

ABSTRACT

Code Atma is a mobile idle Role Playing Game (RPG) established by local game developer Agate International Inc. The main product offered by this mobile game is a virtual character that can be obtained through a lottery system and micro-transactions done by the Players/users. Unfortunately, the development of Code Atma was inevitably stopped in September 2022 due to failing to achieve the users' purchase target. This obstacle leads to all digital media used for Code Atma promotion purposes unable to upload any updated contents to be consumed for the game's fans. In addition, they also cannot share the latest promotional contents to their targeted audience that is already segmented, only throughout the game Players community. The purpose of this research design is to create new media that is able to reach targeted audiences from various segments as well as maintaining current audiences by applying the concept of Transmedia Storytelling through Intellectual Property (IP) development of Code Atma mobile game. In the design process, the research method used is qualitative descriptive method. The data collection is gathered through observation, interviews, and literature review. The research method applied in this research is Pairwise Comparison Matrix. To discover the solution to the problem, the research design proceeds in digital oneshot comics as Intellectual Property (IP) development media of Code Atma. The benefits of this research are to attain the targeted audience of digital comics, maintaining Code Atma's current audience, and supporting their digital media assets.

Keywords: *Code Atma, Mobile Game, Transmedia Storytelling, Digital Oneshot Comic, Intellectual Property*