

Research Article

Adaptation in the New Challenges of Globalization in Game and Animation Industry

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ORCIDArif Sutrisno: <https://orcid.org/0000-0003-4093-1339>**Abstract.**

During the Covid-19 pandemic, the absorption rate of alumni in the industry has decreased. Alumni who are already working, have independent studios, or work as freelancers are also impacted by the deteriorating economic conditions in Indonesia. Competition among graduates in the creative industry, including UM Animation Game D3 graduates, is intensifying, particularly in the local sphere. If not anticipated, many of them may face unemployment. Globalization and technological developments have enabled the game and animation industry to thrive during the pandemic. Therefore, the purpose of this community service activity is to organize a Sharing and Discussion event to provide a space for discussion for workers in the creative industries, especially in the field of Games and Animation who have been successful during the pandemic with UM Animation Game alumni. The methodology employed in this initiative involves sharing and discussion sessions to elicit insights from alumni and presenters. This study concludes that alumni who working as freelancers, studio owners, and industry employees face career constraints and a declining market during the pandemic. This is because they do not take advantage of globalization to increase career paths to capture a wider market. On the other hand, according to the presenters, to be able to take advantage of globalization, alumni should have a good portfolio and be presented professionally, be involved in international scale forums and activities, take advantage of international scale networking platforms, have a good attitude at work, have the commitment to continue to develop, and master the international language.

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1. Introduction

During the pandemic, the conditions for job seekers were even more apprehensive. Based on the results of a BPS study through Thomas [1], it was noted that there was a decrease in the number of job vacancies. Vacancies in January 2020 reached 12,168, then decreased to 11,103 in March, 6,134 in April, and 3,726 in May.

This of course makes the absorption rate of graduates also decrease. As happened with graduates of the Malang State University Diploma program. Referring to the UM Survey data, in 2019 [2], the average waiting period for D3 UM alumni was 2.24 months. It is predicted that this number will continue to increase during the pandemic.

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The Ministry of Industry (Kemenperin) stated that the creative industry was the worst affected during the pandemic. Because during the Covid-19 period, people bought more food and drinks. He continued; that the Ministry of Industry also coordinated with local governments in 34 provinces. They stated that 90 percent of the creative industries in their respective regions were closed due to the pandemic based on Zuraya's report [3].

This of course makes competition from graduates in the creative industry such as UM Animation Game D3 graduates also getting tougher, especially in the local arena. If not anticipated, it will make many of them unemployed. Therefore, these alumni need to be equipped with special skills so they can compete in the world of work.

On the other hand, globalization and technological developments provide greater opportunities for workers to increase the scale of their work not only on the local level but also on the global stage. For example, from the results of Widodo's study [4] the development of the internet has increased the number of freelancers. The creative industry, especially games and animation, is greatly helped by this technology. It used to be that animators had to be in an animation studio to do their jobs. Now they can do it at home. The data mobilization process can be helped by cloud-sharing technology. The communication process is also easier with the help of chat applications, social media, and video conferencing.

While some workers lost their jobs during the COVID-19 pandemic, there are some workers who are even busier because their workload is increasing. This is because several industrial sectors have experienced success due to various new habits during the pandemic. According to Aghi Narottama through Indriani's report [5], new innovations were able to make the creative industry sector skyrocket during the COVID-19 pandemic. Creative industry sectors that were able to grow during the pandemic need to share their strategies with workers who have been negatively affected by the pandemic so that they will have better insight into how to survive during the COVID-19 pandemic. Therefore, the purpose of this community service activity is to hold a Sharing and Discussion event to provide a space for discussion for workers in the creative industries, especially in the field of Games and Animation who have been successful during the pandemic with UM Animation Game alumni.

2. Method

This community service activities will be carried out based on the following steps:

1. In-depth Situation Analysis

This activity was carried out to review the existing problems in the field to see whether they were left behind during the previous survey and whether there were things that were no longer relevant to the previous conditions. Aspects of the changes found are additional input for the Sharing and Discussion program that will be implemented.

2. Making Sharing and Discussion Material

After an in-depth analysis of the situation, the next step is the process of making materials. This step is carried out by considering the aspects of the problems, solutions, and limitations that exist in the field.

3. Field Coordination

After the Sharing and Discussion materials are ready, the community service implementation team works together with partners to prepare Sharing and Discussion events, related to technical and non-technical matters.

4. Sharing and Discussion 1

Sharing and Discussion Stage 1 was carried out by inviting alumni to join the Sharing and Discussion. The session started with alumni sharing activities related to their work. Then the speaker delivered material about 'Working Overseas'.

5. Sharing and Discussion 2

Sharing and Discussion Phase 2 is a continuation series of Sharing and Discussion Phase I. This activity is carried out by inviting alumni to join the Sharing and Discussion and then continuing the discussion session related to 'Working Overseas'.

6. Sharing and Discussion 3

Phase III of the Sharing and Discussion was carried out by inviting alumni to take part in the Sharing and Discussion. The session started with alumni sharing activities related to their work. Then the speaker delivered material about 'International Freelancer'.

7. Sharing and Discussion 4

Phase 4 Sharing and Discussion is a continuation of the Phase III Sharing and Discussion series. This activity was carried out by inviting alumni to take part in the Sharing and Discussion and then continuing the discussion session related to 'International Freelancers'.

8. Sharing and Discussion 5

Sharing and Discussion stage 5 is carried out by inviting alumni to join the Sharing and Discussion. The session started with alumni sharing activities related to their work. Then the speaker delivered material about 'Working in International Studio'.

9. Sharing and Discussion 6

Sharing and Discussion stage 6 is a continuation of the Sharing and Discussion phase 5. This activity is carried out by inviting alumni to take part in the Sharing and Discussion and then continuing the discussion session related to 'Working in International Studio'.

10. Evaluation of Activities and Preparation of Reports

After all the Sharing and Discussion activities have been completed, the community service implementation team evaluates the activities through a member meeting. Then each activity is made an accountability report.

3. Results and Discussion

During the in-depth analysis of the situation, it was found that the game and animation sector was a very crucial sector during the co-19 pandemic. This is because people are required to spend more time at home. People's entertainment while at home is dominated by film and video game media. According to the Statista Research Department [6], there has been an increase of up to 200 million video game players in Asia, namely to 1.58 billion people. According to data from the Association of Indonesian Internet Service Providers (APJII) via Dhimas Ginanjar [7], public interest in online games is getting higher, up to 16.5 percent. In addition, as stated by Irfan Rinaldi based on the 11 Covid-10 Consumer Insight survey, the Toluna Online Survey Panel, via Oktarini and Rachmanta [8] during the pandemic, the level of consumption of Indonesian people for video streaming increased by 76 percent and 70 percent watched live streaming. However, if you pay close attention, the content that is successful is content produced by studios outside Indonesia. This has caused many local game and animation studios to take projects from abroad. Globalization has been able to make the game and animation industry survive during the pandemic. Therefore, the focus of the activities held is related to the global industry so that alumni will gain broader insights regarding the industrial world.

Every Sharing and Discussion activity that has taken place is carried out by sharing work experiences from alumni and presenters. Speakers are selected who have qualifications that have been or are currently involved with the global industry in the field

of games and animation. The speaker for the Sharing and Discussion phases 1 and 2 was Wandah Kurniawan Prasetyo, who is one of the lead animators at Prime 1 Studio. Prime 1 Studio is a company that produces merchandise for Intellectual Property (IP) products from game and animation products. This company is based in Japan and has an international market. Prime 1 Studio is one of the studios that has also developed rapidly during the pandemic. The speaker for the 3 and 4 Sharing and Discussion activities was Fencya Fitri, a freelancer and owner of the Hellofey and Azzam Creative studios. Demand for work from Fencya has also relatively increased during the pandemic. This is even he was able to get projects from foreign clients. The speaker for the Sharing and Discussion phases 5 and 6 was M. Ali Lu'lu' Il Ma'nun, a lead animator at Brown Bag Films. Brown Bag Films is an international studio that produces streaming video content including animation. The studio is headquartered in Dublin (Ireland) and has branches in Toronto (Canada) and Bali (Indonesia). This studio collaborates with Disney and other international studios to provide streaming content that is of great interest to children during the pandemic, such as Vampirina on Disney+ Hotstar.

During the pandemic, it turned out that it had an extraordinary impact on alumni. Alumni who work as freelancers have decreased in demand for work. Some alumni who work in studios are forced to be laid off, causing them to switch to other jobs. Apart from that, several alumni also admitted that their business income had decreased during the pandemic. On average, the alumni who took part in this event admitted that they had never been involved with a global-scale industry so the opportunities for developing career paths or increasing their income were also not optimal.

Based on the presentations from the presenters, interesting facts were found about industrial activities that can take advantage of this globalization. Wandah Kurniawan Prasetyo, who works at a Japanese studio, apparently doesn't need to go to Japan to do his work. It is enough for Wandah to build a small office in her home in Indonesia and she can work. The system for giving jobs, discussing jobs, to submitting jobs, is carried out online through chat applications, social media, online work management, and cloud sharing. According to Wandah, to be accepted at an international company like this, it is necessary to have a good portfolio that is presented in a professional manner, for example through artstation. He also has a positive branding image while involved with global events and is active in forums according to his area of expertise.

Fencya Fitri is a freelancer who has also had clients from abroad. He also admitted that he had never met and went directly to the client's place. Its work activities are carried out with the help of a web meeting application. According to Fencya, now getting clients from abroad has become easier because there are many websites that help

bring together freelancers with clients from various countries such as 99design.com, fastwork.id, freelancer.com, upwork.com, and many others. In addition to being creative content or also quite promising. Content that is created can take advantage of easy techniques, for example creating animations with cut-out techniques. The cut-out animation technique has a simple production process, the results are interesting, short, complete, simple, easy to remember, and increase subscribers [9].

M. Ali, who works as a lead animator at Brown Bag Films, has a different story. As an animator, M. Ali is required to create lively animations. What an animator must have is the ability to capture the momentum into a sequence of images so that the images become alive [10]. Before the pandemic, M. Ali was required to work in a studio at a branch in Bali, Indonesia. However, during the pandemic, he worked in a residence outside the studio, but could not be too far from the studio location. This is because there are some jobs that can only be done in the studio, such as rendering animation or using several other studio facilities that cannot be brought home. However, while working at his residence, he also utilizes chat application facilities, cloud sharing, and web meetings. According to him, the most important thing to work in this kind of studio is the attitude at work and the commitment to keep growing. In addition, the ability to master international languages is also an important key so that you can stay gradual in this kind of industry.

4. Conclusion

Globalization has been able to make the game and animation industry survive during the pandemic. The focus of the activities held here is related to the global industry so that the alumni will gain broader insights into the industrial world. Based on the results of the sharing and discussion activities that have been held, it was found that alumni who work as freelancers, studio owners, as well as workers in the industry are experiencing career constraints and a declining market during the pandemic. This is because they do not take advantage of globalization to increase career paths to capture a wider market. On the other hand, according to the presenters, to be able to take advantage of globalization, alumni should have a good portfolio and be presented professionally, be involved in international scale forums and activities, take advantage of international scale networking platforms, have a good attitude at work, have the commitment to continue to develop, and master the international language.

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