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CHAPTER I

INTRODUCTION

1.1 Background

In the digital era with technology that is developing quite rapidly, both young and old often use the internet to support educational activities, obtain various information, disseminate information, consult with tutors, digital libraries, online learning, the benefits of information and communication technology in cyber-based education. (Munir, 2009: 39). Technological advances have made the internet easier for us to communicate in the digital realm. One of them is in the field of Esports (Electronic Sports), Nowadays, people are talking about something bigger than just video games. There is now a special term that has been used to explain the phenomenon of familiar terms around video games, which is currently more familiar with the term "esports", or if translated into Indonesian is *Olahraga Elektronik* (Dex Glenniza: 2018).

Esports is a field of sporting activity where a person develops and trains mental or physical abilities in the use of information and communication technology. Esports or electronic sports is a very popular term today (Wagner, 2006). Based on a report released by esportsnesia.com, Indonesia is one of the many countries that are starting to get interested in the potential and excitement of dabbling in the world of esports. Esports is the non-sports industry of the future in Indonesia. There are five founders of eSports in Indonesia, namely Eddy Lim, Prana Adisapoetra, Erwin, Richard, Permana and Terry. These five people then formed an e-sports gaming organization in 2013, called Indonesia Esports Association or Indonesia E-Sports Association (IeSPA). The organization later expanded to 12 provinces in Indonesia, including West Papua. In 2018, Esports was first competed in Indonesia at the Asian Games. There were 6 games competed in the event, namely Arena of Valor, Pro Evolution Soccer (PES), League of Legends, HearthStone, Clash Royale, and Starcraft 2. Esport itself has a positive impact on the Indonesian economy. In 2018, e-sports games made a profit in the world market of \$ 905.6 million or equivalent to Rp.13.2 trillion. The market value of this future non-physical sport is estimated to reach US\$125 billion or more than Rp1800 trillion, making Indonesia the 16th largest market in the world e-sports industry (Hofstede & Murff, 2012). Although esports has contributed greatly to Indonesia, the debate about e-sports still wants to be equated with sports (Hamari & Sjöblom, 2017). The rapid development of games is

accompanied by the Viment of high computing technology, games are not only a means of playing to entertain themselves. The definition of a game according to Ridwan Arif Rahman and Dewi Tresnawati (2016) is a game that can be played with certain rules so that there are winners and losers, usually not serious and with a refreshing purpose. From there gamers create esports teams to take part in tournaments. For professional gamers, expertise is needed to win the game. To achieve this, gamers need experience in participating in tournaments, so they have a track record of what they have practiced, which they pour into what is called Esports.

However, many people from the results of questionnaires distributed in whatsapp, telegram, discord, esports, scrim, tournament and also close friends groups find it difficult because the ineffectiveness of the features provided by the website limits the use of inefficient websites for esports news features, job vacancies, tournaments, and the development of esports websites that do not provide many efficient features, especially for those who are still new to the world of esports because of the lack of esports projects that they can search or use. With the development of technology as it is today, more sources of information about game development and information are needed to broaden the knowledge of the community and most importantly the esports lovers who participate in the development of the website.

In this day and age, information has become a part of human life. In fact, now there are many activities and transformed into website-based to be more practical. A website is a collection of components consisting of text, images, animated sound so that it becomes an attractive and much-in-demand information medium to be used as a medium for sharing information. World Wide Web (WWW), better known as the web, is a service used on computers connected to the internet network with hypertext facilities to display data in the form of sound, multimedia, text, animation and other data (Kustiyahningsih and Anamisa, 2011). The author's website aims to filter news, tournaments, job vacancies and facilitate tournament registration for fans and talented players in the esports field who are serious and need smart talents and integrity. The values of esports are in line with the values of education. In addition to sharpening intelligence, in esports there are lessons related to discipline, leadership at the national and international levels, making Indonesian esports more competitive, gathering the right news, helping to find jobs quickly and growing.

ESI was inaugurated on Saturday, December 19 2020 at the KONI Sports Hall in Banten Province. PB ESI regulates all elements in the Indonesian esports ecosystem with the aim of making it more advanced. ESI is responsible for advancing the esports ecosystem from the team to the players. In addition, ESI Lebak Regency is also tasked with assisting the development of esports from the regional to national levels so that they can take part in the international arena. ESI Lebak Regency itself is under the umbrella of ESI Banten Province. The ESI Banten Province is tasked with regulating the esports industry, which is a branch of achievement sports, to be more organized so that it can produce maximum achievements. Esports Indonesia Lebak Regency (ESI KAB LEBAK) is the parent organization for esports under the auspices of the Lebak Regional National Sports Committee. an organization engaged in esports that facilitates the community to become a forum for the community, athletes, professional teams, agents, organizations, groups and other related parties related to esports in Indonesia. ESI's vision for Lebak Regency is "To Develop and promote a stable esports ecosystem that can bring Kab. Lebak is the leader of Esports in Banten Province.". How ESI Lebak Regency organizes, develops, educates and fosters esports to increase self-potential, and carries out esports activities to hone knowledge, mentality, techniques, strategies, cooperation, motivation, and creativity to achieve glorious achievements and provide benefits to society (Articles of Association & By-Laws of PBESI 2020).

This research aims to provide a website that is easily accessible to anyone for esports lovers or those interested in entering the world of esports to increase knowledge of esports information, so that esports lovers are easier to open an efficient website. There is no website from ESI Lebak Regency as a medium for all information about esports to carry out organizational activities. while the design of this final project is to solve problems related to online media from ESI Kab. Lebak which does not yet have a website to facilitate the needs of the target audience in using the website efficiently to display esports information features, job vacancies, and tournaments. ESI Lebak Regency will utilize digital technology as one of its products and the technology used is a website. The first part of the organization's website, this organization is engaged in community activities where this organization is able to facilitate the ESI Kab. Lebak website to help target audiences in making it easier to use the website. The author decides to choose a website because it is the cheapest, most effective, and efficient promotional media. with the

website can receive information quickly and accurately. The author did not choose an application because applications have a limited reach because different applications are needed for different platforms such as iPhone or Android and the development costs for creating applications can be high. The research method used to analyze and obtain the required data is a qualitative method supported by interviews with esports experts. The benefits of the website that will be developed are the ineffective features provided by the website that limit the inefficient use of the website for esports news, job vacancies, and tournament features with a user interface that is easy to use by anyone who is only interested in the world of esports. This will ultimately result in an esports information website that provides efficient features that can be useful in the world of esports.

The author will design a UI/UX design prototype that is in accordance with design principles so that it can be understood by people who are new to the world of esports. With a modern and easy to understand look and elements. That way users can use it as a medium of information and comfort.

1.2 Problem Identification

By looking at and analyzing the problems in the background of the problem above, the problems are identified as follows:

1. There is no website from ESI Lebak Regency as a medium for all information about esports to carry out organizational activities.
2. The ineffectiveness of the features provided by the website limits the inefficient use of the website for esports news features, job vacancies, and tournaments.

1.3 Research Questions

Based on the identification of the problem above, it can be concluded that the formulation of the problem taken is as follows:

How to design an effective website media for ESI Kab. Lebak to facilitate the needs of the target audience in using the website efficiently to display esports information features, job vacancies, and tournaments?

1.4 Scope (Research Limitation)

In order not to expand the problem, the author limits the scope of this of the problem as follows:

1. **What:** The design of this final project is focused on creating a website for ESI Kab. Lebak to help the target audience in making it easier to use the website efficiently to display esports news features, job vacancies, and tournaments.
2. **When:** The process of collecting data and carrying out the final project is carried out from October 2022.
3. **Why:** The design of this final project is to solve problems related to online media from ESI Kab. Lebak which does not yet have a website to facilitate the needs of the target audience in using the website efficiently to display esports information features, job vacancies, and tournaments according to their grouping easily and correctly.
4. **Who:** The target users of this website are people who are Fresh Graduates of college and can quickly understand and find jobs in the world of esports with an age range of 21-30 years.
5. **Where:** The coverage area for this research focuses on the Indonesia areas.
6. **How:** Designing the ESI Kab. Lebak website so that the Banten community can easily facilitate the needs of the target audience in using the website efficiently to display esports information features, job vacancies, and tournaments.

1.5 Research Goal

The purpose of designing UI/UX website for ESI Kab. Lebak is to provide convenience for the target audience in using the website efficiently to display esports information features, job vacancies, and tournaments.

1.6 Research Benefits

1. For the Academics

- a. This study can be used as a guide for developing websites and observation of Visual Communication Design websites.
- b. This research can be used as a reference source for research writing that is still interconnected in the academic community.

2. For the Writer

- a. Being a place for writers to finally be able to apply the knowledge that has been gained after becoming a Visual Communication Design student.
- b. Train critical thinking, look for existing problems and be able to find solutions to solve problems, develop skills in university-level graphic designer projects.
- c. To complete one of the requirements needed to complete the S1 Visual Communication Design at Telkom University.

3. For the Public

- a. Assist new esports enthusiasts in finding the world's information about conceptualized esports.
- b. Creating a platform to search for job vacancies, the search service it should be.
- c. Helping novice esports lovers to learn tournament registration.

1.7 Research Method

The purpose of this research is to design a website "ESI Kab. Lebak" to accommodate the needs of esports lovers who are looking for information about esports, jobs, tournaments.

1.7.1 Data Collection

1. Observation Method

Observation method is participant observation is a data collection technique through observation of the object of observation by directly living with, feeling and being in the life activities of the object of observation. (Prastowo, 2012). In other words, by looking for weaknesses and advantages after searching and collecting all websites related to graphic design. This method is also used to observe the behavior, preferences, and needs of many esports lovers or people who are new to the world of esports. Accurate data collection method. The goal is to find information about ongoing activities to then be used as an object of research study.

2. Interview Method

The Interview Method is a specialized pattern of interaction. It starts off spoken for a specific purpose and then focuses on more specific content areas. There is a process of sedimentation of material that has no further connection. (Robert Kahn and Chanel, 2003). The sources must be in accordance with the topic of this research, including the first is the Chairperson of Esi Lebak as an Esports organization in Lebak Regency to analyze data, information, and developments related to Esports. The second is a UI/UX expert to find data about theories related to website design. Then the last one will be done through internet-based websites such as zoom, Google meet or through WhatsApp Messages, names and faces will be disguised to protect the privacy of esports lovers and any problems they experience.

3. Questionnaire Method

Questionnaires Method are a number of written questions used to obtain information from respondents. (Arikunto, 2010). The questionnaire itself is another term for a questionnaire, a questionnaire is a form of data collection instrument that is flexible and relatively very easy to use according to (Azwar, 2009). In this method, the author will prepare several questions that contain and relate to the opinions of new esports fans and ask for suggestions that will later be processed and can be applied to User Interface (UI) design. Questionnaires will be distributed to esports lovers who are interested in giving their opinion. This questionnaire aims to find out the responses of esports lovers, especially in finding information, jobs, tournaments. This response will later become a reference in designing the appearance of the ESI Kab. Lebak website according to the needs of the target audience.

1.7.2 Data Analysis

1. Matrix Analysis

Matrix analysis is the placement of two objects or elements side by side. This is often done to compare the two objects, either to show the similarities or differences of the two or to compare by juxtaposing them. A matrix consists of

columns and rows that represent two different dimensions, for example a concept or a set of information. with this comparison matrix the data that has been obtained and compared with each other to get a conclusion results that will be used as the basis or basic thinking for the design concept (Soewardikoen, 2013:104).

1.8 Design Framework

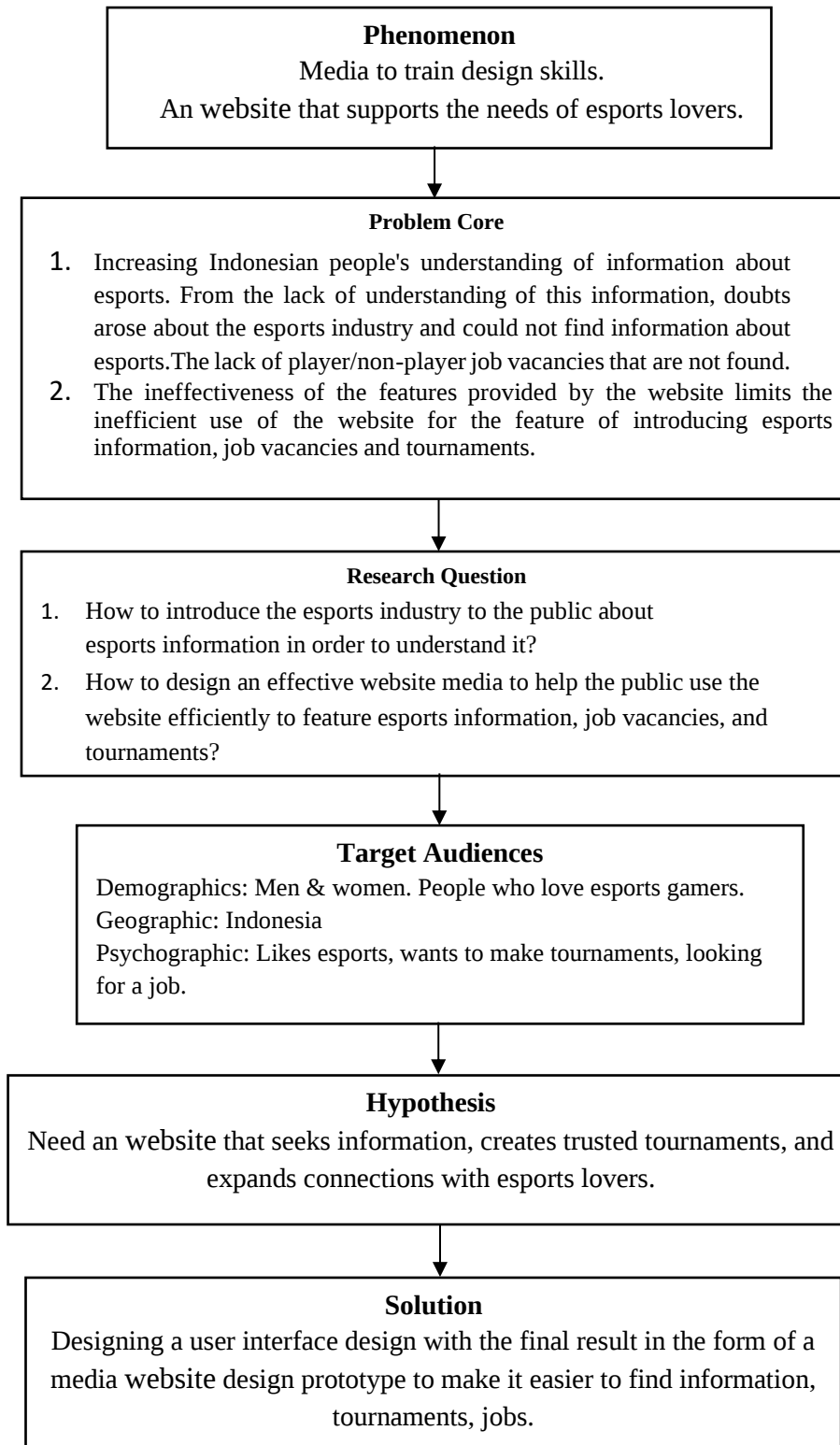


Figure 1. 1 Design Framework

Source: Tanzilal, 2023.

1.9 Writing Systematic

The data search was carried out in a systematic and related manner. The following is an explanation of slashing.

CHAPTER I INTRODUCTION

This first chapter is an introduction that contains the background of the problem / phenomenon raised to the formulation of the problem, the scope of research, design objectives, design benefits, research methods, data collection and analysis methods, design framework and discussion.

CHAPTER II THEORETICAL BASIS

This chapter provides a rationale through theories relevant to the topic that will be used as research guidelines along with the theoretical framework and theoretical assumptions obtained.

CHAPTER III DATA AND PROBLEM ANALYSIS

This chapter contains an explanation of the information obtained through the distribution of observations, questionnaires, interview findings, and analysis results by utilizing theories.

CHAPTER IV CONCEPT AND DESIGN RESULTS

This chapter explains the visual concept and design results that include website visuals from sketches to the final design based on the data that has been analyzed in the previous chapter.

CHAPTER V CLOSING

This last chapter contains conclusions about the results of the design that has been made, as well as suggestions that can be used to improve the design results.