

ABSTRACT

PROMOTION DESIGN FOR FORZA HORIZON COMMUNITY TOURNAMENT

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The Esport industry has experience very rapid economic growth since 2016. Very competitive field has spawned very fanatical fans. In June 2020, estimated number of spectators of MLBB Esport final match reached 2 million viewers. Forza Indonesia (FID) is a community that has been actively organizing Forza Horizon public racing events since 2018. Although the FID community has 998 members on Discord, not many people watching the match livestream. There is no awareness in public about FID. This happened because the promotion carried out by FID was not optimal. The design for the promotion are made as simple as it is to fulfill the completeness of social media asset. FID does not yet have unified design system so messages are often not conveyed. Therefore, it is necessary to design an effective promotional media to increase awareness of FID tournaments in the community. The method of data collection was carried out using observation, interviews, questionnaires, and literature studies. The resulting work is in the form of asset design for social media and livestream for the matches.

Keyword: Esport, Racing, Livestream, Game