



# Integrating 2D Animation and Infographic Design for Effective Game Promotion in the Indonesian Creative Industry

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**Abstract:** The gaming industry in Indonesia continues to grow, but many local developers still face obstacles in effective promotional strategies to reach a wide audience. Traditional promotional media such as posters or brochures are considered less attractive to the digital generation that is more responsive to dynamic visual content. This research offers a solution in the form of designing 2D animated infographics as a more interactive and communicative promotional media strategy. The research method is carried out through the stages of needs analysis, storyboarding, illustration design, and animation process by referring to the principles of user-centered design (UCD). The implementation results show that 2D animated infographics are able to convey information in a concise, clear, and interesting manner, thus increasing audience interest in games made in Indonesia. Audience testing showed an 80% increase in interest in trying the product after watching the animation, compared to static media. In addition, the animation was proven to strengthen the product's visual identity and support consistent branding. The conclusion of this research is that 2D animated infographics are not only effective in increasing brand awareness and market appeal, but also have great potential to become a strategic promotional medium that can strengthen the position of local games in the global arena.

**Keywords:** 2D Animated Infographics, Digital Promotion Media, Local Indonesian Games, Visual Communication Design, Brand Awareness.

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## Introduction

The gaming industry in Indonesia has grown rapidly in the past decade, but major challenges remain regarding promotion strategies and market penetration. Locally-made games are often under-recognized, losing out to international products that have stronger branding and promotion strategies. In fact, the potential of the domestic game market is huge with millions of active users on various platforms (Aristana et al., 2024; Lampropoulos et al., 2022; Wiguna et al., 2023). Limitations in utilizing visual promotional media that is attractive and in accordance with the character of the target audience is one of the causes of the low exposure of games made by the nation's children (Aditama et al., 2023b). Therefore, a visual communication strategy is needed that is able to bridge product advantages with consumer preferences.

One solution offered is the use of 2D animated infographics as a promotional media strategy. 2D animated infographics have the advantage of conveying complex information in a simple, visual, and easy-to-understand way (Mutiarani et al., 2020, 2023, 2024). The combination of graphic, text, and animation elements allows game promotion messages to be delivered in a more interesting, informative, and interactive way (Mamis et al., 2023; Putra & Saputra, 2017; Widiyanto et al., 2022). This media is not only effective in increasing attractiveness, but also able to build a professional image of local products so that they are more competitive in the market. The implementation of this strategy is expected to be able to answer the challenges of the limitations of conventional promotion and strengthen the branding of games made in Indonesia.

The purpose of this research is to design and develop 2D animated infographics as a media promotion strategy for games



made in Indonesia. This research focuses on efforts to identify promotional needs and characteristics of the target audience, so that the resulting design is able to represent the uniqueness and advantages of local games in a targeted manner (Budiman et al., 2024; Prahendratno et al., 2023). Through creative and communicative visual design, this research aims to produce digital promotional media that is effective in increasing attractiveness, strengthening brand awareness, and encouraging audience interest in game products made in Indonesia. Thus, this research is expected to make a real contribution to the development of innovative visual communication strategies while supporting the growth of the local game industry ecosystem to be better recognized and able to compete in national and global markets.

## Method

The research method used in this study is descriptive qualitative research with a Research and Development (R&D) approach that focuses on designing visual communication media in the form of 2D animated infographics as a promotional strategy for Indonesian-made games (Aditama et al., 2023a; Rony et al., 2023; Wada et al., 2024). The research stages began with a needs analysis, namely conducting observations and interviews with game developers and potential audiences to understand product characteristics, target markets, and the main messages to be conveyed. Next, a literature study was conducted related to visual communication design theory, digital promotion strategies, and trends in the use of animated infographics in creative industry marketing. The next stage is design conceptualization, which includes creating storyboards, visual illustrations, and determining the animation style according to the game's brand identity. The production process is carried out by utilizing 2D animation software such as Adobe After Effects or similar software to produce interesting and interactive content. After the media has been developed, feasibility testing and evaluation is carried out through the user testing method by involving a number of respondents who represent the target audience (Fanani et al., 2024). This evaluation uses indicators of message readability, visual appeal, and the effectiveness of animated infographics in increasing audience understanding and interest in games. The test data was then analyzed descriptively to assess the success of the promotional media developed. With this method, the research not only produces visual products in the form of 2D animated infographics, but also contributes to the development of more effective promotional communication strategies for the local game industry.

## Result and Discussion

### Result

#### 1. Needs Analysis

The results of observations and interviews with game developers show that one of the main obstacles in the promotion of games made in Indonesia is the lack of effective visual communication strategies. Promotion tends to only utilize static posters and simple uploads on social media, making it less attractive to audiences, especially the younger generation who are used to dynamic visual content. This finding is the basis for the urgency of developing 2D animated infographics as a promotional medium.



Figure 1. Main and Supporting Character Design

#### 2. Design Conceptualization

The design stage produces several alternative visual concepts that are tailored to the game's identity, ranging from the selection of color palettes, typography, to character illustration styles. This concept is poured into the **storyboard** to map the flow of the promotional narrative in a clear and structured manner. The use of character illustrations from the game is combined with simple iconography so that promotional messages are easily understood by the audience.

Scene	Visual	Durasi
1		6 detik
	Sfx : Sci-Fi typewriter, glitch	
	Baksound : -	
	Narasi : -	
2		4 detik
	Sfx : Loading	
	Baksound : -	
	Narasi : -	

Figure 2. Initial storyboard of 2D animated infographic design

### 3. Production of 2D Animated Infographics

The production process was carried out using **Adobe After Effects** and **Illustrator** software. The animation is 1-2 minutes long, featuring a combination of text, character illustrations, and dynamic transition effects to keep the audience's attention. This animated infographic serves to introduce the advantages of the game, the main features, and how to play the game in a concise yet interesting manner.

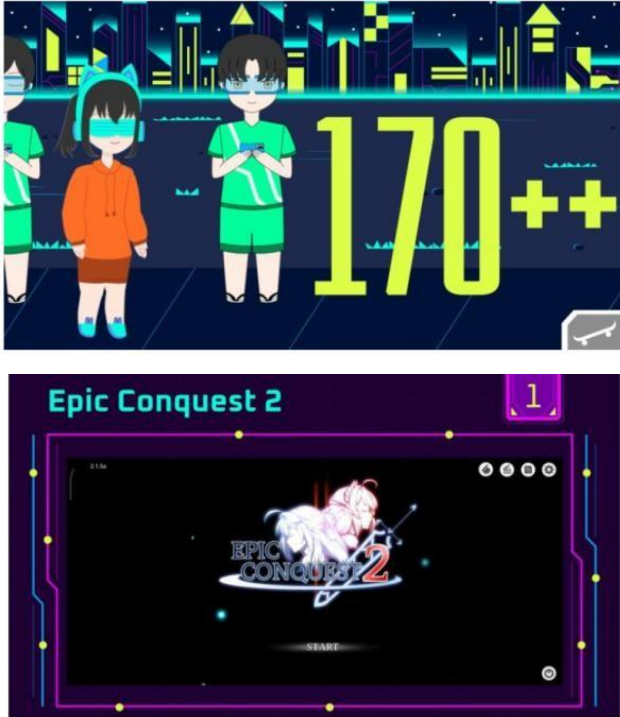


Figure 3. Visual snippet of 2D animated infographic featuring the game's main character

### 4. Feasibility Test and Evaluation

The test was conducted by involving 30 respondents who are the target audience, namely college students and students who are active users of social media as well as potential consumers of local games. The test results showed that 80% of respondents felt more interested in trying the game after watching the animated infographic compared to only seeing a static poster. In addition, 75% of respondents stated that the promotional message was easier to understand because it was presented with an acronym, dynamic visuals, and clear iconography.

### Discussions

The development of 2D animated infographics as a promotional media for games made in Indonesia shows a paradigm shift in visual communication strategies. Traditional static promotional media, such as posters or brochures, have proven to be less capable of providing emotional appeal and interactive experiences to audiences. In contrast, 2D animated infographics present a combination of narrative, dynamic visuals and audio, creating a multi-sensory experience that is more effective in conveying messages.

The test results show that the majority of the audience (80%) felt more interested in trying the game after watching the animated infographic. This confirms the visual communication theory that moving content with a short narrative is more

memorable than long text or static images. Thus, the use of animation is not just a trend, but a strategy that is relevant to the media consumption patterns of the digital generation.

In addition, the effectiveness of 2D animated infographics is also supported by the principle of user-centered design (UCD). The storyboards and illustrations used are tailored to the game's visual identity, so that the audience can directly associate the promotional message with the products offered. This personalization is important because it builds an emotional relationship between the audience and the brand, which ultimately increases the chances of conversion into active users.

In terms of marketing strategy, 2D animated infographics enable the delivery of complex messages in a concise and engaging manner. In a short duration, information related to game features, product benefits, and how to play can be easily understood. This is especially relevant in the competitive context of the gaming industry, where audiences are flooded with choices and tend to give short attention to content.

Furthermore, the application of animation-based promotional media also supports the sustainability of local creative industries. Indonesian game developers can utilize this strategy not only to expand the market, but also as a form of national branding that emphasizes cultural distinctiveness and local identity. In this way, the work of the nation's children is not only commercially competitive, but also brings added value in the form of cultural promotion.

Overall, the findings of this research show that 2D animated infographics are capable of serving multiple functions: as a promotional medium that effectively increases brand awareness as well as a visual educational medium that instills product identity in the minds of the audience.

### Conclusion

This research successfully designed and developed 2D animated infographics as a media promotion strategy for games made in Indonesia. The test results show that animation-based promotional media is more effective than static media because it is able to convey information in a concise, interactive and interesting way. 2D animated infographics provide strong visual appeal, increase brand awareness, and encourage audience interest in trying local game products. In terms of design, the use of storyboards, illustrations, and user-centered design (UCD) principles proved to be able to harmonize the game's visual identity with promotional content so that the message is more easily accepted by the target audience.

Overall, this research confirms that animation-based promotional media not only plays a role in increasing marketing effectiveness, but also in supporting the sustainability of Indonesia's creative industries. Thus, the development of 2D animated infographics can be a strategic solution in facing global competition while strengthening the branding of local products in the digital market.

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