance of the nation's cultural values can be achieved effectively and efficiently.

IV. Conclusion

Based on the explanation above, it is true that online gaming has provided many changes in people's life patterns, especially the younger generation. Many Indonesian children / teenagers have replaced traditional games and switched to computer-based online games. Online game players are so addicted that negative impacts are felt more than positive effects, so parents are required to monitor the types and content of games that children play.

The emergence of online games that have Indonesian cultural values is a breath of fresh air that can make games a medium for cultural learning. The wealth, uniqueness and nobleness of Indonesia's cultural heritage can still be recognized by the wider community. The creativity of the development of Indonesian games, opens wide opportunities to introduce Indonesian culture, setting and context more openly.

Acknowledgment

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