



## 22. Katharevouse

### 【Background info】

With civilization entering the digital era, processes and communication become increasingly easier. As a result, information is exchanged globally almost all the time. Consequently, misinformation and “hoax” are spread throughout the internet. People have to actively confirm the reliability of the information. To counter that problem, there have been dozens of hoax detectors developed both by private and governmental organizations.<sup>1</sup>

Unfortunately, not everyone is willing to verify news via hoax detector. According to a survey from KIC, 11,9% of Indonesians are still spreading misinformation before verifying it.<sup>3</sup> One reason this happens is because of a lack of awareness of hoaxes among us.<sup>2</sup> Based on this kind of situation, we're planning to raise people's awareness and train the ability to think critically in a fun yet educating game.

<sup>1</sup>:<https://thetrustedweb.org/browser-extensions-to-detect-and-avoid-fake-news/>

<sup>2</sup>:<https://theithacan.org/news/students-lack-awareness-of-fake-news/>

<sup>3</sup>:<https://databoks.katadata.co.id/datapublish/2022/01/20/survei-riset-kic-masih-ada-119-publik-yang-menyebarkan-berita-bohong>

### 【Target Market】

The world has been experiencing international problem that almost every country experience. This has been critically affect the peace and well-being of nations, starting from economics aspect until nations politics' condition. To overcome this situation, our team has made a game app that will help people to differentiate which news is true and false. Thus, our business will help the world to overcome the situation, bearing in mind that Indonesia is in

the third rank with 94,5% people from age 16 – 64 years old that plays game.<sup>1</sup> Meaning this sector is the right solution to overcome hoax because almost every people in Indonesia plays game as their daily activity.

<https://databoks.katadata.co.id/datapublish/2022/02/16/jumlah-gamers-indonesia-terbanyak-ketiga-di-dunia>

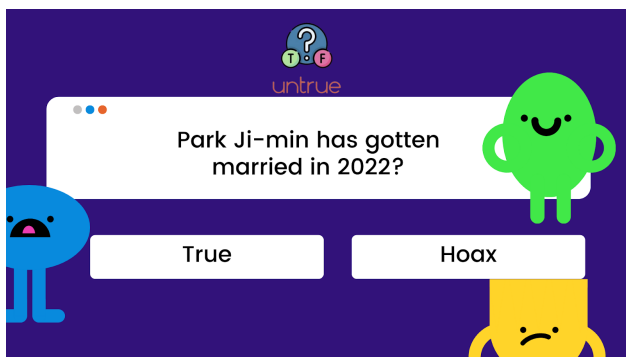
### 【Product/Business Explanation】

Untrue is a preventive and educational game application/web-based that allows the player to learn about fake news and hoax. The player will then start the game. They will be presented with multiple news statements. Every statement except one is fake/false news. The players must pick the one that is a correct fact. If their answers are correct, they will get an increase in their scores. There will be five questions a day, each question having a score of twenty and the total score of all 5 questions being 100. The questions will be limited to only five a day, which means if you have played that day, you can't play until the next day. By then, our questions about the topics will be renewed and ready to be answered. This system will generate publicity and hype similar to another daily web-based game about guessing a word. After the game, results will be revealed, showing the number of questions right or wrong. An article will then be unveiled whilst giving out the information if the news is true or untrue, showing related verified news articles and tips to avoid fake news. Players that have received their results could share what they have achieved and increase the spread of misinformation awareness. After a year and the proving of a reputable enterprise, a new feature will be added to Untrue. Untrue Verified, a feature that will be available from monthly subscriptions. Untrue Verified is a fact and cross checker that will examine the accuracy of articles submitted to Untrue. If the articles are accurate and already examined, there will be a



little check mark on the top right corner of the article in the colour of Persian indigo, which signifies that the article is Untrue Verified. The feature could be achieved by also winning games. The players that are able to attain all questions right 30 days

in a row will receive a free subscription for a month. This game will cause and raise awareness among the people who are playing it. Players will receive various tips in playing the game, in having the eagerness to win, they are obligated in opening an eye to the news all around the world. By finding out what is happening in various parts of the Earth, they will be giving much more attention to activities that are occurring in the world.



### **【Marketing】**

After doing research related to the number of hoax cases circulating, Untrue become the right solution that would easily enter people's lives. To support this, it is necessary to do the right marketing strategy, namely internet marketing. Through this system, we will market Untrue by utilizing various social media such as Instagram, Facebook, and Twitter. We can also take advantage of the result game shareability feature as an implied promotion that is carried out personally by each user on their various social media. That way, Untrue can be increasingly known by the public. After Untrue is known as a fun web-game for analyzing hoaxes, we will cooperate with the Ministry of Communication and Information to increase our credibility and promote untrue verified services for premium customers.

### **【Finance】**

We expect our business to reach break-even in the third year, coming up at \$15,920. Our first-year operating expenses will be approximately \$231,750. The profit will be generated from the use of ads in the website/application and premium subscription.

Profit from Adsense is estimated from the Google Adsense publisher guide.<sup>1</sup> The premium subscription will cost 10\$ per month. We simulate a daily user count of 500 people in the first year and 10 subscribers starting the second year, increasing exponentially each year. Untrue is mainly based in Indonesia, but we expect to expand globally as Untrue earns more public recognition. With the amount of money we need and finance plans below, Untrue is estimated to be able to raise awareness of fake news to 3000 people a day, Increasing their critical thinking skills and skepticism. With this, we hope to be able to make an impact regarding fake news and hoax awareness, both in preventive and applicative means.

<sup>1</sup>: <https://www.codefuel.com/blog/how-to-make-money-with-google-adsense/>

Profit & Loss	2021	2022	2023	2024
<b>Cash Inflow (+)</b>	<b>91250</b>	<b>138075</b>	<b>276150</b>	<b>828450</b>
Adsense Clicks	18.250	27.375	54.750	164.250
#Income/Ad click	5	5	5	5
Subscription	0	10	20	60
#Income/Subscription/month	10	10	10	10
<b>Cash Outflow (-)</b>	<b>-231750</b>	<b>-250615</b>	<b>-260230</b>	<b>-370690</b>
Advertising/Marketing	-30000	-40000	-20000	-20000
Rent	-2000	-2000	-2000	-2000
Legal Fee	-500	0	0	0
Staff Salary	-180000	-180000	-180000	-180000
Server Hosting	-1000	-1000	-3000	-3000
Tax (20%)	-18250	-27615	-55230	-165690
<b>Cash Flow (+/-)</b>	<b>-140500</b>	<b>-112540</b>	<b>15920</b>	<b>457760</b>