[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)The Development of Creative Process Framework for Game Industry in Indonesia Using Design Thinking Method

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| ABSTRACT |  |  |
| The video game industry in Indonesia has seen rapid growth, ranking as the 4th largest global market in 2022 based on App Store and Google Play downloads. Despite having a potential user base and around 1000 active local developers, local games contribute only 1.2% to the total online games played in Indonesia. Strengthening developer knowledge and resources for game development process is essential to optimize this potential. This research investigates the creative process in Indonesian game development using the Design Thinking method, which includes five stages: empathize, define, ideate, prototype, and test. Data was collected through interviews with game developers and educator. The research aims to examine the creative process in video game development within the Indonesian game industry by identifying the steps and stages involved. It seeks to compare the creative process used by Indonesian game developers and uncover the challenges and opportunities they face in creating innovative and engaging games. This research suggests 4 different types of game development stage from 4 different game industry settings in Indonesia.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2024-07-19  Revised 2024-07-20  Accepted 2024-07-30  Keywords  Creative Process  Game Development Design Thinking Framework Game Developer |