

# IN-GAME ADD-ON PRODUCT DESIGN GUIDELINES USING THE CONCEPT OF "AUTHENTICITY" FOR MARKETING ACHIEVEMENT

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## ABSTRACT

Currently, the gaming industry is growing a lot. A wide range of gaming products are sold in many countries around the world, each with its own local art or culture. Along with the presentation of various brands within the gaming product, it is one of the most popular strategies.

This article introduces an in-game add-on design approach that relies on branded products to appeal to consumers. By considering the design that adheres to it. The authenticity of the original to create the most effective method of marketing in the gaming business.

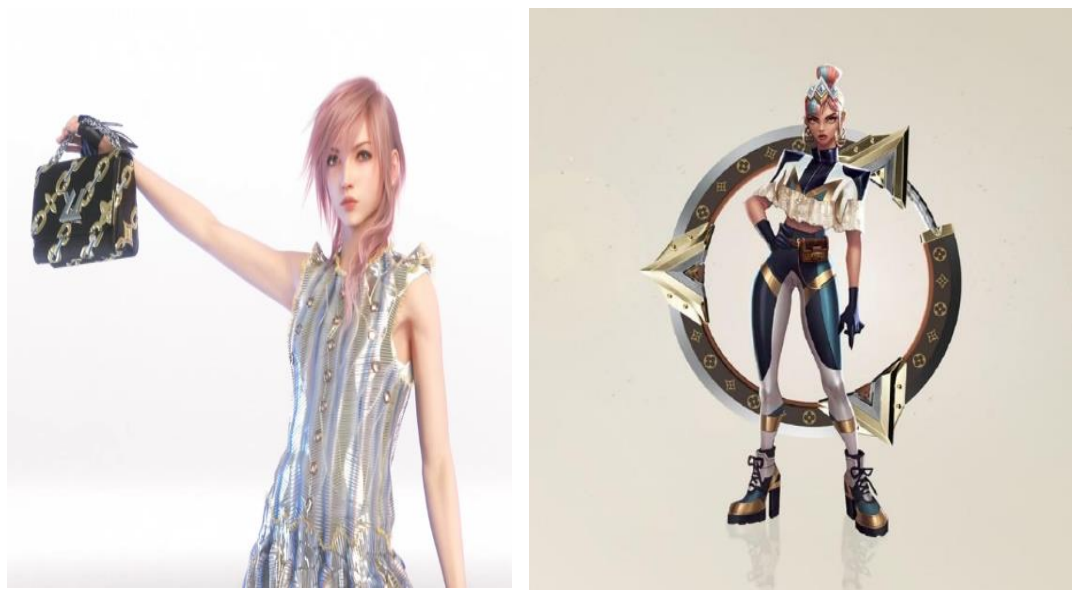
**Keywords:** Authenticity, Video Game, Immersion, Purchase Intention, Marketing

## INTRODUCTION

Game products are different from other entertainment media products with a unique context in their distinctive feature, "Immersion" (Essokolo & Robinot, 2022), since games are media with two-way communication characteristics, that is, players who have to take on roles or functions within the game to interact with the content of the game.

The insertion of things into the game for marketing achievements has been around for a long time because gaming products have simulated spaces, or so-called "virtual worlds", that can place or carry out the message they want to convey to players or consumers of those gaming products (Bleize & Antheunis, 2019). As in the literature of (Ho & Wu, 2012), which presents marketing concepts that are integrated into the context of video game products that can be played online, that emotional principles and purchasing decisions made with marketing psychology can be applied to consumers of gaming products or those who play video games, as well as the use of real-world concepts and theories. While Borowy and Jin's literature in 2013 studied and explained that electronic gaming and sports products have the potential to become vehicles. (Hutchins, 2008; Jin, 2010), coupled with empirical data, some branded entities present their brands through the use of in-game characters or products as marketing materials. For example, the Louis Vuitton

bag brand, which chose to use the protagonist of Final Fantasy 13, or market virtual merchandise to esports games like LOL (League of Legends) as shown in Figure 1.



*Figure 1: Using characters in the game as a means of communication to promote the marketing of Louis Vuitton bag brands.*

In addition to Figure 1, there are many other brands that have this kind of marketing communication (Hansen, 2013; Barnem & Mattson, 2011). (Mariona Rosell Llorens, 2017; Hutchins, 2008; Jin, 2010; Likhman et al., 2018) With current technology, game products are more realistic or authentic of in-game elements and offer more complete presentation styles to players. (Handrich et al., 2022) The realism or authenticity of the design of elements within gaming products is therefore actionable and becomes part of the competition in this field and at times also important in a way that affects the level. (Mochocki, 2021)

With such information and reasons, it is interesting to study the way characters or elements are designed within the game, what factors or elements will contribute to the market achievement to effect consumers who will be interested in and craving for in-game add-ons.

## **OBJECTIVE**

1. To review documents Knowledge of the authenticity of the product or product that is inserted within the video game product.
2. To provide operational guidance to stakeholders. Those involved or designers monetizing gaming products emphasize the importance of authenticity in designing products or elements within the game.

## **DEFINITION**

Authenticity, Video Game, Immersion, Marketing, Media

## CONTENT

Trilling (1971, cited in Handler, 1986) interpreted the meaning of "authenticity" and "sincerity" as having such a close relationship that it could be interpreted interchangeably, but in the case of the use of "authenticity", it is defined as "reality".

Ko et al.'s 2013 literature explained that the level of authenticity is strongly correlated with the pricing of goods or products that rely on authenticity as the value or value of the offering. The study found that the higher the actual level of originality in the product, the higher the level of authenticity. The higher the price, the higher it is (Ko et al., 2013).

Dogramacilar's 2010 literature described a study on authenticity in the virtual world (simulated world within video games) with historical realistic storytelling, finding that gamers value the theme of realism. What is found within the game must be similar or close to the real thing based on the information that the player originally had. In other media, these behaviors are also present, such as movies, animations, etc.

Therefore, in the manner of using a gaming product as a communicator or vehicle to promote marketing about that product or brand. It is necessary to simulate the design of the simulated product within the game or the elements that take place in the virtual world to be the same as the actual product or the most realistic environmental elements to make the player feel like subsidizing the product. (Sithiwarongchai, C. et al. (2017)

A realistic design implies the appearance of a brand that is accurate as the model used in the real world. It may be presented in a way that is incidentally or naturally visible with a prepared story role rather than in a clearly advertised manner, such as whether the characters within the game are wearing or using the actual elements of the brand's product, as in the second image, where the protagonist of the story in Resident Evil 2 Remake uses a real Harley Davidson brand motorcycle within the storyline and the game-beginning scenes that are realistic throughout the car. Car noise and driving characteristics of the characters.



*Figure 2: Examples of brand within gaming products and simulation products within video games*

**Source:** Resident Evil 2 Remake Game Products

From the example quoted from Figure 2, the character's personality is consistent with the brand, being a dashing and strong girl who is well known to players or fans of the game. If it is a typical motorcycle design that claims to be a Harley Davidson brand car, but does not have a shape or appearance, as well as other elements that correspond to the actual product, then it may cause the player not to have a sense of realism or a sense of realism and not to have a desire or interest in the product. This context also includes other elements within the game product, such as clothing, weapons (e.g., Glock guns with realistic shapes and sounds fired).

## CONCLUSION

The authenticity of a product or product that has been created as an element within the game can affect the level of touch to realism, giving the player a sense of belonging and possibly leading to recognition. The desire to support the brand or the attitude and demand for branded products.

Stakeholders in the design or production of gaming products should pay attention to the realism of the design of simulated products or simulation elements within the game that are branded to game products, emphasizing that they are as similar as possible to real world products and should be presented in accordance with the image of the product.

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