

LIST OF TABLES

Table II. 1 Pricing Mechanism.....	30
Table IV. 1List of Respondents	46
Table IV. 2 Attributes of Customer Needs	49
Table IV. 3 Growth and Development of Toddlers	55
Table IV. 4 Toddlers Psychological Characteristics	55
Table IV. 5 Growth and Development of Childhood	56
Table IV. 6 Childhood Psychological Characteristics	56
Table IV. 7 Revenues from Mobile and Online Game in the World.....	65
Table IV. 8 Game Online Revenue in Many Areas	67
Table IV. 9 List of Local Publisher and Game Developer in Indonesia.....	78
Table V. 1 Demographic Segmentation.....	104
Table V. 2 Psychographic Segmentation	104
Table V. 3 Target Market.....	105
Table V. 4 Job Description as Stakeholders	131
Table V. 5 Activities of Making Game Processes	132