

## Understanding visual novel as artwork of visual communication design / Dendi Pratama

Dendi Pratama, author; Winny Gunarti W.W., author; Taufiq Akbar, author

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### Abstrak

Visual Novel is a kind of audiovisual game that offers visual strength through the narrative and visual characters. The developer community of Visual Novel (VN) Project Indonesia indicated a limited local game developer that produces Visual Novel of Indonesia. In addition, Indonesian Visual Novel production was also more influenced by the style of anime or manga from Japan. Actually, Visual Novel is part of the potential of creative industries products. The study is to formulate the problem, how to understand Visual Novel as artwork of visual communication design, especially among students? This research is a case study conducted on visual communication design student at the University Indraprasta PGRI Jakarta. The results showed low levels of knowledge, understanding, and experience of the Visual Novel game, which is below 50%. Qualitative and quantitative methods combined with structural semiotic approach is used to describe the elements of the design and the signs structure at the Visual Novel. This research can be a scientific reference for further introduce and encourage an understanding of Visual Novel as artwork of Visual Communication Design. In addition, the results may add to the knowledge of society, and encourage the development of Visual Novel artwork that reflect the culture of Indonesia.