HOW DOES COVID-19 PANDEMIC SHAPE GAMING INDUSTRY IN INDONESIA?

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ABSTRACT:

The crisis caused by the Coronavirus Disease 2019 also known as COVID-19 has now reached a precarious phase where it has impacted almost all industries, including the gaming industry. Nevertheless, the gaming industry seems to be the least impacted industry among other industries. Not only has been affected the least, but the gaming industry seems to be thriving during the pandemic. Guided by the competitive context, this paper explored and explained the current condition of the gaming industry in Indonesia. Through an interview with three well-known persons from each gaming business, community, and competition, the findings of this paper provide both current condition of the gaming industry in Indonesia and a few things that could be considered to do in order to improve its quality as well as the brief idea of what to expect investing in the industry. The findings are show through a detailed framework. This study suggests that the gaming industry in Indonesia should consider getting more reliable partners such as sponsorships, investors, and other related industries as well as support from the local governments and the society to work together to improve the quality of the gaming industry. These findings might also be significant to the gaming industry in other countries with similar conditions with the gaming industry in Indonesia.

INTRODUCTION

In early 2020, the world was thrown up by a new virus that originated in Wuhan, China called Corona Virus Disease (COVID-19). The virus outbreak has caused a wide range of losses and disparities in various aspects of life, especially towards the world's economy. Many companies regardless of their size have to close their business with an uncertainty on when to re-open. However, there is one particular industry that not only has been affected the least, but excels during this pandemic, which is gaming industry. This is because outside activities have been reduced as much as possible and people are staying at home. People are playing video game as an alternative way of

social interaction and engagement with other. According to WeForum, there is a significant growth in playing time and sales since the coronavirus pandemic has begun (Hall, 2020). Michael Pachter an analyst at Wedbush Securities said, "People are at home, they have nothing to do, they are not commuting" (Smith, 2020).

Consequently, among all possible activities to do during the lock-down, there is one activity that attract more and more people every day, which is playing video gaming. The lock-down caused by coronavirus have turned video games into very common and popular activity as people are started to re-discover their favourite games or enjoy playing new games to kill sometime. The gaming industry has indeed recorded a staggering boost in the online activity of players from all over the world (Sapienza, 2020). However, there are peaks and valleys moment for the wider gaming industry caused by COVID-19. In Indonesia, the gaming industry are developing steadily over the years. The progress is impressive even years before the COVID-19 pandemic take place. In 2017 total number of video game players have reached more than 70 million, the number was slightly increased in 2018 to 90 million (Statista, 2020). Then, on 26 March 2019 as Indonesian youth and sports minister Imam Nahrawi confirming that the country had decided to accept eSports as an important prospect. Indonesia video game total users have surpassed 100 million users in 2019, this is showing the enthusiasm of Indonesia youngers in video game and eSports (Khidhir, 2019). Additionally, in 2019 Indonesia have reached 40 million mobile video game users and is projected to reach revenue of US$712m in 2020 as one of the top 10 biggest revenue generated country in mobile video game in the world (Statista, 2020). In addition, stated by President Director of PT Metrodata Indonesia, Agus Honggo Widodo, notebook gaming sales have increased almost 50 percent over the year, this may be the cause of eSports and there would be more of greater impact eSports could bring to gaming industry in Indonesia to grow bigger and more exciting than ever before (Aprilyani, 2020).

Conforming to the data above, gaming industry in Indonesia is developing at a fast and steady pace. However, to the best knowledge of the author, there is little to no data concerning how the pandemic has shaped gaming industry in Indonesia. Therefore, this paper will discuss the current condition of the industry and how COVID-19 pandemic has shape gaming industry in Indonesia in contemplation of filling the gap in literature along with assisting investors with comprehensive assessment needed to decide whether or not to invest in gaming industry in Indonesia during or after the pandemic has shaped the industry.

LITERATURE REVIEW
Industry Analysis
Industry analysis is conducted by the business entity or specifically an entrepreneur to identify the factors which are influencing the sector that the business has already or thinking about investing in. The potential new entrants, condition of the competitors, and both the buyer and suppliers have a direct influence on the working of an industry. It is the industry analysis

concept that gives the business entity the necessary information so that they can make plans to tackle them effectively. "Many small business owners and executives consider themselves at worst victims, and at best observers of what goes on in their industry. They sometimes fail to perceive that understanding your industry directly impacts your ability to succeed. Understanding your industry and anticipating its future trends and directions gives you the knowledge you need to react and control your portion of that industry," (Kenneth J, 1995).

Thematical Analysis
Thematic analysis describes an iterative process as to how to go from messy data to a map of the most important themes in the data. Thematic analysis is used in many different research fields, according to UX Courses these are the five steps contains in Thematic analysis (Mortensen, 2020).
1.   Familiarize yourself with your data.
2.   Assign preliminary codes to your data in order to describe the content.
3.   Search for patterns or themes in your codes across the different interviews.
4.   Review, Define, and Name themes.
5.   Produce your report.

Competitive Context
The company's competitive environment includes four interrelated elements that shape the local business environment of potential productivity: factor conditions or available production inputs; demand conditions; strategic and competitive background; and related and supporting industries. This framework was summarized in the "Four Elements of Competitive Environment" exhibition and described in detail in Michael E. Porter's National Competitive Advantage. In any case, weaknesses may erode the competitiveness of a country or region as a business place. The four elements are as shown below (Porter & Kramer, 2002).
1.   Factor Conditions.
2.   Demand Conditions.
3.   Context for Strategy and Rivalry.
4.   Related and Supporting Industries.

METHODOLOGY
To address the objective of this research, document analysis and semi-structure interview method will be carried out. Firstly, the interview will be carried out on Kevin Susanto also known as ExagonID a professional eSport player from Indonesia and Arya Pratama leader of FJB CSGO DOTA PUBG Indonesia #1 one of the biggest Indonesian gaming community used for selling, buying, gathering, etc. The question outlines will focus on information concerning "what are the impacts of covid-19 in gaming community in Indonesia". Secondly, Kenny Wualianto founder of *EZ.SKIN* an in-game virtual item shop in Indonesia will also be the interviewee. The question outlines will focus on information concerning "what are the impacts of covid-19 in gaming businesses in Indonesia overall".

All three interviewees will be asked the same questions that are built based on *Industry Analysis* (Jurevicius, 2013). The questions include: 1. What do you know about gaming businesses/gaming communities in general in Indonesia?; 2. What do you think about gaming industry in Indonesia right now? How does it compare to gaming industry worldwide?; 3. What are the differences you see on gaming businesses/gaming communities in general before and during COVID-19 take place?; 4. How do you think your business has been affected by the coronavirus? What is good and bad about it?; 5. How did you respond to those impact caused by the pandemic?; 6. Do you think there will be post-pandemic effects on the gaming business/community you are in? How will you react to it?; 6. In which direction do you think gaming businesses/gaming communities in Indonesia will go to? Will it grow significantly in number or better in quality? Please describe it.

Additionally, unplanned questions are expected to be asked depending on the interviewees' responds to obtain more in-depth answers. The interview will be carried out through online chatting as requested by the interviewees. Data collected will be stored on a *MS Words* document and later will be combined with the secondary data collected from documentations. Thirdly, relevant documents will be collected from various trusted websites. The words typed to search for the documents and articles are: "gaming industry COVID-19", "gaming industry Indonesia", "gaming industry Indonesia 2020", "gaming during COVID-19 pandemic". Then, the research findings across various documents and articles will be combined and stored on a *MS Words* document.

Fourth, data collected from the research documents and interviews will be merged into one *Ms Words* document. The data will be analyse using *Thematic Analysis* (Mortensen, 2020). The first phase of Thematic Analysis is *Familiarization*, during this phase writer will start to take notes while reading the transcripts from the combined *MS Words* document between the entire interview and online documents repetitively to get to know and familiar with the data. Second phase is *Generating initial codes*, in this phase codes will be assigned to the data whilst the writer taking notes and reading through the data. Then, in phase three *Searching for themes*, writer start to sort those codes into themes drawing a map of codes and themes in a *MS Words* document or paper to visualize the relationship between different codes and themes as well as the level of the themes. So that writer know which themes might be subthemes to others, which codes can be themes themselves, and which codes should be terminated. Fourth phase is to *Review, Defining, and Naming themes*, during this phase, writer will go back and forth to review between the selected codes and themes until writer feel satisfied. Then, themes will be name and describe in a descriptive and engaging manners. The last phase is *Produce the report* in one separate *MS Words* document. Finally, the information gathered will be presented in a competitive context framework.

RESEARCH FINDINGS
Interview
The results of the semi-structured interview indicate that all interviewees agreed to the fact that the gaming industry in Indonesia is still at a growing

phase and is moving forward steadily in terms of quality as well as the numbers of video game players especially in mobile games. Overall, the results show that there are three main factors / themes describing the shape of the gaming industry in Indonesia in the past year and during the COVID-19 pandemic. These factors are; current state of gaming industry in Indonesia, effects of COVID-19 on gaming industry in Indonesia, and challenges that prevented gaming industry in Indonesia from growing faster. The following is a more detailed explanation for each of these factors.

Current State of Gaming Industry in Indonesia
There are four codes that have been identified related to the current state of gaming industry in **Indonesia**, they are; 1. High buying power; 2. Mobile game; 3. Lack of support from the government; 4. Gaming enthusiasm increased.

High buying power
According to participants that engaged in the gaming industry in Indonesia, Indonesian have high **buying** power when it comes to buying gaming equipment, in-game equipment and currency. Stated by I1, *"Majority of Indonesian have left their traditional game and choose to play modern electronic games such as PC and Console games"* (I1). Similar statement also mentioned by I2, *"It's quite surprising how high is Indonesian buying power on gaming related items"* (I2).

Mobile game
The **interviewees** in this research stated that mobile games are very popular in Indonesia. Therefore, the governments are working to support mobile game e-Sport to grow. However, because of that, PC and Console gaming popularity are going lower and seems to be left. As specified by I1, "In general, gaming industry in Indonesia is lagging pretty far behind other countries because gaming industry in Indonesia has heavily focused on mobile games in the past few years" (I1). I2 also stated a similar statement, "Mobile games are far more demanded compared to PC or Console games, it may because of mobile's flexibility, and it is also cheaper" (I2). Where I3 mentioned the following, "Indonesian people think computers or gaming consoles are not cheap, therefore there are not many people in Indonesia that can afford a gaming console or PC to play video games. But almost anyone in Indonesia can afford a mobile phone that can be used to play video games with, and that is why I think gaming industry in Indonesia is more towards mobile games rather than PC or console" (I3).

Lack of support from the government
When talking about e-Sport whos representing their country in an international or world class tournament, it is very common and only right to think that the government is the one supporting the team financially, such as travelling and accommodation cost. However, it is a different story in Indonesia. The government did not support their e-Sport athlete and team in any possible way. According to I3 who is an e-Sport player, *"haha(small laugh)..no, as much as i know the government has never helped or supported my team even when we represent Indonesia in a world tier tournament, the only one supporting the*

team financially is the team itself and the sponsors" (I3). Additionally, I2 as owner of a virtual item shop that have experience in e-Sport in Indonesia said *"..from what i have seen and experienced this far, what has been supporting and advancing e-Sports in Indonesia is the e-Sport agencies/team itself. Because they are the one whose supporting talented players in Indonesia and not the governments*

Gaming enthusiasm increased

Participants in this study stated that Indonesian's gaming enthusiasm has increased gradually over the years. As I3 states, "..gaming industry in Indonesia is developing, it is not yet developed. As we can see, now in Indonesia almost everyone is playing video games. The gaming industry in Indonesia is now at the stage where the government starts taking action to help its development. But again, I don't know if they are going to support only the mobile e-Sport or e-Sport in overall including PC, console, etc" (I3). The statement was supported by similar explanations by the other two participants.

Effects of COVID-19 on gaming industry in Indonesia

Furthermore, after talking about the effects of COVID-19 on the gaming industry in Indonesia, the **participants** mostly mentioned the following; sales in the gaming business, gaming community, and gaming events. Both I1 and I2 mentioned something very similar, they talked about how the pandemic has caused a significant increase in sales in the gaming business, *"..sales were up by a big number in the first month of social-distancing, but sales dropped a few months after the government put an end to social-distancing"* (I2).

Additionally, the significant increase also happened in terms of activity in gaming communities, as stated by I1 *"It is clear that the number of people who want to join our gaming community and the posts/threads in our community is rising sharply during the pandemic.."* (I1). This statement was supported by I2 *"..from marketing perspective it is great because we have so many new people joining our community, this may because people are bored and/or those who are not good at gaming choose to learn from video through* **YouTube video or livestream, and from there they were lead to join our community" (I2). Not to mention I3 also stated a similar answer with the other participants**. However, gaming events on the other hand are facing a hard time during the pandemic because of social distancing. Gaming events were forced to either delay, cancel the event, or alternatively do the event online through the internet. I1 as a Leader of a gaming community stated, *"so many gaming events and tournaments were delayed and even cancelled this year"* (I1). Supporting I1 statement, I3 as an e-Sport player said, *"as in PUBG PC, every single tournament this year were all online tournaments and/or events"* (I3).

Challenges that prevent gaming industry in Indonesia from growing faster

Participants in this study mentioned several factors that may prevent the gaming industry in Indonesia from growing faster. These factors are: 1. Indonesian are not supportive; 2. Mental attitude and Education; 3. PC e-Sport left behind. Generally speaking, participants in this study said that Indonesian people are not supportive towards Indonesian game developer, e-Sport players

and/or e-Sport teams, *"..we should support local game developers by buying their games through* **official** *game platform such as Steam and not download the illegally cracked version of the game like most of us did"* (I1).

I3 said that Indonesian e-Sport players and/or teams are known for their bad attitude also known as toxic behaviour in *in-game* situations. Other than that, many Indonesian e-Sport players are also known for their bad mentality, they perform very well during the off-season but not during the competitions, *"In my opinion, the mentality of Indonesian e-Sport players and/or teams are* **not** *yet formed. We as athletes should be more disciplined in carrying out our day, right? Like sports and others, the point is that they need to be more disciplined", "...Indonesian e-Sport players are notorious, that has been around for a while now and majority e-Sport players from other countries know that already"* (I3).

Participants also mentioned how much PC e-Sport was left behind and ignored in Indonesia. *"The government is* **still** *neglecting computer e-Sport in Indonesia. The reason might be because it is less popular and potential compared to mobile e-Sport, but as I said earlier in my opinion it is because we Indonesian are not as wealthy as other European countries that considered a giant in e-Sports. Buying PC gaming is super expensive for us that's why I think the government should at least support those talented PC e-Sport players in that way or another such as doing a regular LAN tournament to sharpen their skills"* (I3). In addition to I3's statement, I1 and I2 stated something similar to that. *"For PC e-Sport and competitive, I think it will continue to decline due to the lack of local events and tournaments therefore it is quite difficult to see new talent and players that stand out. The government should take action into this if they are serious about supporting Indonesian e-Sport"* (I1). Table 1 and Figure 1 show a summary of the theme and code as well as the model of the relationship between themes.

Table 1. Summary **of** Codes and Themes of Qualitative Analysis Results

Theme and Code	Respond count
Theme 1: Current state of gaming industry in Indonesia	
Code 1.1: High buying power	2
Code 1.2: Mobile Game	3
Code 1.3: Lack of support from the government	2
Code 1.4: Gaming enthusiasm increased	3
Theme 2: Effects of COVID-19 on gaming industry in Indonesia, and	
Code 2.1: Sales in the gaming business	3

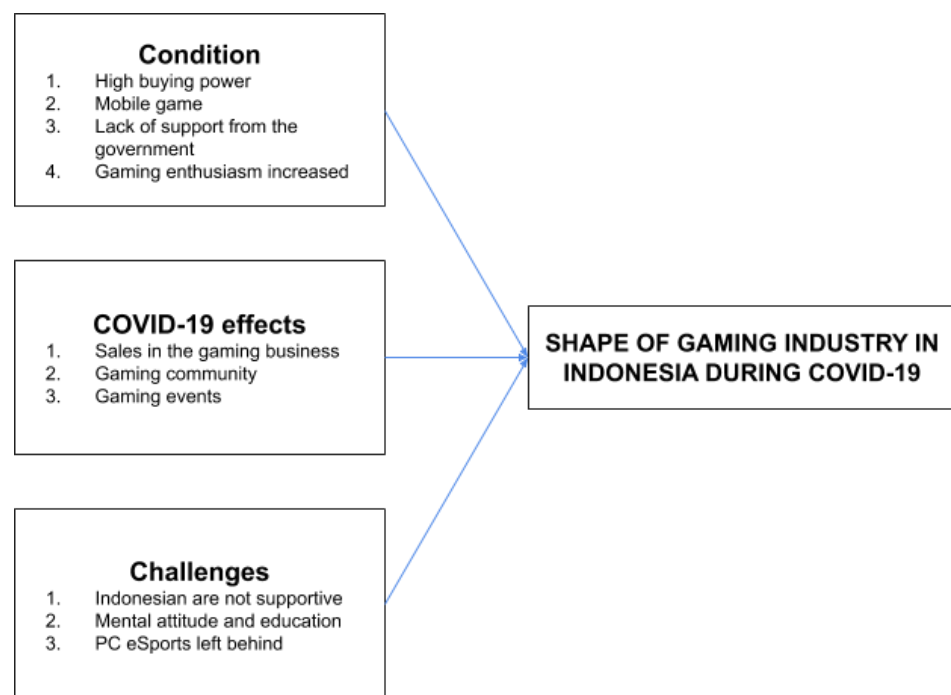|	
Code 2.2: Gaming community	3
Code 2.3: Gaming events	2
Theme 3: Challenges that prevented gaming industry in Indonesia from growing faster	
Code 3.1: Indonesian are not supportive	3
Code 3.2: Mental attitude and education	1
Code 3.3: PC e-Sports left behind	3

Figure 1. Model **Relationship** Between Themes of Qualitative Analysis Results

Competitive Context

Findings were concatenated to existing theories of competitive context consisting of four interrelated **elements** of the local business environment that shape potential productivity, they are; factors conditions, demand conditions, the context for strategy and rivalry, related and supporting industries. The following figures will show how the data sat within the framework.
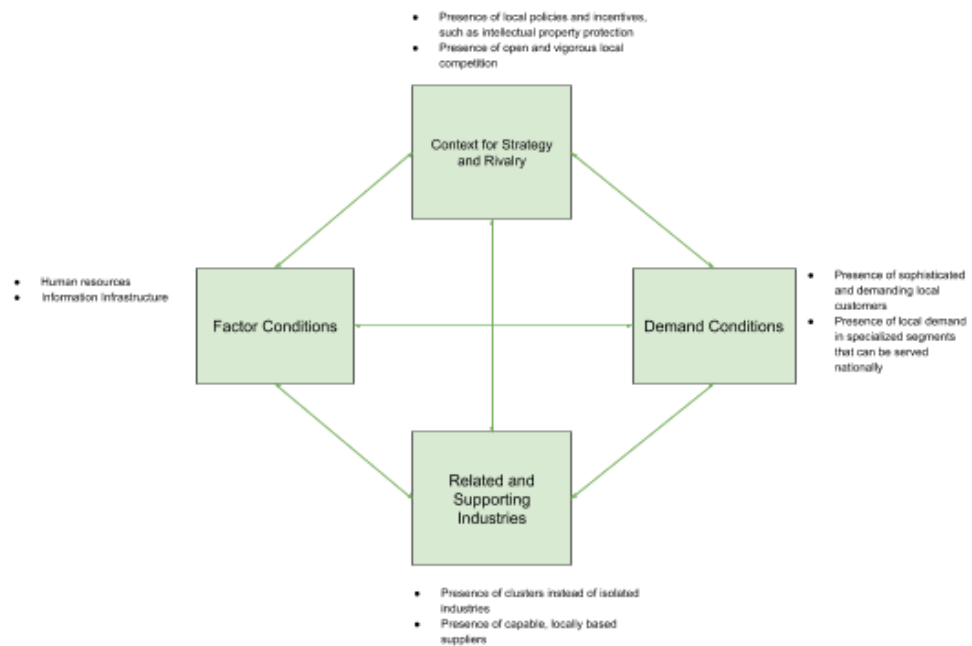
Figure 2. The Four Elements of Competitive Context

Factor conditions:
- **Human resources**

Human resources in the gaming industry in Indonesia have considerable potential to compete globally. As one interviewee said, *"Many Indonesians players are on the worldwide leader board on online games with big and popular e-sports such as DoTA2 and* **CSGO***, but only a handful of them compete internationally"* (I3). Likewise, with Indonesian game developers, *"games created by local developers have potential to compete globally with notes, we Indonesian should be the one supporting our local developer by purchasing their games and giving genuine feedback"* (I1). In addition, many gaming agencies have international experience that can be relied on to manage national e-sports teams or handle international events if needed, *"as far as i know, gaming agency in Indonesia is the one who played the biggest role in developing eSport in Indonesia, they are quite experienced"* (I2).

- Information **infrastructure**

Since several years ago, Indonesia already has a high level of information infrastructure. Until now in Indonesia there are many internet providers that offer various kinds of speeds, *"it is quite surprising how fast internet has grown in Indonesia, with the quality of internet* **connection in Indonesia right now it is more than enough to play competitive video games" (I2). In addition, until now the number of online population and use of electronic media** in Indonesia has increased significantly so that it is able to enter the top 10 largest online population in Asia (Statista, 2020).

*Demand Conditions***:**
- **Presence** of sophisticated market and demanding local customers

The **presence** of sophisticated markets is very important for industries that rely on technology. The gaming industry is one of them, without the presence of a sophisticated market, the gaming industry will have difficulty in

marketing and selling its products, *"..from a sales and marketing perspective, market sophistication is the main reason I can run my business. Majority of people are using social media such as Instagram for online shopping and through YouTube live streams we promote our products so we can gather potential customers and estimate our products' demand"* (I2). Now consumers no longer need to go to a physical store because the majority of the information needed and the items they want to buy are available on the internet. A wide range of products ranging from gaming equipment, digital and physical games, in-game currency, and many more can be bought online from shopping platforms or social media platforms, *"our main product is CSGO related items, but products like digital games, other in-game currencies, and even gaming equipment have increased during the pandemic"* (I2).

- Presence of **local** demand in specialized segments that can be served nationally

In Indonesia the common credit card used by the people only supports transactions in the boundary of the card itself. This is why it is difficult for Indonesian to purchase *in-game currency* such as steam wallets, Nintendo credits, etc, *"the main reason people are buying in-game related items from third party is because it is not easy to purchase online item from International website in Indonesia, only minority of Indonesian youngster and middle age have Visa and Mastercard"* (I2).

Context for Strategy and Rivalry:
- Presence of **local** policies and incentives, such as intellectual property protection

There are still many Indonesians who prefer to get a product (digital video game) through unofficial websites and platform so that they do not have to pay for the game instead of supporting the **developer** by purchasing the game through the official online game platform *"many of us (Indonesian gamers) still play cracked games, we should learn how to respect and support the developers by buying the original version of the game"* (I1).

- Presence of **open** and vigorous local competition

Open and vigorous local competition is not clearly visible in the gaming industry in Indonesia. **Open** and strong competition can only be seen in several aspects of the gaming industry in Indonesia. For example the mobile e-Sport has open and strong competition, this can be seen from the number of events held both before and during the COVID-19 pandemic,, *"..in my opinion, mobile gaming will keep on growing rapidly, because of the crowd as well as many events and tournaments related to mobile gaming and e-sports"* (I1).

Related and supporting industries:
- Presence of clusters instead of isolated industries

In Indonesia gaming agencies are working together with their partners and sponsors from related and not directly related industries, *"Most of the expenses were paid by our agency/team and sponsors"* (I3).

- Presence **of** capable, locally based suppliers

Supplier is one of the most important factors for a company/industry to grow efficiently, rapidly, and sometimes preferential. Gaming industry in Indonesia

has a big demand to serve, however, as mentioned above not everyone can access international online shopping because of the limitation of local bank accounts and systems. Therefore, many Indonesian, especially the younger generation, are unable to buy *in-game currency* directly through the official website of related platforms because of the limitation of their ATM cards having to purchase it from third-party sellers on online shopping or social media platforms, *"so many people in Indonesia want to buy in-game items from online games but cannot because of their ATM cards limitation, that is why EZskin focus heavily in serving customer who wants to buy something on the internet but unable because of this issue"* (I2).

DISCUSSION OF FINDINGS

This research indicated that the gaming industry in Indonesia is growing steadily over the year. The **industry's** growth remains the same even during the COVID-19 pandemic that have caused a wide range of disparities in general which can be seen through the study conducted by Statista showing how the number of Indonesian online population and video game users are growing steadily during the pandemic (Statista, 2020). However, according to Porter's competitive context it shows how average the gaming industry in Indonesia is (Porter and Kramer, 2002). Firstly, looking at the factor condition*s* of the gaming industry in Indonesia, the Interview results revealed that the quality of human resources is good enough to compete globally. Indonesian players are known for their high skill yet bad behaviour in the online society (Syahdan, 2020). Moreover, although Indonesian's game developers may not seem as competent and high skill as Indonesian e-sport players, they keep on getting better every year (Andina, 2020). In addition, the Interview results revealed that the gaming industry in Indonesia is growing rapidly, especially the e-sport.

There are many **talented** players in Indonesia, however, to be able to compete and doing great globally, skill alone is not going to work in e-sport. Mental, attitude, and education are also very important in this matter. As mentioned by the Interviewees, Indonesian players have a great potential to compete globally, yet the bad behaviours are getting in their way for a better career. **This** problem should have been solved long ago with the help from the government through a disciplined program for Indonesian youngsters because generally speaking, e-sport players are usually at their young age, and young age people are with ignorant behaviour and attitude (Independent, 2019). In addition, the lack of assistance from the government and the moral support that should be given to Indonesian e-Sport players when playing at international level can be seen as an example of how ignorant the country is of their e-Sport. Indonesian people are often not very supportive towards Indonesian e-Sport players, Indonesian people often badmouthing e-Sport players if they are having a poor performance.

The same can be seen in most Indonesian e-Sport players, they are known for their weak mentality and ignorant attitude. Indonesian e-Sport players are often seen spitting words that shouldn't be said and performing poorly during competition when they usually do really well during the off-season.

Participants in this study said this is because of the lack of education and the lack of enthusiasm of the Indonesian people towards e-Sport and the gaming industry. The findings of this study are in line with a study conducted by (Lert-Asavapatra, 2019) which found that the factors affected the attitude of Bangkok citizens to e-sport directly affect the attitude of e-sports. Therefore, more and more participation and recognition have also improved people's positive attitudes towards the e-sport and gaming industry. Lert-Asavapatra found that the more common people of a country are to e-sports and gaming industry, the more respectful people of that country are to e-sports players who represent their country. Then, another previous study perceived that the gaming industry in Indonesia really hopes for assistance from the government such as better infrastructure assistance, joint synergy to focus on consumption of domestic gaming products (physical equipment and digital product), promotion of local games and local e-sports to the local market, etc (Anwari, 2020). However, having a developed information infrastructure has made Indonesia gaming industry developing at a faster rate than it should have been. Information infrastructure in Indonesia have given far more than enough support to the gaming industry in Indonesia to develop. For instance, the online population in Indonesia and the use of electronic devices have increased significantly over the years and according to (Statista, 2020) analysis, Indonesia is now placed in the top ten of countries with the highest online population.

Secondly, the demand conditions of the gaming industry in Indonesia is pretty big. The interview results revealed that market sophistication is the first necessary thing that the gaming industry required to be able to make sales and advertising a lot easier. Nowadays, customers can access everything from the internet, starting from browsing, looking for specific items, video of guide of using an item, shopping, and even claiming guarantee. Even so, there are a few things Indonesian's customers still cannot do, for example; it is difficult for Indonesian to shop Internationally because of the local bank accounts limitation. This is similar to the research of (Guerzoni, 2009) stated that market sophistication is one of the most important factors in demand-pull theories that help industries to make more sales.

Third, in the context for strategy and rivalry, the following are the most important factors the gaming industry in Indonesia has to deal with. The presence of local policies and incentives, such as intellectual property protection. In this case, in the gaming industry in Indonesia, the majority of Indonesian customers/citizens prefer to play pirated video games for free rather than buying video games from official stores. This act tends to put developers at a disadvantage. **According** to an article written by (Perekalin, 2019), cracked or pirated games have been there for ages, and many giant developer companies have tried to put a stop into it, however this is just a fight with no end. It causes many small to medium developers to stop developing games or even close their studios. On the other hand, based on the interview results, although Indonesian computer/PC e-sport is not looking as special and talented compared to other countries, Indonesian mobile e-sport is looking far more promising. Therefore, the presence of open and vigorous local competition can be seen in Indonesian mobile e-sport.

Finally, looking at related and supporting industries to the gaming industry in Indonesia, it seems that the gaming industry is working together on clusters to help and benefit one another. Stated by one of the interviewees, gaming agencies are working together with their partners and **sponsors** from both related and not directly related industries to make a great e-sport team. Additionally, the presence of capable, locally based suppliers is one of the keys required for industry/company to grow rapidly and efficiently. In some cases, in Indonesia, gaming businesses sometimes became their own suppliers. For example, businesses that sell virtual items such as *in-game* credits, skins, and online memberships usually do not need suppliers because they are their own supplier. This opportunity is possible because there is a big demand to serve but there is a limitation that limits consumers to purchase items, forcing consumers to buy things from third-party or sellers instead of purchasing it directly from the official stores.

The interviewees mentioned the condition of the gaming industry in Indonesia before and during the pandemic take place as well as how assistance and support from the governments and related **industries** will help the gaming industry to grow even better and be prepared to compete globally. This paper and other studies have perceived that the gaming industry in Indonesia is performing well the past few years and is not outperformed by other countries in Asia. In fact, the gaming industry in Indonesia is doing very well and has big potential to compete globally. Indonesia is in the top ten countries with highest revenue and online population (Sandi, 2020; Statista, 2020; Yanuar, 2019). Furthermore, support and assistance from the local governments, partners, and other related industries are necessary for the gaming industry to be able to achieve higher goals and bigger achievements. With enough support and assistance, the gaming industry in Indonesia could at least bring their players to compete internationally like many other Asian countries. The goals of the support would be to boost players' positive mental attitude together with their English ability as well as improving the gaming industry image in Indonesian's society. A study conducted by (Jeong, 2020) found that in terms of e-sports, there is no government supervision and management which means government support is essential to ensure the continued development of e-sports as well as improving infrastructure to foster further growth of local e-sports. Additionally, professional recognition of the government also helps to improve the public status of e-sports. This recognition has a knock-on effect, because better public awareness can improve the acceptability of e-sports as a hobby or profession and can reassure investors or stakeholders.

CONCLUSION AND RECOMMENDATIONS

The COVID-19 crisis and the unsupportive environment have become the barriers for the gaming industry in Indonesia to grow efficiently and rapidly. This study offers a framework that the investors/gaming industry is seeking to comprehend and understand completely the condition of the gaming industry in Indonesia as well as what it takes for the industry to grow more efficient **and** faster than before. Furthermore, results of the interviews with three public figures of the gaming industry shows that the gaming industry in Indonesia has

potential that is not being maximized yet because of the lack of support from the local government and the bad image and reputation of the industry in the eyes of majority people in Indonesian holding back the industry to grow.

The competitive context framework shows the current state of the gaming industry in Indonesia both the pros and the cons. This information can be very useful for the gaming industry, partners, and even local governments to prepare and design plans to help the gaming industry develop efficiently and rapidly. Looking at the interviews results and previous studies, the gaming industry in Indonesia has to go through a difficult phase in order to develop even further, because the current condition of the gaming industry is in a condition where the **Indonesian** people do not fully appreciate the gaming industry. The more educated the people of a nation are in a certain matter, the more people of that nation will have respect and acknowledge that certain matter. In the country where its society and citizens are well educated about the gaming industry, the gaming industry in that country seems to have developed and doing well overall.

The paper also has practical implications. It adds more information about how and what aspects to improve in order to support the gaming industry in Indonesia growing efficiently. Because countries with developed gaming industries stand to strengthen specific aspects rather than improving overall aspect and quality. By prioritizing to improve one aspect of the gaming industry is more efficient rather than doing it at the same time. This way partners that are involved in the program of improving the gaming industry can focus on one thing at a time so that they could make better decisions and actions. Although this paper has implications for the gaming industry as well as its partners, related industries, and governments, it still has several limitations. First, despite the writer's efforts to write the paper as informative as possible, the writer acknowledges that it is difficult to comprehensively describe the condition of the gaming industry in Indonesia within a single study. Then, because of the lack of access the writer has to gather information from both local and non-local giant companies in the gaming industry in Indonesia has also affected the results of this research in one way or another. Therefore, while the writer is bound by a limited object, future research is suggested to do research in both giant and small companies in the gaming industry in order to get more related information this research is lacking.

Second, in the same way, future research could involve data gathering in countries with similar conditions of their gaming industry such as Malaysia, Singapore, Thailand, Vietnam, etc. The findings of such research can potentially be very useful for the gaming industry, related partners and governments to highlight important aspects and views that distinguish the gaming industry in Indonesia with the gaming industry in other developing countries. Apart from how the condition factors of the gaming industry affected the performance of the industry, this study only discussed a small piece of how performance of related industries and having partners affected the quality and performance of the gaming industry, which is still rarely discussed in this paper. Future research might consider exploring this matter to

be able to explain the condition of the gaming industry in Indonesia in a more detailed description from a different perspective.

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