

ABSTRACT

DESIGNING AN INTERACTIVE VIDEO GAME WITH A CONCEPT OF “SNAKE AND APPLES” FOR PROMOTING CHIZPREK CO RESTAURANT

In writing this final report, the author takes the background where Chizprek Co wants to promote their products to teenagers who use gadgets in their daily life to surf the internet, accessing social media, and play video games, by bringing different presentation messages to geprek mozzarella chicken. Based on this background, the authors found the idea to make a video game, the idea was based on their activities from the data collection process using the market segmentation method. There are several theories to support the design, such as videogame design, graphic design. With the aim of promoting Chizprek Co products to the intended target market by providing product informations from the videogames that being played. Then to spreads this information by using social media that is most widely used by the target market, making it easier for information to be received and shared faster.

Keywords: Chizprek Co, Product promotion, social media, videogame.