

SWOT ANALYSIS IN THE GAMING BUSINESS (CASE STUDY OF THE GAME BOOSTING SERVICES)

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Abstract

The aim of this article is to perform a SWOT analysis on game boosting services as a gaming business. While game boosting services are a recent development in the gaming industry, they have experienced a swift expansion. The method utilized in this analysis involves a mixture of interviews, observations, and literature reviews, and the sample population is composed of Gen Z individuals who have a fondness for playing games. The findings indicated that online game boosting is a profitable business with a bright future ahead. Arcadia Joki's service with Honkai Impact 3 game presents a notable opportunity due to the continuously expanding market share of gamers and the relatively low number of online game jockey service providers in the market. However, the service is also confronted with threats in the form of numerous competitors offering similar online game jockey services, both in the first and second versions.

Keywords: Analysis, gaming, boosting, business, services

Introduction

The rapid development of technology in various aspects of human life is happening in sectors such as industry, business, education, health, and even entertainment. RSA explains that technological development in the entertainment world is seen in examples such as video and console games. Games aim to eliminate boredom for players, fill leisure time, and provide a hobby outlet for users. Technological advancements help to facilitate gameplay, especially in the era of smartphones, which provide easy access to games with highly advanced graphics (RSA, 2018).

The development of technology is closely related to human innovation and creativity in the world. The same is true for gaming technology. Games are a promising business venture because they involve children, teenagers, adults, and the elderly. There are various views from experts regarding the history of the development of gaming technology. The history of game development on the internet began in the 1950s at the University of Manchester. (University of Manchester with Manchester Mark 1), University of Cambridge (University of Cambridge with EDSAC), University of Pennsylvania (University of Pennsylvania with EDVAC), and Princeton University (Princeton University with the IAS machine). Video games then developed rapidly and became a part of everyday entertainment.

The development of technology and information in the world has brought humanity to the latest civilization, the era of the fourth industrial revolution. The concept of this technological revolution is based on continuous communication

through the internet, facilitating interactions and exchange of information between humans, humans with machines, and between machines (Cooper & James, 2009). The main components in the industry of the 4.0 era are cyber-physical systems (connecting the real world and the virtual world), the Internet of Things (IoT), the Internet of Services (IoS), and smart factories (Roblek, Mesko, and Krapez, 2016).

The number of smartphone users in Indonesia is 89.9 million people, or 67.8% of the total internet users in Indonesia, making it an attractive market for the Indonesian gaming industry. The gaming market in terms of age includes teenagers and workers, with a break-even point of 1.4 years (Apronny, 2021). However, unfortunately, out of the 163 highest-ranking arcade games available in the Google app store for Indonesia, only 17.9% of developers are from Indonesia. This is interesting to be studied in-depth, in order to understand the background of game development in Indonesia, the factors that influence its development, and the efforts that can be made to increase the number of game players provided in internet-based applications.

The history of gaming has undergone various developments, starting from graphical changes that used to only consist of lines and dots, to now offering super visuals. The stages of gaming development in the world can be divided into 10 stages of development. The history of video game development in the early stage (1970-1975), the second stage (1976-1980), the third stage (1981-1985), the fourth stage (1986-1990), the seventh stage (1991-1995), the eighth stage (1996-2000), the ninth stage (2001-2005), the tenth stage (2006-2010), the eleventh and twelfth stages (2016-2020), and the thirteenth stage (2021-2025).

Not only for leisure time, gamers also play with the aim of competing to showcase their respective competencies, ranging from speed, precision, integrity, coordination, and consistency or focus in working, discipline, and attitude. Online games also make players feel like they can dominate the world with various strategies applied. They prepare themselves well before playing matches among fellow gamers. Some turn-based strategy games have the theme of dominating the world or world domination. This makes gamers able to dominate the world with various strategies such as diplomacy or warfare (Adi Pratama and Yudhawijaya, 2022). Skor.id (2021) states that some prominent turn-based strategy games include *Europa Universalis IV*, *Rebel Inc*, *Evil Geniuses: World Domination*, *Hearts of Iron IV*, *Civilization VI* (Skor.id, 2021). Tokopedia.com (2021) explains that the top ten best online games in the world include *Player Unknown's Battle Grounds (PUBG)*, first released in 2018), *Mobile Legends*, *Free Fire*, *Minecraft*, *Apex Legends*, *Fortnite: Battle Royale*, *Counter Strike: Global Offensive*, *Heart Stone*, *League of Legends*, and *DOTA 2*.

The above description shows that online games are a means in today's era that brings together various characters through online media, with the aim of playing, interacting, exercising, relieving stress, and so on. This has attracted researchers to study online games that have been pursued for years, to understand the weaknesses and strengths of online games, the challenges and obstacles faced in the present era, and the prospects for future business development in the short, medium, and long term.

Literature Review

SWOT analysis is a technique that was first introduced by Albert Humphrey in the 1960s. The project was part of a research conducted by Stanford University on various companies in America. SWOT analysis is divided into three stages: data collection, analysis, and decision-making after analysis.

The benefit of SWOT analysis is to help map out various situations and conditions, so that appropriate steps can be taken towards them. For example, in establishing cooperation with the right parties, such as scientists, experts in their fields, community figures, etc. This research used SWOT analysis to determine various aspects related to the online gaming service business called Hokai Impact level 3.

The development of the gaming industry has created huge opportunities worldwide, especially in the Asian region. Based on data from Niko Partners, Southeast Asia is a good market share with a predicted revenue of IDR 70.4 trillion in the gaming industry in 2019, which is expected to increase to IDR 116.8 trillion in 2023 (Apronny, 2021). This is supported by the Covid-19 pandemic situation, where human movement is limited, and there is boredom, concern about health conditions, and economic situations, resulting in an increase in the number of players. The number of mobile and PC gamers is estimated to increase. The number of mobile gamers is predicted to increase from 227 million in 2019 to 290.2 million in 2023. The number of PC gamers is predicted to increase from 154.3 million in 2021 to 186.3 million in 2023 (Apronny, 2021). The above description shows that the gaming industry is a huge opportunity in business for the future, and is worth considering in entrepreneurship.

According to Andi (2011), online game players are a new trend among young and adult people in the current era. Online game players can spend a long time and a relatively large amount of money on their hobbies. There are four types of players, including achievers, who play with specific targets or goals, explorers, who like to explore, are curious, enjoy trying new things, and investigate the game world, socializers, who enjoy socializing, not just in relation to games, and grievers, who enjoy disturbing, attacking and hurting, and bringing down opponents in a game.

The development of online games has opened up opportunities for the existence of online game jockeys. Online game jockey is a term found in the gaming industry. Online game jockey is a highly profitable profession and a business opportunity in the future. This is because the role of online game jockeys helps gamers to stay in top positions/rankings without having to work hard. According to Antonio (2022), online game jockeys are professionals who work in the gaming industry.

Online game jockeys offer services to play games for other people. The development of online game jockeys has been significant since the emergence of MMOPRG and Nexia games in the early 2000s. The phenomenon of increasing online game jockeys continued with the arrival of Ragnarok and RF online games. These online game jockeys generally promote their skills in various online gaming forums, both in discussions and meetings related to the game. This also includes promotions on various social media platforms. Online game jockeys are skilled, trained, and able to play games for hours. This greatly helps players who use their

services to raise the ranking or level of other players' game accounts (Akbar, 2012, Adiningtyas, 2017, Angger, 2023).

The significant growth of online game jockeys has driven the birth of Honkai Impact 3 game jockey service entrepreneurship. This game is played by three people in the form of an RPG action game (Angger, 2023). RPG or role-playing game is a game that provides various characters, and online game players must choose and play the characters in the game. Examples of various popular RPG games at different times are Final Fantasy, Pokemon, Dragon Quest, Diablo, Elder Scrolls, Undertale, The Witcher (Zacky, 2022). MMORPG is a sub-genre of RPG games. Massively Multiplayer online role-playing game (MMORPG) is a type of RPG game played online with many online game players at the same time. Therefore, MMORPG has many online game players who interact simultaneously in one virtual world (Zacky, 2022).

Research Methodology

The method used is SWOT analysis using theory of Robinson and Pearce (2014), Sutsana (2019), Kotler and Keller (2012). SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) can be applied to a game business in the following ways: Strengths: Identify the internal strengths of the game business, such as talented game developers, popular game titles, and strong brand reputation. These strengths can be leveraged to gain a competitive advantage in the market.

Weaknesses: Analyze the internal weaknesses of the game business, such as low sales, outdated game engines, and poor marketing strategies. These weaknesses need to be addressed to improve the performance and competitiveness of the business. Opportunities: Evaluate the external opportunities in the gaming industry, such as the increasing demand for mobile games, the emergence of new gaming platforms, and the growth of the esports industry. These opportunities can be pursued to expand the game business and increase revenue.

Threats: Assess the external threats that could negatively impact the game business, such as new competitors, changing market trends, and regulations. These threats need to be mitigated to avoid potential losses and maintain the sustainability of the business. Overall, SWOT analysis can help game businesses to identify their strengths and weaknesses, evaluate opportunities and threats, and formulate effective strategies to achieve their goals and succeed in the competitive gaming industry. The author chose the online gaming business field that has been pursued four years.

Results and Discussion

The emergence of online gaming has provided new opportunities for individuals known as online game jockeys. These professionals are highly sought after in the gaming industry due to their ability to help gamers achieve top positions and rankings without putting in the hard work. The trend of online game jockeys started to grow with the arrival of MMORPG and Nexia games in the early 2000s and continued with the introduction of games such as Ragnarok and RF online. These skilled and trained individuals promote their services on online gaming forums, as well as on various social media platforms. The services offered by online game jockeys have become increasingly popular and have led to the development

of new business opportunities, including the birth of Honkai Impact 3 game jockey service entrepreneurship, a popular RPG action game played by three people, founded by Angger, at 2019.

Antonio's theory supports the statement that people today tend to allocate their time towards playing online games. Nonetheless, they need the help of game jockeys to achieve victory in these online games, as their motivation to succeed drives this necessity. Antonio explained online game jockeys are individuals who offer their gaming services to play games on behalf of other people (Antonio, 2012).

A. Philosophical

Arcadia Joki is an online games jockey service provider that offers the online game Honkai Impact. The name "Arcadia" comes from Latin, meaning "adventure". In Greek, Arcadia is known as a palace where gods, nobles, and knights reside. Arcadia is also known as the name of the daughter of Emperor Arcadius of the Theodosian dynasty.

Arcadia Joki was founded based on the intention, spirit, and hard work of its owner, Muhammad Angger, who noticed that between 2015 and 2018, there weren't many online games created by Indonesians. After going through various stages of development, Honkai Impact 3 version 1 and Honkai Impact 3 version 2 were created. Online Games Jockey was born because there were many players and enthusiasts who wanted to play at a high level but didn't have enough skills. These players also didn't want their levels to decline due to time constraints, so they used online games jockey services.

B. Honkai Impact 3

The distinctive characteristic of this jockey service is that the Honkai Impact 3 jockey service, both version 1 and version 2, consists of a series of highly interesting completion stages. The challenging stages and various appearances make this online game attractive to many people to always join.

C. Differences between version 1 and version 2

Arcadia Joki's jockey service with Honkai Impact 3 version 1 consists of various interesting completion services, with specific stages, and every challenging effort, running for one week. For example, mission completion services for Daily Run, Story Run, New Story Run, Elysia Realm Finality, Memorial Arena Run, and Big Event.

Arcadia Joki's jockey service with Honkai Impact 3 version 2 is almost similar to version 1. The difference between version 1 and version 2 is that version 2 has a longer completion time, which is one month. The jockey service with Honkai Impact 3 version 2 also doesn't have a New Story and Big Event Run completion service.

D. Promotions carried out by Arcadia Joki

The promotion technique carried out by Arcadia Joki's jockey service with Honkai Impact 3 is by recruiting two salespeople and building a promotional network of sales/marketers, consisting of the online players of Honkai Impact themselves. In addition, digital marketing efforts are implemented through various digital media, such as the Arcadia Joki Instagram account.

The online game jockeys are also individuals who genuinely love their job, not just working to boost other people's rankings. This description was supported

by Andi (2011), online game players are a new trend among young and adult people in the current era. Online game players can spend a long time and a relatively large amount of money on their hobbies. Therefore, Online game jockeys are not just individuals who understand their job but are passionate about being an online game jockey.

F. SWOT Analysis

1. Strengths

Arcadia Online Games Jockey has several strengths: firstly, skilled and competent human resources that can be relied upon. Secondly, years of experience in the online games business, which enables them to compete with other online game jockey service providers. Thirdly, the services offered are relatively affordable with prices that are considered cheap for gamers. Fourthly, the company does not require rental space for an office as it operates virtually (Digital Nomads).

2. Weaknesses

One of the weaknesses of Arcadia Joki's service is that it does not have an adequate online application system to serve online orders. Another weakness is that Arcadia Joki has not adequately utilized promotional media.

3. Opportunities

The opportunity for Arcadia Joki's service with Honkai Impact 3 game is the significant and continuously growing market share of gamers, and the relatively few online game jockey service providers in the market.

4. Threats

The threats faced by Arcadia Joki's service with Honkai Impact 3 game, both in the first and second versions, include many other competitors with similar online game jockey services. Another threat is the competition from more experienced and knowledgeable service providers. This includes other competitors who are supported by advanced information technology, such as applications for using promotional media, or websites for online ordering.

The description shows that game jockey business has advantages as follows: Expanding market, Diversification, Technological advancements, Global outreach, and High engagement. Expanding market because the gaming industry has witnessed remarkable growth in recent times with more people playing games than ever before. This rapidly growing market offers a plethora of opportunities for businesses to enter the industry and succeed. Diversification: the gaming industry has diversified in terms of platforms, genres, and target audiences, providing businesses with opportunities to explore new markets and niches.

Technological advancements, because the gaming industry has always been a pioneer in technological advancements, with new hardware and software being developed frequently. This allows businesses to create innovative products and services that cater to the changing needs of gamers.

Global outreach: The gaming industry has a global reach, with players from all around the world. This allows businesses to reach a wider audience and expand their customer base. High engagement: Gamers are deeply engaged with the games they play, spending several hours every day on their favorite titles. This provides businesses with the opportunity to establish robust and long-lasting relationships with their customers.

Conclusions

People today tend to allocate their time towards playing online games. Nonetheless, they need the help of game jockeys to achieve victory in these online games, as their motivation to succeed drives this necessity. Online game jockeys are individuals who offer their gaming services to play games on behalf of other people. This reason has led to the rapid growth of online game jockeys. Game jockey business has advantages as follows: Expanding market, Diversification, Technological advancements, Global outreach, and High engagement.

The results indicated that online game boosting is a profitable business with a bright future ahead. Arcadia Joki's service with Honkai Impact 3 game presents a notable opportunity due to the continuously expanding market share of gamers and the relatively low number of online game jockey service providers in the market. However, the service is also confronted with threats in the form of numerous competitors offering similar online game jockey services, both in the first and second versions.

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