

RE-BRANDING INDONESIAN CULTURE IN INTERNATIONAL LEVEL THROUGH CHARACTERS IN VIDEO GAMES (CASE STUDY: BORNEO CULTURE)

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Abstract

Indonesian diversions culture has been known to the world a long time ago, many films, animation or games from the other countries are adopting the elements of Indonesian culture. In this paper we pick a theme the cultural elements of the island of Borneo as a pioneer in the image of Indonesian culture at an international level through the media of handheld gaming. Introducing of Indonesian culture, represented by Borneo culture that we implementing through one of the characters in the Android handheld game that we have created. We hope the image of Indonesian culture can be lifted and known on international public, especially children and teenagers who love the game.

Keywords: video games, culture.

1. Introduction

Indonesia is a country that has the most diverse cultures, but rarely explored into modern forms of media such as video games. Video games can be mixed with elements of Indonesian culture, especially in the character. Borneo/Kalimantan island is the largest island in Indonesia and have the unique culture and closely related with magic. In our game Lume Wars, we adding Indonesian culture on one of character. In this character we are inspired by the figure of a bird commander who became a legend society in Borneo island. The main ethnic groups of Dayaks are the Bakumpai and Dayak Bukit of South Kalimantan, The Ngajus, Baritos, Benuaqs of East Kalimantan, the Kayan and Kenyah groups and their sub-tribes in Central Borneo and the Ibans, Embaloh (Maloh), Kayan, Kenyah, Penan, Kelabit, Lun Bawang and Taman populations in the Kapuas and Sarawak regions. Other populations include the Ahe, Jagoi, Selakau, Bidayuh, and Kutai. Kinship in Dayak society is traced in both lines of genealogy (tusut). Although, in Dayak Iban society, men and women possess equal rights in status and property ownership, political office has strictly been the occupation of the traditional Iban patriarch. There is a council of elders in each longhouse.

The Dayak life centres on the paddy planting activity every year. The Iban Dayak has their own year long calendar with 12 consecutive months which are one month later than the Roman calendar. The months are named in accordance to the paddy farming activities and the activities in between. Other than paddy, also planted in the farm are vegetables like ensabi, pumpkin, round brinjal, cucumber, corn, lingkau and other food sources lik tapioca, sugarcane, sweet potatoes and finally after the paddy has been harvested, cotton is planted which takes about two months to complete its cycle. The cotton is used for weaving before commercial cotton is traded. Fresh lands cleared by each Dayak family will belong to that family and the longhouse community can also use the land with permission from the owning family. Usually, in one riverine system, a special track of

land is reserved for the use by the community itself to get natural supplies of wood, rattan and other wild plants which are necessary for building houses, boats, coffins and other living purposes, and also to leave living space for wild animals which is a source of meat. Beside farming, Dayaks plant fruit trees like rambutan, langsung, durian, isu and mangosteen near their longhouse or on their land plots to mark their ownership of the land. They also grow plants which produce dyes for colouring their cotton threads if not taken from the wild forest. Major fishing using the tuba root is normally done by the whole longhouse as the river may take sometime to recover. Any wild meat obtained will distribute according to a certain customary law.

Overall, Dayak leadership in any given region, is marked by titles, a Penghulu for instance would have invested authority on behalf of a network of Tuai Rumah's and so on to a Pemancha, Pengarah to Temenggung in the ascending order while Panglima or Orang Kaya (Rekaya) are titles given by Malays to some Dayaks. The Dayak or Dyak or Dayuh /da.ək/ are the native people of Borneo. It is a loose term for over 200 riverine and hill-dwelling ethnic subgroups, located principally in the interior of Borneo, each with its own dialect, customs, laws, territory and culture, although common distinguishing traits are readily identifiable. The Dayak indigenous religion has been given the name Kaharingan, and may be said to be a form of animism. For official purposes, it is categorized as a form of Christian in Indonesia. Nevertheless, these generalizations fail to convey the distinctiveness, meaningfulness, richness and depth of Dayak religion, myth and teachings. Dayak languages are categorised as part of the Austronesian languages in Asia. The Dayak were animist in belief; however many converted to Christianity, and some to Islam more recently. Estimates for the Dayak population range from 18 to 20 million. To capitalize on their numbers, all Dayaks regardless of their respective tribes should and must unite themselves to gather all their strength for their survival on this earth. The Dayak people of Borneo possess an indigenous account of their history, partly in writing in papan turai (wooden records), partly in common cultural customary practices and partly in oral literature. In addition, colonial accounts and reports of Dayak activity in Borneo detail carefully cultivated economic and political relationships with other communities as well as an ample body of research and study considering historical Dayak migrations. In particular, the Iban or the Sea Dayak exploits in the South China Seas are documented, owing to their ferocity and aggressive culture of war against sea dwelling groups and emerging Western trade interests in the 19th and 20th centuries. Commander of Birds is part of *Punan*, ie; a mighty *Talino* who have knowledge. They can relieve themselves and take cover behind a leaf, they can not follow, they move very quickly. the way they slant, lightweight body because they do not eat salt. their sharp sense of smell, once upon a monkey will fall from the tree if you see his eyes light. They have expertise in the treatment of women giving birth can recover within 1 day because their foliage and forest herbs. *Punan Siau* as known as Commander of Bird often also called the red-legged *Punan*. their unique characteristics, they have legs and arms are colored red and *Siau* like a bird. In the past, the Dayak were feared for their ancient tradition of headhunting practices. Among the Iban Dayaks, the origin of headhunting was believed to be meeting one of the mourning rules given by a spirit which is as follows: The sacred jar is not to be opened except by a warrior who has managed to obtain a head, or by a man who can present a human head, which he obtained in a fight; or by a man who has returned from a sojourn in enemy country. The war (ngayau) regulations among the Iban Dayaks are listed below: If a warleader leads a party on an expedition, he must not allow his warriors to fight a guiltless tribe that has no quarrel with them. If the enemy surrenders, he may not take their lives, lest his army be unsuccessful in future warfare and risk fighting empty-handed war raids (balang kayau). The first time that a warrior takes a head or captures a prisoner, he must present the head or captive to the warleader in acknowledgement of the latter's leadership. If a

warrior takes two heads or captives, or more, one of each must be given to the warleader; the remainder belongs to the killer or captor. The warleader must be honest with his followers in order that in future wars he may not be defeated (alah bunoh). [8].



*Figure 1. Punan Warriors.
(source : <http://ibanology.wordpress.com>).*

according with the characteristics described above, we started to redesign the figure of a Commander of Birds with a little artistic touch. In lume Wars, Commander of Birds lead the troops from Borneo island to compete with the other forces. In its design, the troops from the Borneo island has a special ability in terms of magic, enchanting weapons and armor.

2. Discussion

While it's well worth reading Arnheim's book, to summarise there are six common, basic Gestalt Principles [7] :

1. Similarity
2. Continuation
3. Closure
4. Proximity
5. Figure/Ground
6. Symmetry and order

Put simply, this principle says that a composition should not provide a sense of disorder or imbalance, as otherwise the viewer will waste time trying to locate the missing element, or fix the problem, rather than focusing on the message or instruction. Proximity uses the close arrangement of elements to create a group association between those objects. If individual elements are also similar, they will tend to be perceived as a single whole, even though they are separate elements. Closure is a common design technique that uses the human eye's tendency to see closed shapes. Closure works where an object is incomplete or the interior space of an element is not fully closed, but the viewer

perceives a complete shape by filling in the missing information. Continuation is the principle through which the eye is drawn along a path, line or curve, preferring to see a single continuous figure than separate lines. This can be used to point towards another element in the composition, and is seen where a line is cut through one object, often in a curve, aligning perfectly with a secondary element. A particular element can be emphasized when it's dissimilar, breaking the pattern of similarity. This effect is called an anomaly. The term Gestalt means 'unified whole', which is a good way of describing the over-arching theme behind the principles: if you collect together your design elements in an arrangement using one of the approaches, your design will feel more connected, coherent and complete. When objects look similar to one another, viewers will often see the individual elements as part of a pattern or group. This effect can be used to create a single illustration, image or message from a series of separate elements. The similarity between different elements can be shape, colour, size, texture or value. The more commonality that individual elements have, the greater the sense of coherence.



Figure 2. Character design : Commander of Birds in Lume Wars. (source : authors).

According to the theory and application of what we do in research, we do the following approach such as refer to the description and characteristics of Commander of Birds having red hands and red feet then we started to design the character design for playable characters in the Lume Wars game. In figure 2 we can see The Commander of Birds wears a gold mask with beak, it is looks like a bird with a few of feather on his head and shoulder. Hands and feet were flaming red signifies a mystical power stored therein and his unique weapon like a bow with arrows, knife, *Mandau* and *Sumpit*. The Commander of Birds have a special skill that not shared with the other characters. This special skill is he can fly and slashing his enemies from the air. In output on Lume Wars is also provided on leveling feature on the weapons and armors. In this paper will only discuss about the

features related to Commander of Birds and Borneo such as weapon and armor leveling and Borneo's emblem.

2.1 Emblem Race

This section describes how the design of emblem race in the Borneo.



Figure 3. Emblem of Borneo race in Lume Wars. (source : authors).

This emblem are in the sense that this race is a race of darkness that characterized the crescent and has enchanting powers symbolized by the image of the skull. The skull seen cry that signifies its main strength on this race is sorrow. Purple color symbolizes the forces of darkness that seem scary and gripping.

2.2 Weapon

This section describes how the design of weapons in the Commander of Birds.



Figure 4. Weapon design : Commander of Birds weapon. (source : authors).

Weapon in this race is made from ancient human bones that have been around since millions of years ago and have the highest level of hardness. In the first appearance on game this weapon will be at level 1 with minimum power and appearance. There incandescent purple stone that holds the power of darkness in the center of the sword. On level 2, the weapon will grow up and the power will be increase 30% stronger than level 1. at the side on sword there is a sharp and poisonous cogs that can hurt and poisoning the enemies. On level 3, the weapon will glowing the darkness aura and the sword will be stronger 50% than level 1.

2.3 Armor

This section describes how the design of Armor in the Commander of Birds.

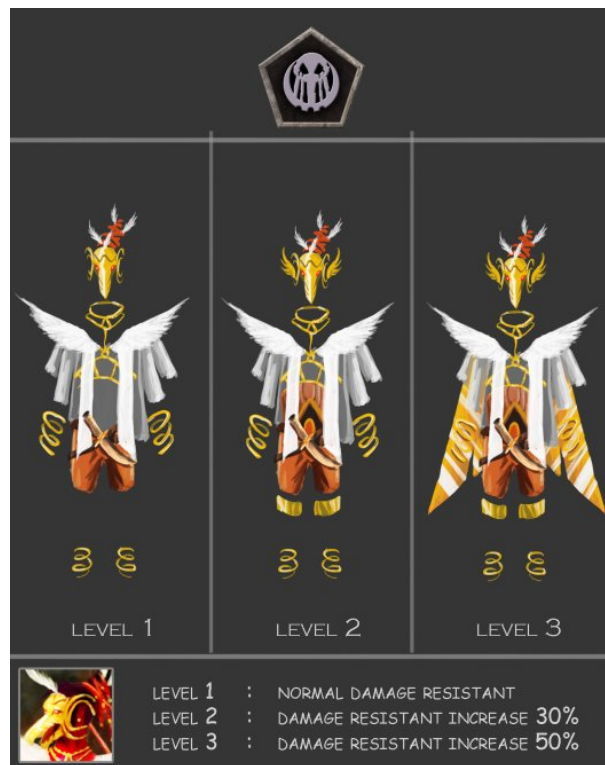


Figure 5. Armor design : Commander of Birds armor. (source : authors).

At level 1 armor used is a standard armor with resistance to damage weak, this is to pursue the balancing status and will make the player to curious about what will happen when players raise the level of his armor. At level 2 armor used is the addition of several attributes the armor level 1, the addition of attributes at this level is not too much just add wings to the ear. At level 3 armor used is the culmination of the development of armor by adding gold wings and will add the ability to fly and slaughtering the enemy from the air.

2.4 Troops

This section describes how the design of the troops of Borneo island.



Figure 6. Troops design for Borneo army. (source : authors).

On the design of the Troops of Borneo visualized with a mysterious Troops model wearing golden mask and ethnic-style clothes. Feathers on the dress is made of knitted fur white tiger. Described as having a strong body but not too high and never cut his hair since from birth.

3. Conclusion

With the topics of discussion above it can be drawn a conclusion such as:

1. In designing a character, to consider the origins of the character, such as history, residence, culture, religion, customs and food.
2. In attributes common using with the character attributes must be considered original with small of modifications.
3. In the visually immersive games, the use of the weapons and armor leveling is quite appropriate choice, but it would be great if you can add the use of special items.

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Born in Banyuwangi on January 18, 1987, the author completed his education (TK) Dharma Wanita Srono, SDN Kebaman IV Srono, SMP I Srono, SMAN I tiles, PRODES ITS D-1, S-1 and ITS Visual Communication Design last in the S-2 in Electrical Expertise ITS Game Technology. Pursue the field of game design makes the author's thesis with title ambitions made aImmersive Gameplay in Real Time Strategy using Hierachical Finite State Machine. If any mistakes are intentional or unintentional in the writing of this report the authors apologize profusely and hope that the next report would be better than this.

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