CHAPTER I

INTRODUCTION

1.1. Background of the Study

Online games always have their own ways to convince their players into consuming their products more and more. However, with the different backgrounds and characteristics among Surabaya region comes the different pattern of consumption. In the last decades, the digital game industry consists video games, mobile games and computer games has developed from a small industry that transformed to the needs of a non-dominant young, male and female target group into a larger mass media. The history of mobile games begins in 1999, the launch of NTT DoCoMo's (Japan mobile operator) makes first downloadable mobile games were commercialized in Japan, furthermore, by the mid 2000s were accessible through an assortment of stages all through the platforms were the accessible bearer underpins (Ratliff, 2002). Online mobile games are growing fast in early 2000 gaming no longer just a side hobby lately; it can be a symbol of lifestyle or occupation (Barnes, 2009) . In the advancement of highly advanced wireless technology, led to the development of the digital industry, especially the digital gaming industry and makes the growth of the digital content industry as an impact along with the development of the mobile content industry The new type of mobile colaboration and communication are slowly being applied and mixed into young people's daily activities, and things like: music players, mobile phones, digital cameras, and GPS or maps devices are

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transform into compact powerful units become Smartphone's that rival the computational power or even surpassed the power of laptops or notebook. This assortment of versatile stages suggests new difficulties to the creator of versatile applications as the accomplishment of a portable application is straightforwardly identified with the quantity of gadgets it can keep running on. One conceivable approach to examine this new study is the use of video games trough lens of education learning. Until now, the use of mobile-based games has hardly to be taken seriously within the formal educational community. The recent acknowledgement of mobile games makes them an easy way for the development of new resources to support learning mobile games.

In addition one of the greatest discussions concerning eSports is whether focused video gaming can be characterized as a game. The meaning of game has been endeavored commonly, and an all inclusive definition has not been resolved (Perks, 1999). Early esports began during the 1980s as arcade video gaming, yet it was the progression in innovation and the Internet, pushing esports into another period where intelligent correspondence could happen easily, that has added to the quick development in esports utilization. Thus as to pick up a superior comprehension of current esports, it is important to set up a full image of the esports biological community Instead of a conclusive scholastic definition, individuals allude to the Oxford English Dictionary definition, a movement including physical effort and aptitude in which an individual or group goes up against another or others for excitement.

In other word the difinition of E-sport likewise demonstrates an exceptionally entrusted situated and focused condition, which requires quick reaction and proficient basic leadership with respect to the members. Like competitors of conventional games, talented E-sports players have built up their skill by significant lots of learning and rehearsing. While players can turn out to be profoundly talented on an individual dimension, cooperation including both on the web and associations is basic for a superior group (Tang, 2017). As the business keeps on developing attracting an ever increasing number of supporters and speculations proficient esports occasions are probably going to end up progressively marketed, which will render elite groups significantly increasingly profitable fiscally. The meaning of game should be talked about to guarantee that E-sports can be characterized as a game.

Indonesia is also a competitive market for e-sports, IESPA (Indonesia E-sports Association) is the home for Indonesia e-sports. E-sports in Indonesia were rising in 2016, marked with many leagues and competition that showed that an online game platform in Indonesia is growing well (Faherty, 2018). However, e-sports athletes aren't the only ones who play games intensively, many common people are also consuming games intensively. As mentioned above, one of E-sports game is MOBA, MOBA for long is Multiplayer Online-Based Arena and as the name suggests, MOBA is a type of gameplay that contain Arena which have a base that players need to protect while trying to destroying the opposite team's base. The objective for the players' team is to defend their home base from being destroyed by the opposing team. Each base may or may not have tower defenses

and may spawn allies of NPC (Non-Player Character) that automatically attack the opponent's defenses along specified paths, known in the games as "lanes" (Mora Cantallops, 2008). The player characters can freely navigate most of the map, but usually engage in most of the fighting with opposing players in the lanes. The first team to destroy the opponent's base wins—usually a single structure in the center of the base, often referred to as an Ancient, serves as the game-ender (Rahmad Soleh, 2018).

In addition selling virtual items on Korea, Japan and Taiwan are the biggest compared to other countries. However, virtual game items sales in the world also increased. The main reason for making a virtual item purchase is for enhance the gaming experience, pleasure while playing game, and improving aesthetic value in the game (Park, 2011). The aim of this study to analyze and discuss influences consumption value against purchase intention, with focusing on Vainglory game players who are join in online communities on social media.

Furthermore many other online games depend on solo survival skill, the key gameplay of MOBA is teamwork. To play MOBA, you need to choose classes—there are several classes also some subclasses. The main class is melee and range; all MOBA games have this class. Then the sub-class is Support, Assassin, Tank, Jungler, Carry, and Pusher. The key of winning in MOBA is to select different classes from your team mate (Mora Cantallops, 2008). In this kind of game, you can only control one character during a match; your character doesn't level up after the game, its reset back to level 1 again on a new match. The best part of this is that you can try different classes through multiple gameplay

and find which one are suits you best (Rahmad Soleh, 2018). After you teamed up (it can be a team of 3 or 5 players depending on what MOBA you're playing) and choose the hero, you are also required to level up and buy item. Throughout the game, you will gain experience and gold by killing opponent players or their creep, you can then use these to improve your own hero. You are aided by constantly spawning computer-controlled minions (sometimes called "creep") and follow them along paths (lanes). These paths or lanes usually are called out as "top", "mid", or "bottom" and depending on the strategy of your team you may split up in any number of ways. To win this game is not to collect gold as much as you can or have as many kills as your team can, but to destroy the opponent team's ancient.

Vainglory is a MOBA video game developed and published by Super Evil Megacorp for iOS and Android devices in November 16th, 2014. Vainglory is the first cross-platform online multiplayer game (Super Evil Megacorp 2014). While other games that are available for mobile phones and personal computers have two different servers, Vainglory has one server for both mobile phones and personal computers. It means that a mobile phone game player will be able to play with those who play the game with a personal computer. With one server, it allows a player to move from using a mobile phone game to a personal computer or vice-versa in the middle of gaming. Vainglory also has a fast- paced game; it only has one lane instead of three, which offers a truly different gameplay. Vainglory is also known for its well-developed graphic, offering high quality and realistic details. Back then, Vainglory can only be played smoothly on a high-end

device, but now mobile phones are progressively better every year. Now, an entry-level smartphone is also capable of operating Vainglory. Its cross-platform capability and well-developed graphic make its fanbase are more massive than fanbases of other MOBA games that are available on a mobile device. There are two PvP (player versus player) modes in Vainglory: Standard, in which include the Casual game and Ranked game mode then Brawl mode consists of Battle Royale, in which progression is faster and the battle is limited only to the lane, and Blitz, in which players must gain the most number of points or reach the certain amount of point score cap in 5 minutes by taking down turrets, killing other player enemy heroes and killing off Objective monsters which gives three points. Players can play Ranked Standard games to increase their visual skill tier which divided into ten ranking tiers to reach in Ranked games, and mostly Vainglory player focusing in Ranked games because of its competitive scene for electronic sports (Mora Cantallops, 2008).

But for casual player who don't take competitive scene seriously can play Standard games, in which their rank is not affected It is similar to Dota 2 and League of Legends PC-based strategy game, but Vainglory offers more flexibility of the platform and offers different gameplay as well as another gameplay to play with. While Dota 2 offers a gameplay with 5 on 5, Vainglory offers 3 on 3 and 5 on 5. Vainglory is also a fast-paced game as it has 1 lane and another 3 lane in other maps that offer much more different gameplay. Other games like Vainglory, which is basically the same mobile version of Dota 2, offer similar gameplay like Dota 2 while Vainglory offers different gameplay (Ramadani, 2018). The game

uses two main in-game currencies for in-app purchases: one that can be earned through normal play and completing missions, known as Glory, and one that can be purchased with money, known as ICE as in game real currency. Players can also choose to permanently unlock any character for a certain amount of Glory currency or buy it using ICE instead. In addition, for Skins or Costumes, which change the appearance of heroes and its particle effect upon casting an ability, can be unlocked either using ICE or crafting cards, but there is a secondary currency called Essence. This currency can be used to purchase cards for crafting specific card skin, while destroying cards provides a lower amount of Essence. Vainglory is also well-developed from the graphic to the gameplay that makes the game's fan base more massive than other MOBA games on mobile device. However, the drawback is that Vainglory can only be played on a high-end device.

In this game, there is a Guild. A Guild is like a group in the game. With a Guild, people can interact, socialize, and play together (Ediwan Farid Fahmadi).A guild is created by players. Whoever creates it, they will become the Guild Leader. By becoming a Guild Leader, you can make your guild to show information like any focus that you like, whether that's based on locality, skill tier, or interest. You can also explicitly set your guild to an open-door policy where everyone is welcome, or invite-only to ensure the guild retains your priorities. However, it costs a small amount of ICE or Glory to create a guild to guarantee they are legitimate and run by dedicated players. In the beginning, guilds can include up to 20 members. By being active, guilds can unlock the ability to add up to 50 members.

There are several classifications in Guild like Captain/Leader, Veteran, Member, and Initiate. Every classification has a different role in a Guild. Captain/Leader is granted to the player that created the guild and recognized by a crown next to the Captain's name. Captain/Leader is the one who control the group. There can only be one person. This role is transferred to the longest-serving member if the captain leaves the guild. A Guild Leader is a player character who is the head of a guild. They have administrative control of the guild's operations via Guild Control button on the Guild list window, including giving ranks, privileges, setting permissions to the guild bank adding/removing guild members. Veteran is granted to players who are very active and dedicated to the guild. Players may obtain the Veteran status after 30 Guild games. Veterans may invite other players to the guild in invite-only guilds. Member is a standard rank for all other members. Players obtain member status after 10-30 guild games. Initiate is the rank new members get when they first join a guild. Players keep this rank as long as they have played fewer than 10 guild games. Joining a Guild in this game is not necessary, but if you can find one you can have several benefits like chest guild, boost in levels, and other. However, finding a guild to join and play with isn't easy, and here comes the community of Vainglory Surabaya to help players find a guild that match their interest and their region.

Vainglory Surabaya is a community created on February 15th, 2016, their first guild is Surabaya Legion located on Southern Surabaya. This community has been growing fast since it was created, this community also has an approval from Surabaya event, and this community was invited to Spazio game festival on

October 14[th,] 2016. The founder held a talk show, and the community also held competition and bazaar. It wasn't the first competition, the first competition was held on March 1st 2016, and it received good responses from another fans. Therefore, the community grows and many Vainglory fans in Surabaya joined. The ones who joined weren't only of male sex, but there are also some females came and join this community. The founder knew that there are female fans, therefore he held the gathering at the common place avoiding some gender-based place like *warkop* (traditional cafés) or other, and therefore there is no awkwardness when someone of female sex wants to join this community. The community usually holds the gathering around Ketintang area. The community also sells some shirts as well game items.

Vainglory Surabaya community is separated based on region, there are 5 regions: Northern, Southern, Western, Eastern, and Central region. The main group is located in Southern region so does the main activity of this community. There are more players in Southern region than the other regions; number two is the Eastern Region. This happened because Southern and Eastern are developing regions based on BPS Surabaya. The Central region of Surabaya is already a main business area. Business people tend to have more time on work than play, so they do not have much time to play games compared to the people in the developing regions. Also, there are many cafés or *warkop* in Southern and Eastern Surabaya. Café or *warkop* are good meeting points for guild, therefore many guilds was created in Southern and Eastern region of Surabaya.

To prove it, the researcher has conducted a preliminary survey from 8 to 15 December 2017 inside the community. The result can be seen on the appendix:

From the preliminary survey above, we can see that the average time spent to play is 4 hours and the highest amount time of play is 8 hours. In the level survey, the highest number is level 30 from 12 people, level 30 in this game is the maximum level, and to get in into level 30 needs a long effort. This means that the players already spent hours in this game.

This survey shows that 63% of the population had purchased in-game currency, which means there are many people who spend real money in this game. Their consumption on in-game currency also high, with the highest at Rp. 2.500.000 and the lowest Rp. 10.000,00. Not only on in-game currency, but player on this game also spend money on merchandises. The rest 37% of the total population bought merchandises related to this game, ranging from Rp. 10.000,00 to 200.000. They spend it on shirts, jackets, and other products. In conclusion, players in this game tend to spend more as the in-game level increase, therefore it is worth to do further research about consumption on this community.

To analyze this issue, the research will use consumerism approach to analyzing its pattern. One of the approaches to look at the consumers' consumption activity is by analyzing its pattern. The consumption pattern itself is a particular action, which have some kind of general, constant character and it can be identified with its "intellectually coherent" feature that can be expressed as "a single system of beliefs and values" (Peterson, 1976).

From the preliminary survey, we can see that most of the players are located on Southern and Eastern region of Surabaya. This study is focused on researched the guilds that's only based in Central and Eastern Surabaya, because Southern region is the main guild on this community. From the data, Southern region have the highest number of guilds. Southern Surabaya can produce many guilds due to the fact that there are many *warkop* around. This research aims to get the consumption pattern on Vainglory Surabaya community using a theory of consumerism from Mike Featherstone about lifestyle and consumer culture this research is using qualitative method with an ethnography approach.

1.2. Statement of the Problems

How is the consumption pattern manifested on Guild Leaders inside Vainglory Surabaya Community?

1.3. Objectives of the Study

This research is conducted to identify the consumption pattern on Guild Leaders in purchasing decision-making who are inside the community of Vainglory Surabaya and to seek their intention of buying the virtual items.

1.4. Significance of the Study

This study gives benefits for the reader to understand consumer consumption pattern in the community and for the researcher also want to seek what intention that made them purchased such virtual items or what pleasure behind it. For the society this research provides the information about how Guild Leaders consume virtual items and to know what drove them to buy virtual items.

For the majority, this research provides information on how a Guild Leader in certain regions acts and consume

1.5. Definitions of Key Terms

Consumer Culture : Social arrangement in which the relations between the cultural experience of everyday life and social resources, between meaningful or valued ways of life and the symbolic and material resources in which they depend on, and is mediated through markets (Featherstone, 2007).

Consumption : Part of the chains of interdependencies and networks which bind people together across the world in terms of production (Angus, Deaton, and John Muelbauer, 2009).

Gaming Community : A community that isn't bound to have a physical location, but by being a group of people with a common interest. It is a set of interactions, human behaviors that have meanings and expectations between its members. Not just the action, but the actions based on shared expectations, values, beliefs and meanings between individuals (Zhouxiang Lu, 2016).

ICE : In-game currency in Vainglory game and bought with real money, known as Immensely Concentrated Evil (Stuart J. Barnes, 2009).