

## ABSTRACT

*In the process of updating or creating video games, developers must identify the preferences and attitudes of certain groups of players towards the specifications and available features, while ensuring the elements that make a game widely played and get high ratings at the same time. Ikaan Studio is a developer company that develops the Citampi Stories game, they have problems with a lack of downloads and a rating that is not so high. The purpose of this paper is to find out which elements influence players to download, play, like, and give high ratings to a game. This study uses conjoint analysis in game design to provide an effective method for developers to identify player preferences. The first stage, begins with determining the important attributes and the level of game design attributes. Furthermore, the formation of a combination of stimuli using orthogonal design. Finally, data from 209 samples were analyzed by conjoint analysis to determine player preferences. The results reveal that the "tutorial" attribute is the element that is considered the most important for players, followed by the "game mechanic" attribute with the same importance level. On the other hand, the attribute "object" is considered the least important. This study also identifies the preferences of players with different gender and age ranges which aims to provide insight to companies regarding preferences in the actual market. Based on data processing, there are differences in results, especially for female respondents and respondents who are in the age range of 10-16 years. Where "game mechanic" is the element that is considered the most important, then the second order is followed by the element "connectivity". Furthermore, "object" is still the element that is considered the least important. Based on the results of all data processing, there are four objectives of this final project. The first is to find a significant difference between the specifications owned by Citampi Stories and the preferences of players in the actual market. The second is to find the order of attributes that are considered most important by players as a whole. Third, provide alternative recommendations for improvements to existing game attributes. The last is to provide specifications for games that will be developed in the future, as well as provide insight regarding differences in player preferences based on certain gender and age ranges. There is currently little information in the literature regarding player preferences regarding video game design and specifications. This is a limitation in identifying attributes that actually exist very much.*

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