Abstract

In order to promote the state's economy, the government needs to make a strategy for the purpose of promoting the state's economy. One strategy is to create and advance the creative industry sector. The growing creative industry sector in the world is the Games industry. This is marked by changes in the way game distribution continues to increase which is shown by Newzoo. Indonesia is ranked 17th with total revenues in US dollars of 598,074,000.

In this study, conducted on the company Agate Studio, NightSpade, and Visionesia.

The purpose of this research is To know technopreneur intention on game developer according to method of Theory of Planned Behavior).

The type of research used is descriptive qualitative research. Informants are set using purpose sampling. Technique of collecting data using interview and documentation directly and Online and tested using triangulation of source with information obtained from 3 informant.

The results of this study are, in the variable 1) attitude toward behavior, one must like in advance all forms of impact of their intention. In the variable 2) subjective norms, In deciding to do an activity for yourself, need support from other parties such as family, friends, spouses, and people around. In Variable 3) perceived behavioral control, an activity will be spelled out easy or difficult based on their strengths that he has more knowledge to underlie his intention.

Suggestions based on research results, 1) Encourage the game developers to increase in number, more productive in making games. 2) Must be held seminars and campaigns about the games industry. 3) Indonesian game developers should be able to prove themselves that they can also compete with game developers.

Keywords: Technopreneur, Theory of planned behavior, Creative Industry, Game Developer.