

CHAPTER 1

INTRODUCTION

1.1 Background

Nowadays, video game is very popular all over the world. It has been a main entertainment and a lifestyle for most of people. Based on NPD (National Purchase Diary), 72% of US are gamers [1]. The same condition also occurs in Indonesia. Komang Budi Aryasa, Senior Manager Content Aggregation and Incubation Telkom, “It is predicted that every year Indonesian gamers increase about 33%”[2]. Video games are not only popular in kids and teenager but also for oldster and productive workers. From the video game statistic, 26% of gamers are over 50 years old, 25% for under 18 years old, and 49% for age range 18 – 49 years old[3]. That means 32 years old is the average age for gamers. 18 – 49 years old are age range for productive age. They have a job or a lot of work to do. They need something to entertain their self but they also need an entertainment that is flexible and easy to carry. In this modern technology, gamers are not supposed to play the video games through their PC to play interesting and varieties games. That is why portable video game console is very popular nowadays. That does not mean that portable video game only fun to be played outside home or in public places. People like to use this console even they are stay in the house. It is because it is can be played while we lay on the bed, in the kitchen or when we waiting for someone in the terrace. Another reason why the demand of portable video games is increase is because it uses low power consumption. So, people should not pay a lot of bill in the end of month.

Even tough when people hear about iPod, they will think about music and video player marketed by Apple but for IPod touch, the strong point in this console is it can be loaded with a lot of kind of games. So, we can say that IPod touch has a similarity with PSP and NDS.

Lots of people looking for portable video game console. Most of them find difficulties to decide which console will be suitable for them. There are 3

most splendid portable video game consoles that are booming in the market today. Those are PSP (Play Station Portable), NDS (Nintendo Dual Screen), and iPod Touch. Buyer usually gets confused to choose one of this three. Three of them are interesting, but everyone has their own needs and taste. Some of them will be more comfortable using console that is not touch screen so they will choose PSP but some of them like to use stylus to play games, so they will choose NDS but maybe the others like multi touch feature in iPhone.

Despite high popularity of portable game console among teen agers and many published work on portable video consoles, currently little has been said on comparison between NDS, PSP, and iPod Touch from perspective of high school and college student of those video game users.

1.2 Scope

1. Portable video game console history

Brief history about PSP, NDS and iPod touch development.

2. User habit

To know the habit of portable video game console, so the result can be related to user perception and can be used to compare iPod touch, NDS, and PSP.

3. User Satisfaction

Satisfaction about iPod touch, NDS, and PSP in several aspects that will be asked in the questionnaire. The aspects are:

- easy to use
- easy to obtain games application
- easy to learn
- easy to carry
- comfortable to use in a long period
- good price
- cause addiction
- many games available
- good user interface
- leading technology
- good screen quality

4. Gender influence in portable video game console interest
5. Age influence in portable video game console interest

1.3 Aim and Benefits

1.3.1 Aim

The aim of this thesis is to gain some insight among high school and college student game player toward the most popular portable video games console in this era which is NDS, PSP, and iPod Touch in several aspects that has been describe in the scope.

1.3.2 Benefits

This research is expected to formulate some information to be useful for user or gamers to know the weakness and strength of every console. It is also help people to find the right choice based on their desire experience before they buy portable video game console.

1.4 Structures

The overall structure for this thesis paper is:

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| Chapter 1 | Introduction

It contains a background of the problem, the scope of activity, and the aim and benefit of this activity. |
| Chapter 2 | Theoretical Foundation

This chapter depicts the theoretical foundation and framework used in research. The section covers all necessary summarized theories which are related with the project. |
| Chapter 3 | Research Methodology

This chapter covers the methodology that is used in this research. |
| Chapter 4 | Result Findings and Analysis

This chapter explains the findings of research survey and the analysis. |
| Chapter 5 | Evaluation |

This chapter analyzes the comparison between NDS, PSP and IPod touch within the weakness and the strength of every console.

Chapter 6 Conclusion and Recommendation

This chapter summarizes whole key points and draws conclusion. It also provides the recommendation for further improvement.