



RESEARCH GROUP
SERIOUS GAME
(SEGA)

Serious Games

Mohamad Safrodin, Dec 2nd, 2022

Serious games are games or game-like systems built with game technology and design principles for a purpose other than pure entertainment



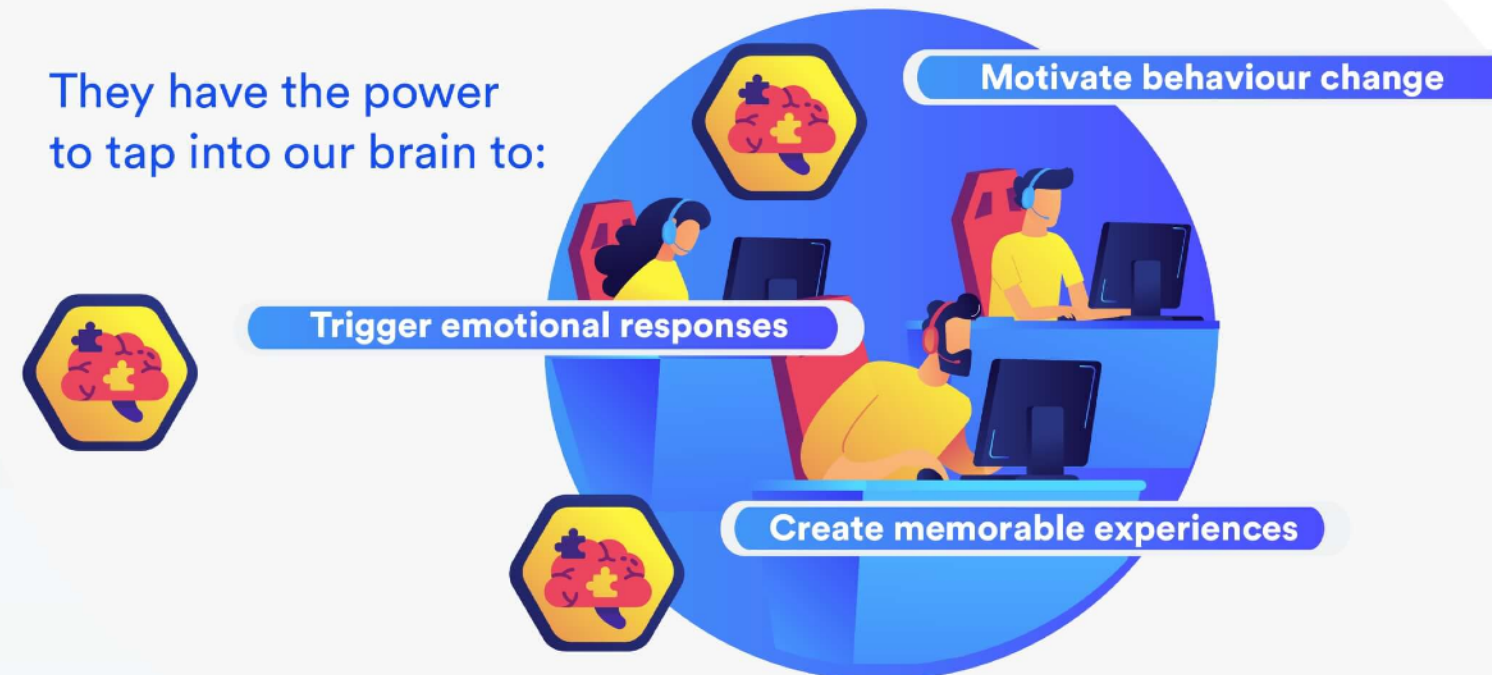
What are serious games?

Explore the future of serious games beyond 2020

SERIOUS GAMES ARE GAMES WHERE THE PRIMARY PURPOSE LIES OUTSIDE OF PURE ENTERTAINMENT

Did you know that serious games appeal to our intrinsic human motivational needs?

They have the power to tap into our brain to:



This is what sets them apart from commercial, entertainment games.

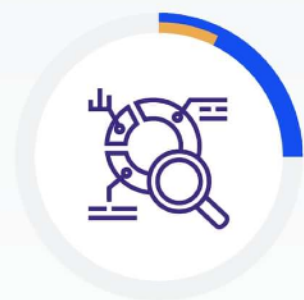
Top Global Applications of Serious Games



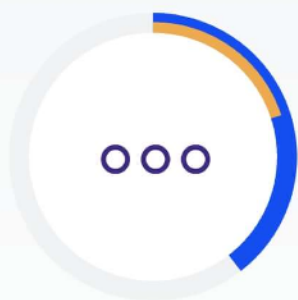
Simulation Training



Human Resources



Research & Planning



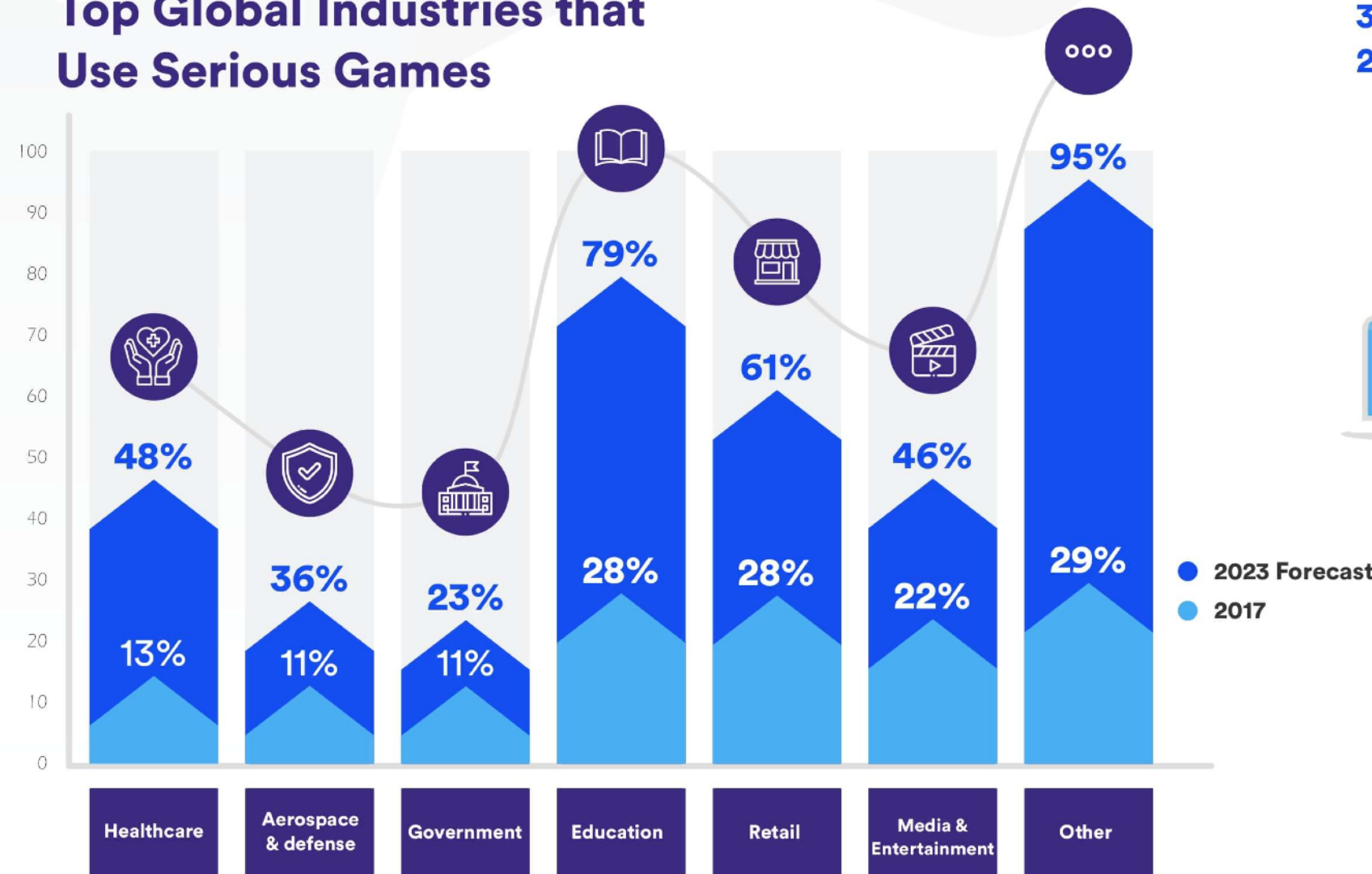
Other



Advertising & Marketing

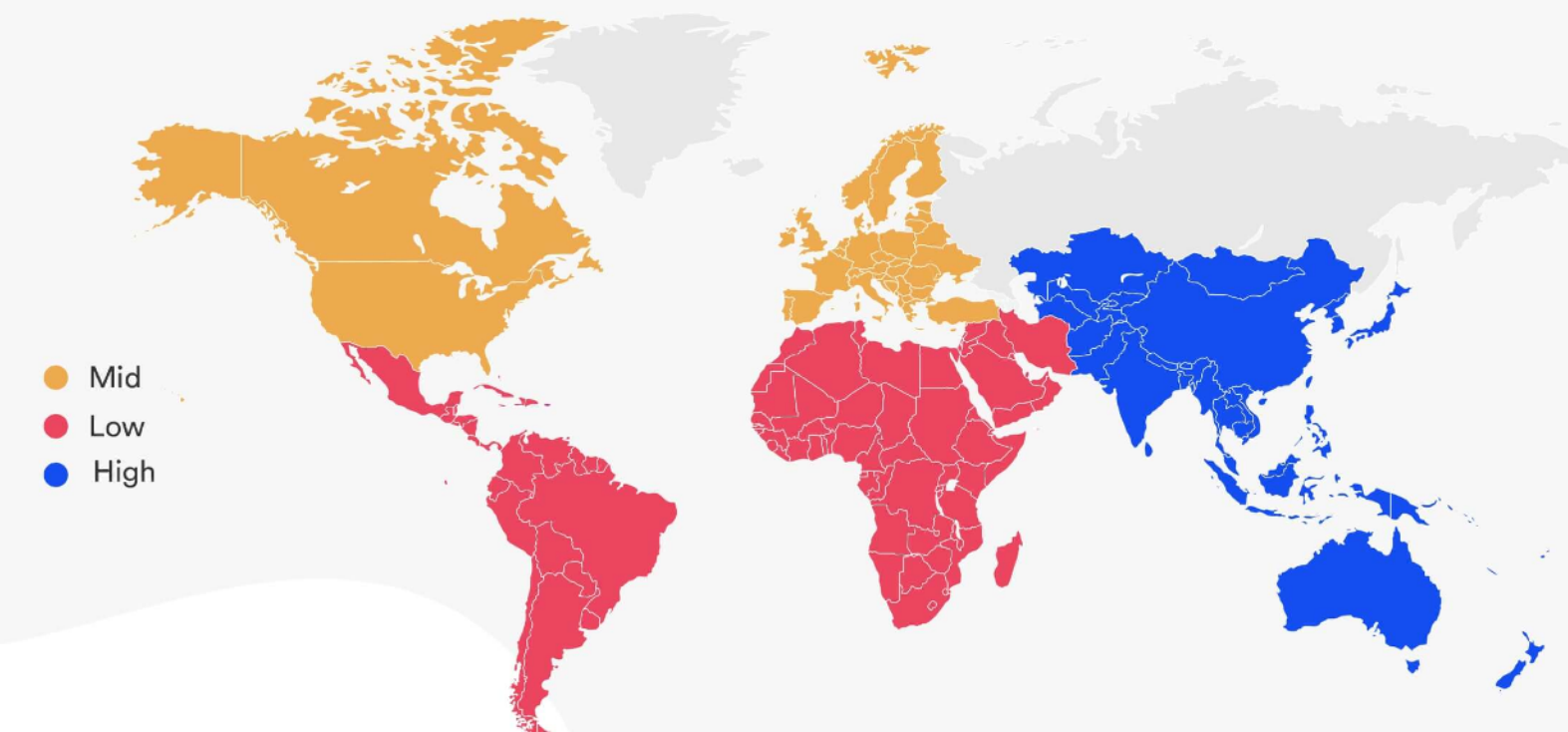
● 2023 Forecast
● 2017

Top Global Industries that Use Serious Games



The Future of the Serious Games Market

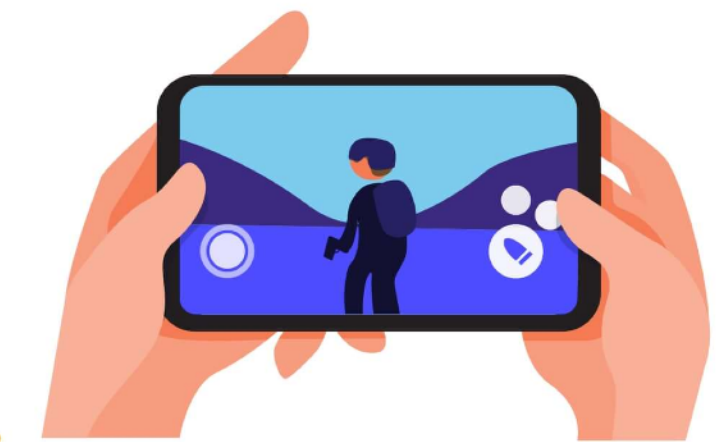
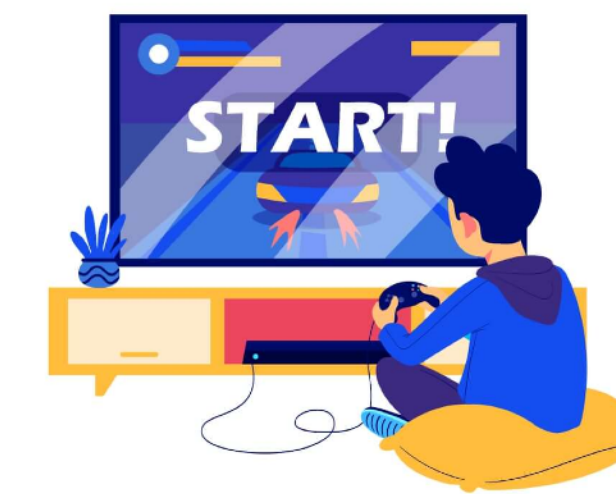
Regional Growth Rate of Serious Games



The serious games market revenue is expected to grow from **3.5 BILLION U.S. DOLLARS IN 2018 TO 24 BILLION IN 2024.**

THE FASTEST GROWING serious games market in 2019 **is Asia Pacific**

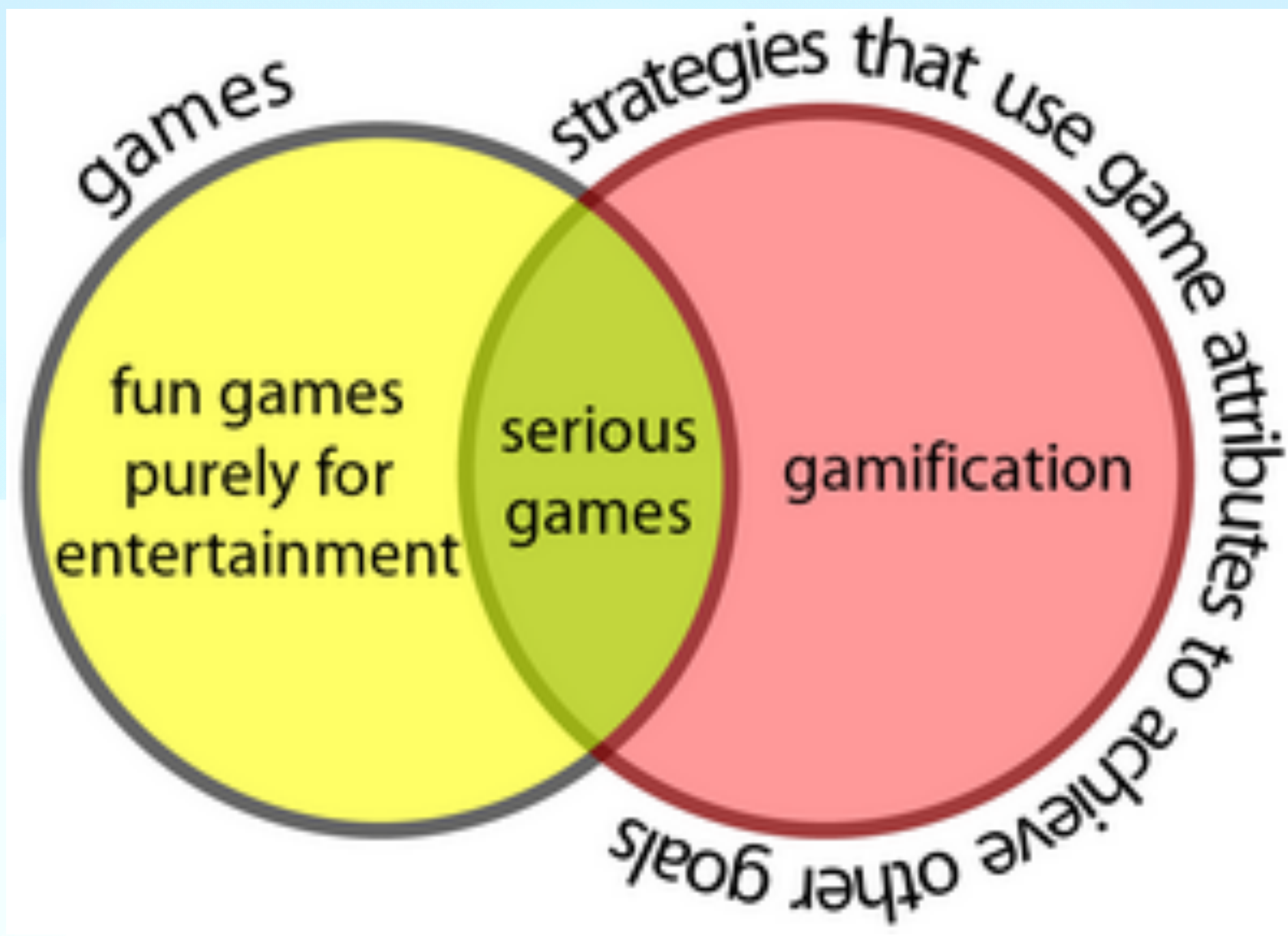
Rapid rise of serious games on **SMARTPHONES AND TABLETS** between 2020 - 2025



Read the full blog @ bit.ly/CTGSeriousGames

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RIZKY YUNIAR HAKKUN



KHOLID FATHONI



MOHAMAD SAFRODIN



FARDANI ANNISA DAMASTUTI



ARIS SUDARYANTO



Kompetensi Yang diperlukan	Jumlah Mahasiswa	Dosen
3D Modeller	4	1
MOCAP Engineer	4	1
Unreal Game Engine Programmer	4	1
Texture Engineering	2	1
Game Designer	2	1
Story Telling / Game WRITER	2	1
Character Creator	2	1
Scenario	2	1
Arduino Data Acquisition	4	2



Project	Deskripsi	Phase	Tahun	Objective	Target User	Fitur MVP (Minimum Vlable Product)
Serious Game		1	2023	GAMIFIKASI Kampus Tour Online	PENS	Walkthrough
						Information
				Challenge		
				Scoring		
		GAMIFIKASI IPMB mahaiswa Baru Pengenalan Kampus	Mahasiswa Baru PENS	Walkthrough		
				Information		
	Simulator PENS	2	2024	Pembuatan Renstra bisa add new planned Building in 3D (3D world management)	Manajemen PENS	Challenge
						Scoring
						Walkthrough
						Flythrough
Exibition dan GAMIFIKASI	3	2025	Penguatan Multi Player dan Online Platform	Umum	Information	
					Forecasting	
					Placement New Building	
					Planning	
Simulator Combat	4	2026	Simulator	Umum	Walkthrough	
					Flythrough	
					EXPO	
Mixed Reality Combat Simulator	5	2027	Penggabungan Mixed Reality dengan Simulator	Umum	SHOW CASE Game Product Virtually	
					Hardware Interaction	
					Multi Sensory	
					Gamification	





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