

ABSTRACT

This research aims to identify consumption pattern among members of Vainglory Surabaya Community in their purchase of virtual items and merchandise as well as the meaning-making of the virtual items. This research uses the theory of consumerism by Mike Featherstone added with a qualitative method with observation and a case study approaches. The data were gathered from several observations and interviews with members of the Surabaya Vainglory community who is living in Southern and Eastern part of Surabaya. The population of the data is five groups of the Vainglory Community Surabaya, three in the southern area and two in the western area. The results show that the interviewees consume virtual items in the game for showing off their classes producing a pleasure of consumption and becoming capital to be a pro player. This study found that there is a path to become a pro-player through a consumption pattern, and the consumption pattern is the creation of a perfect consumer. This research provides information on how Vainglory players consume virtual items and what drives them to buy a virtual item.

Keyword: Vainglory, Community, Consumer Culture, Consumption