

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Information System
Department of Computer Science
Even Semester 2019/2020*

ANALYSIS OF LOCAL INTEREST IN VIDEO GAME BASED ON PROMOTIONAL MEDIA BASED ON VIDEO TRAILER

**Andrew Vanusi
NPM: 1331022**

ABSTRACT

This study aims to measure the effect of video games on the general public. Researchers used a qualitative method by interviewing respondents and then video footage of several games with almost the same way of playing with different graphic graphics. The results of the game with good graphics were chosen as much as 60.69%, while bad graphics were only 39.31%. With this research, the researchers hope that this can be a reference for game publishers regarding their intention to buy video games, another purpose of this research can also be taken into consideration for game publishers to pay attention to the graphic aspects of video games in the future to get a better market.

Keyword : Video Game, Video Trailer, Graphic, Qualitative Method.