

ABSTRAK

Industri game horor di Indonesia terus berkembang, namun banyak *developer indie* belum melakukan evaluasi pengalaman pemain secara sistematis, termasuk pada *game* horor 3D "Malam Kliwon" karya Wayae Production. Penelitian ini bertujuan untuk mengetahui pengalaman pemain saat memainkan *game* "Malam Kliwon" berdasarkan enam skala *User Experience Questionnaire* (UEQ), yaitu daya tarik, kejelasan, efisiensi, ketepatan, stimulasi, dan kebaruan, serta memberikan rekomendasi perbaikan bagi *developer*. Penelitian menggunakan metode kuantitatif deskriptif dengan instrumen kuesioner UEQ 26 item dan tiga pertanyaan terbuka, yang disebarkan secara daring kepada pemain yang telah menyelesaikan *game* tersebut, menghasilkan 21 responden valid. Data dianalisis menggunakan UEQ *Data Analysis Tool Version* 14 dan dibandingkan dengan tabel *benchmark* UEQ. Hasil penelitian menunjukkan skala Kebaruan (1,167) dan Stimulasi (1,024) berada pada kategori "Excellent", Kejelasan (0,750) dan Daya Tarik (0,738) pada kategori "Good", sementara Ketepatan (0,048) dan Efisiensi (-0,274) berada pada kategori "Below Average". Kualitas hedonis *game* tergolong sangat baik, sedangkan kualitas pragmatiknya masih di bawah rata-rata. Rekomendasi utama bagi *developer* adalah perbaikan efisiensi melalui tutorial dan *cut scene*, peningkatan ketepatan lewat konsistensi aset visual dan *playtesting*, serta pengembangan lore dan audio horor, dengan tetap mempertahankan kekuatan pada aspek stimulasi dan kebaruan sebagai identitas utama *game*.

Kata kunci: game horor, *User Experience Questionnaire*, pengalaman pemain, Malam Kliwon, evaluasi UX.

ABSTRACT

The horror game industry in Indonesia continues to grow, yet many indie developers have not systematically evaluated player experience, including for the 3D horror game "Malam Kliwon" developed by Wayae Production. This study aims to determine player experience while playing "Malam Kliwon" based on the six scales of the User Experience Questionnaire (UEQ) — attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty — and to provide improvement recommendations for the developer. A descriptive quantitative method was used with a 26-item UEQ instrument and three open-ended questions, distributed online to players who had completed the game, yielding 21 valid respondents. Data were analyzed using UEQ Data Analysis Tool Version 14 and compared against the UEQ benchmark table. Results show that the Novelty (1.167) and Stimulation (1.024) scales fall into the "Excellent" category, Perspicuity (0.750) and Attractiveness (0.738) into the "Good" category, while Dependability (0.048) and Efficiency (-0.274) fall into the "Below Average" category. The game's hedonic quality is very good, while its pragmatic quality remains below average. Key recommendations for the developer include improving efficiency through tutorials and cut scenes, enhancing dependability through visual asset consistency and more intensive playtesting, and further developing the game's lore and horror audio, while maintaining its strengths in stimulation and novelty as its core identity.

Keywords: horror game, User Experience Questionnaire, player experience, Malam Kliwon, UX evaluation.