

## Design Strategy 2D Animation Infographic to Raise Awareness of Indonesian Games

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Article Info	ABSTRACT
<p><b>Corresponding Author:</b> Rizkita Ayu Mutiarani E-mail: <a href="mailto:ayumutiarani@instiki.ac.id">ayumutiarani@instiki.ac.id</a></p>	<p>The Indonesian gaming industry has experienced rapid growth, yet locally developed games struggle to gain significant visibility and market share. This issue is primarily due to ineffective promotional media, low public awareness, and limited marketing budgets among local game developers. Without strong visual communication strategies, Indonesian games find it difficult to compete with foreign products that have broader access to digital marketing platforms and global gaming communities. This study aims to develop a 2D animated infographic as a promotional medium to enhance public awareness of Indonesian-made games. The research follows a three-stage design process: pre-production, production, and post-production, with a futuristic and cyberpunk visual approach to appeal to young gamers. The study results demonstrate that strong visual strategies, dynamic animation, and engaging storytelling can significantly improve audience engagement and the effectiveness of promotional media. The findings suggest that 2D animated infographics can be a powerful tool in increasing the visibility of local games, thus contributing to the growth of Indonesia's gaming industry.</p> <p><b>Keywords:</b> 2D Animation, Visual Communication, Game Promotion, Indonesian Game Industry</p>

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### INTRODUCTION

The gaming industry in Indonesia has experienced significant growth in recent years. According to the 2021 Indonesian Game Industry Ecosystem Report, the number of gamers

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in Indonesia has surpassed 170 million, making it one of the largest gaming markets in the world. (Arifudin et al., 2022). However, despite its vast potential, locally developed games in Indonesia continue to struggle in penetrating both the domestic and international markets. Data from 2020 indicates that Indonesian-made games account for only 2% of the total domestic market share, highlighting the challenges faced by local developers in gaining widespread recognition and adoption (Almubaroq & Mufreni, 2021). This discrepancy highlights a significant imbalance between the high number of gamers in Indonesia and the low adoption rate of locally developed games, indicating a gap in market penetration and audience engagement for domestic game developers.

This phenomenon is driven by several key factors, one of which is the lack of effective promotion and branding (Putra & Rusdi, 2024). Many locally developed games exhibit high quality, yet they struggle to gain recognition among the public. In contrast, international games benefit from aggressive marketing strategies, making it difficult for local games to receive adequate exposure and attract domestic gamers (Celica & Rusdi, 2024). Additionally, limited marketing budgets among Indonesian game studios pose a significant challenge in establishing strong brand awareness (Andrianus & Rusdi, 2024). As a result, gamers tend to prefer foreign games, which already have established reputations and stronger visual appeal.

One of the major challenges faced by Indonesia's gaming industry is the low visibility and popularity of locally developed games. This issue stems from the lack of effective promotional media, low public awareness, and limited marketing budgets among domestic game developers. Without a strong visual communication strategy, local games struggle to compete with foreign products, which benefit from wider access to digital marketing platforms and global gaming communities (Hidayanto, 2020). Therefore, innovation is essential in introducing Indonesian-made games in a way that enhances their appeal and marketability among the public.

As a solution to this challenge, this article proposes the use of 2D animated infographics as a more engaging and easily understandable promotional medium. Animated infographics are chosen for their ability to present information visually, interactively, and engagingly. By combining text, graphics, and dynamic visual elements, animated infographics can enhance appeal and effectively convey information about Indonesian-made games. Moreover, this medium can be easily distributed across various digital platforms, including social media, websites, and YouTube, allowing it to reach a wider audience and maximize its impact. (Khotimah & Rusdi, 2024).

Based on the identified phenomena and challenges, it can be concluded that the lack of effective promotion is a key factor behind the low popularity of Indonesian-made games. Therefore, this article aims to design a 2D animated infographic as a promotional medium for local games, with the goal of increasing public awareness of Indonesia's gaming industry. This study provides a detailed discussion of the design process, covering pre-production, production, and post-production stages, as well as the visual strategies used in its development. By implementing a more effective visual communication strategy, Indonesian-made games are expected to gain greater recognition and appreciation among domestic audiences.

## METHOD

The design process of the 2D animated infographic consists of three main stages: pre-production, production, and post-production (Michael & Rusdi, 2024). Each stage plays a crucial role in ensuring that the final animation is not only visually appealing but also effective in delivering information to the audience. By following a structured workflow, the animation can achieve both aesthetic quality and communicative clarity, making it a compelling promotional tool for increasing awareness of Indonesian-made games.

### Pre-Production Stage

The pre-production stage serves as the foundation for animation development, where visual, narrative, and technical elements are carefully designed to ensure effective information delivery to the audience. During this phase, key aspects such as design concepts, storyboarding, and visual strategies are meticulously planned to create an animation that is not only visually appealing but also capable of conveying messages clearly and systematically.

The main concept applied in this animated infographic follows a futuristic visual style with cyberpunk elements, specifically designed to capture the attention of young gamers. A neon color palette, featuring shades of blue, purple, and green, is used to create a modern and dynamic aesthetic. These colors not only enhance the visual appeal but also reinforce the high-tech and futuristic atmosphere. Additionally, glitch effects and UI-based interface designs are incorporated to make the animation appear more interactive and engaging. Through this approach, the animated infographic goes beyond simply delivering information—it provides a visually immersive experience that captivates the audience (Apendi et al., 2023).

To ensure that the animation follows a structured and easily understandable flow of information, a storyboard was developed as the primary guide in the animation design process. The storyboard is systematically arranged to define how each visual element will be presented within the animation. Key scenes in the storyboard are strategically designed to effectively deliver specific pieces of information, ensuring that the narrative remains coherent and engaging throughout. The creation of the storyboard plays a crucial role in shaping the storyline and flow of information, helping to maintain a seamless transition between scenes and ensuring that content is delivered clearly and concisely. Visual elements such as typography, color schemes, and icons are carefully aligned with the core design concept, reinforcing the cyberpunk-inspired futuristic theme. The pre-production phase results demonstrate that the chosen visual concept successfully creates an engaging futuristic aesthetic, particularly suited to young gamers as the target audience. The use of neon colors enhances the vibrancy of the animation, while glitch effects and modern UI elements further strengthen the interactive and immersive experience. Additionally, the well-structured storyboard ensures that information is delivered effectively, with a logical and easy-to-follow narrative.

### Production Stage

The production stage serves as the core phase in the development of the 2D animated infographic, where all visual, audio, and animation elements are realized based on the planning established during the pre-production phase. This process begins with the creation of digital assets, including character design, background illustrations, and graphical elements, using vector-based design software. All assets are designed in a futuristic visual style with neon colors, maintaining the cyberpunk theme that was previously defined in the pre-production stage (Ulya et al., 2023).

Once the visual assets are completed, the recording and processing of audio components take place, including narration dubbing, background music adjustments, and the addition of sound effects to enhance the immersive experience of the animation. Additionally, gameplay footage from the recommended games is recorded to provide the audience with a more realistic and engaging representation of the featured games. The next step involves the animation process, where all elements are animated using specialized animation software. Fundamental animation principles are applied to ensure smooth transitions and natural movement, creating a more lifelike and fluid animation experience.

The final output of the production stage is a raw animated video that integrates all visual and audio elements. The next phase, post-production, will focus on editing, refining transitions, enhancing visual effects, and optimizing sound quality to ensure a cohesive and polished animation before it is distributed to the audience.

### **Post-Production Stage**

Once the production phase is completed, the 2D animated infographic enters the post-production stage, which focuses on refining and finalizing the animation before distribution to the audience. This stage involves video editing and processing to ensure a smooth storyline, seamless transitions, and synchronization between visual and audio elements. During this phase, video editing software is used to merge all scenes, adjust color composition, and apply transition effects that reinforce the futuristic theme of the animation. Additionally, audio adjustments are made to ensure that narration, background music, and sound effects are well-balanced and do not overlap or disrupt the clarity of the message. By the end of the post-production process, the final version of the animation is polished and optimized, ready for distribution across various digital platforms to effectively reach and engage the target audience.

## **RESULTS AND DISCUSSION**

### **Design Concept**

The 2D animated infographic for introducing Indonesian-made games adopts a game-like visual concept with a futuristic cyberpunk theme, ensuring that it remains both engaging and informative. The animation is structured to resemble a game environment, incorporating elements commonly found in RPG and adventure game genres. This approach enhances the immersive experience, making the content more appealing to gamers while effectively delivering key information.

### **Typography**

The typography used in the animation consists of two futuristic-style fonts, carefully selected to enhance readability and aesthetics: Oxanium, A font that effectively displays numbers and symbols clearly, making it suitable for presenting statistical data and game-related information. Exo Space, A font designed for high readability, ensuring that text remains legible even at smaller sizes, maintaining clarity across various elements of the animation.

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:; ' " (!?) +-\*/=

Figure 1. Font Oxanium

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:; ' " (!?) +-\*/=

Figure 2. Font Exo Space

### Color Scheme

The color palette used in the 2D animated infographic follows a neon and cyberpunk theme, reflecting the futuristic aesthetics commonly associated with gaming culture. The vibrant neon colors, such as electric blue, neon purple, and bright green, create a high-tech and immersive visual experience that appeals to gamers and tech-savvy audiences.

This color scheme not only enhances the modern and dynamic feel of the animation but also improves contrast and readability, ensuring that text, graphics, and UI elements remain clear and visually striking. By incorporating neon highlights against darker backgrounds, the animation achieves a bold and engaging visual identity, making it more captivating and impactful for viewers.

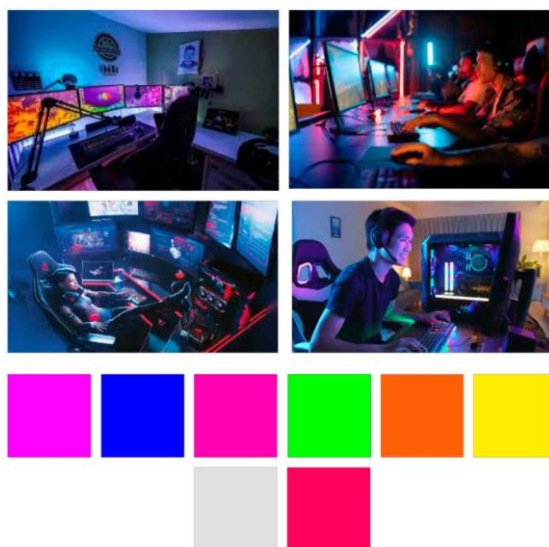


Figure 3. Color Scheme

### Background

The background of the 2D animated infographic incorporates visual elements that represent Indonesia, ensuring a local cultural identity while maintaining the futuristic and cyberpunk aesthetic. These elements include iconic Indonesian landmarks, urban landscapes, and traditional motifs, subtly integrated into the sci-fi-inspired environment to create a unique and immersive experience. A night-time setting is chosen as the primary backdrop to

enhance the neon color palette, reinforcing the cyberpunk atmosphere. The contrast between dark backgrounds and vibrant neon highlights makes the visuals more striking and engaging, allowing key elements such as text, graphics, and animated effects to stand out. This approach not only strengthens the futuristic theme but also elevates the visual appeal of the animation, making it more captivating and immersive for the audience.

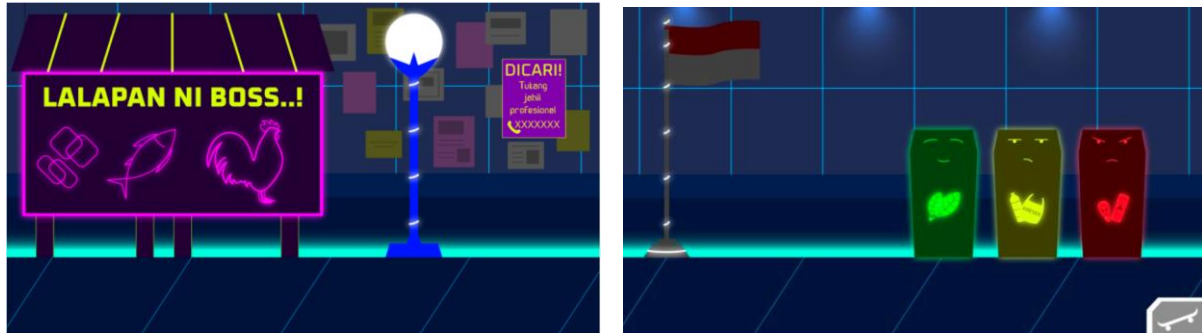


Figure 4. Background Assets

### Audio

The audio components in the 2D animated infographic are carefully designed to complement the gaming theme, creating a more immersive and engaging experience for the audience. The sound effects (SFX) are strategically placed to highlight key actions, transitions, and interactions, adding a sense of dynamism and realism to the animation. These sound effects help enhance the impact of various visual elements, making the storytelling more engaging. The dubbing and narration are delivered through clear and well-paced voiceovers, ensuring that the information is conveyed in a structured and easily understandable manner. The narration plays a crucial role in guiding the audience through the content while maintaining an engaging flow of information. To further enrich the audiovisual experience, background music (BGM) is integrated, featuring a futuristic electronic or synthwave-style soundtrack that aligns with the cyberpunk aesthetic. The music is carefully chosen to maintain audience engagement while reinforcing the futuristic, high-tech atmosphere of the animation. Each audio element is formatted in high-quality MP3, ensuring clarity, balance, and compatibility across various platforms, while seamlessly blending with the visual and narrative components to deliver a cohesive and immersive experience.

### Media Visualization

The visualization of the animated infographic is designed with a futuristic cyberpunk concept, incorporating a neon color palette dominated by shades of blue, purple, and green to establish a modern, high-tech aesthetic. The contrast between bright neon elements and dark backgrounds enhances readability and focus, ensuring that key information remains visually clear and easily digestible for the audience. This carefully crafted visual approach not only reinforces the futuristic theme but also makes the animation visually striking and engaging.

To further enhance engagement, the animation integrates smooth transition effects, allowing for a fluid storytelling experience where scenes shift seamlessly, maintaining audience immersion. Additionally, dynamic animated text is synchronized with the movement and pacing of the narration, making the information more engaging and easier to follow.

Glitch effects on titles and user interface (UI) elements serve to strengthen the cyberpunk aesthetic, adding a modern digital touch that aligns with the theme. To present statistical data more interactively, the animation employs interactive number animations (count number effect), making numerical insights more visually appealing and easier to comprehend.

To provide a concrete, real-world perspective, gameplay footage from Indonesian-made games is seamlessly integrated into the animation. This allows the audience to gain a better understanding of the game mechanics and overall appeal, making the promotion more effective. By combining well-crafted visuals, fluid animations, and immersive audio, the 2D animated infographic serves as a powerful promotional tool, effectively increasing awareness and appreciation of Indonesian-made games among a broader audience.



Figure 4. Visualization of the Animated Infographic Media

## CONCLUSION

This study successfully developed an interactive, engaging, and effective informational media to introduce Indonesian-made games to the public. By adopting a futuristic visual concept with cyberpunk elements, the animated infographic effectively

captures the attention of its target audience, particularly young gamers, through the use of a neon color palette, dynamic text animations, smooth transitions, and glitch effects that enhance its visual appeal.

Despite challenges in balancing visual elements with informational clarity and ensuring seamless synchronization between audio and animation, the final results demonstrate that the implemented visual communication strategy significantly enhances both engagement and effectiveness in information delivery. With further potential for development and expansion, such as adaptation for social media platforms and collaboration with gaming communities, this animated infographic has the capacity to make a greater contribution to the local gaming industry, ultimately boosting public appreciation and recognition of Indonesian-made games.

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