

FINAL PROJECT
NARRATIVE GAME DESIGN IN INCREASING SELF-AWARENESS OF DRUG
ABUSE IN ADOLESCENT ADULTS AGED 15-21 YEARS

In Partial fulfillment of the requirements for the completion of the Undergraduate Thesis
(Bachelor's Degree Program)



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VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN “VETERAN” EAST JAVA

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APPROVAL PAGE
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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there are indications of plagiarism in this Thesis, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I have made this statement in truth without any coercion from anyone and to be used as it should be.

Surabaya, 18 September 2025

Who Makes the Statement



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ABSTRACT

Narcotics, Psychotropics, and Other Addictive Substances, commonly known as Narkoba, are drugs or chemicals that can be used as a treatment in certain cases. However, if misused, they can lead to dependency, addiction, and social disruption. According to the 2023 report, the prevalence of drug abuse in the 15-24 age group has not decreased, raising the urgency of this issue. Gaming is currently a popular hobby among teenagers. Advances in technology have made the devices needed for gaming increasingly affordable and accessible, especially for Gen Z.

Furthermore, among the various games currently on the market, movements aimed at addressing specific issues are often found in games, for example, Western culture's efforts to promote diversity issues. Therefore, the potential of games to convey a specific agenda needs to be harnessed. This design will address the issue of drug abuse in an effort to raise adolescent awareness of the dangers of drugs.

This design uses qualitative and quantitative methods. The results of expert interviews and questionnaires, along with relevant journal and book literature, were then analyzed descriptively to produce a data synthesis. The game design results were then developed through keyword development as a design reference for the overall story, character design, background design, asset production, and all game components.

Through the design of the game "Ilusi Atramenta," distributed on the itch.io platform, it is hoped that it will raise adolescent awareness of the drug abuse that is unknowingly prevalent in their environment through a fun and enjoyable game medium.

Keywords : Drug Abuse, Self-Awareness, Narrative Games

ABSTRAK

Narkotika, Psikotropika dan Bahan Adiktif Lainnya atau biasa dikenal Narkoba merupakan obat atau bahan kimia yang dapat digunakan sebagai metode pengobatan dalam kasus tertentu. Namun sebaliknya, apabila disalahgunakan akan mengakibatkan dependensi, adiksi dan gangguan sosial. Kelompok usia remaja 15-24 tahun berdasarkan laporan prevalensi penyalahgunaan narkoba tahun 2023 masih belum mengalami penurunan, sehingga memunculkan urgensi atas permasalahan tersebut. Bermain game saat ini menjadi salah hobi yang populer di kalangan remaja. Kemudahan dalam era teknologi membuat perangkat yang dibutuhkan untuk bermain game semakin terjangkau dan mudah diakses khususnya untuk kalangan Gen-Z.

Selain itu dari berbagai game yang telah keluar di pasaran, sebuah gerakan dalam upaya menyampaikan isu tertentu seringkali ditemukan dalam game contohnya budaya barat dalam upaya menyebarkan isu Diversity. Maka dari itu, potensi atas game dalam menyampaikan sebuah agenda tertentu perlu dimanfaatkan dimana perancangan ini akan mengambil isu penyalahgunaan narkoba dalam upaya meningkatkan kesadaran diri remaja atas bahaya narkoba.

Perancangan ini menggunakan metode kualitatif dan kuantitatif. Hasil wawancara pakar dan kuesioner serta literasi jurnal dan buku yang relevan kemudian dianalisis secara deskriptif sehingga menghasilkan sintesis data. Hasil perancangan game kemudian dibuat melalui perumusan keyword sebagai acuan desain untuk keseluruhan cerita game, desain karakter game, desain background, hingga produksi aset serta seluruh komponen game.

Melalui perancangan game berjudul “Ilusi Atramenta” yang didistribusikan di platform itch.io, diharapkan dapat meningkatkan kesadaran diri remaja atas penyalahgunaan narkoba yang tanpa disadari ada disekitar lingkungan mereka melalui media game yang seru dan menyenangkan.

Kata Kunci : *Penyalahgunaan Narkoba, Kesadaran Diri, Game Naratif*

PREFACE

Praise and gratitude to God Almighty who has given His blessings, grace, and guidance, the author was able to complete the process of designing the final project with the title "Narrative Game Design in Increasing Self-Awareness of Drug Abuse in Adolescent Adults Aged 15-21 Years".

On this occasion, the author would like to express his gratitude to all parties who have helped in the final project process, thank you to:

1. Allah SWT the Most Merciful and the Prophet Muhammad SAW.
2. Both of the author's parents who always accompanied and supported the author ideologically, morally, and financially during the final project process from start to finish.
3. Mrs. Diana Aqidatun Nisa S.T., M.Ds. as Academic Supervisor I.
4. Mr. Dr. Aris Sutejo S.Sn., M.Sn. as Academic Supervisor II.
5. Surabaya City BNN as the source institution to provide insights and knowledges about drug abuse in adolescents.
6. Mr. Dr. Louis Khrisna Putera Suryapranata, S.Kom.,M.TI as the source person to provide insights about game designs.
7. Ms. Yesa Leilani Ipyana as an game artist expert validator for various designs made in the thesis to achive the maximum design quality.
8. Hammam Al-Hakim as a *game programmer* as well as a design partner who has helped a lot to realize the game that can be played digitally and free from bugs and errors.

The author realizes that the design of this final project is still far from perfect. Constructive criticism and suggestions are expected to continue to develop design in providing benefits to the state, university and society.

Surabaya, 17 September 2025

Writer

Arrafie Smart Satya Nugraha

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