

### Abstrak

*Player Unknown's Battle Grounds (PUBG)* merupakan permainan yang dimainkan satu pemain atau lebih dengan cara menembak lawan pemain dalam permainan. Dalam *Game PUBG* terdapat *skin* yang dipakai untuk karakter pemain dalam *game*. *Skin Game PUBG* menjadi *tren* tersendiri dikalangan pemain *game* dimana *skin Game PUBG* tidak hanya sebagai identitas dalam *game* akan tetapi menjadi simbol *prestise* bagi pemain *Game PUBG*. Salah satu komunitas *Game PUBG* yang ada di Surabaya adalah Komunitas 5X Surabaya. Komunitas 5X menjadi wadah bagi pemain *Game PUBG* di Surabaya. Penelitian ini berfokus pada bagaimana simbol dalam tindakan konsumsi *skin Game PUBG* bagi pemain *game* di Komunitas 5X Surabaya.

Penelitian ini mendeskripsikan secara kualitatif tentang simbol dalam tindakan konsumsi *skin Game PUBG* di Komunitas 5X Surabaya dan teori yang digunakan yaitu Teori Interaksionisme Simbolik Herbert Blumer dan Teori Masyarakat Konsumsi Jean Baudrillard. Informan dipilih dengan teknik *snowball* meliputi pembina, leader dan player sebanyak delapan informan. Metode pengumpulan data dilakukan dengan wawancara mendalam, studi pustaka dan observasi lapangan dalam penelitian ini.

Penelitian ini berhasil menemukan tiga hal, *pertama* pemain *game* membentuk simbol *skin Game PUBG* melalui proses interaksi sosial dunia maya (*online*) dan dunia nyata (*offline*). *Kedua*, proses interaksi menghasilkan tiga makna yaitu makna *skin Game PUBG* sebagai simbol seni, makna *skin Game PUBG* sebagai simbol *prestise* dan makna *skin Game PUBG* sebagai simbol identitas. *Ketiga*, pemain *game* tidak hanya mengkonsumsi nilai guna dari suatu barang tetapi juga mengkonsumsi nilai tanda pada *skin Game PUBG* tersebut.

**Kata Kunci:** Interaksi sosial, *Skin Game PUBG*, Konsumsi, Komunitas 5X Surabaya, Simbol, Makna, Nilai Guna, Nilai Tanda

### **Abstract**

Player Unknown's Battle Grounds (PUBG) is a game that is played by one or more players by shooting the opponent's players in the game. In the PUBG Game there are skins that are used for player characters in the game. PUBG Game Skins are a trend among gamers where PUBG Game skins are not only an in-game identity but a symbol of prestige for PUBG Game players. One of the PUBG Game communities in Surabaya is the Surabaya 5X Community. The 5X community is a place for PUBG Game players in Surabaya. This study focuses on how symbols in the PUBG Game skin consumption action are for gamers in the 5X Surabaya Community.

This study describes qualitatively about symbols in the actions of PUBG Game skin consumption in the 5X Surabaya Community and the theory used is Herbert Blumer's Symbolic Interactionism Theory and Consumption Society of Jean Baudrillard. Informants selected by snowball technique include coaches, leaders and players of eight informants. The method of data collection is done by in-depth interviews, literature studies and field observations in this research.

This research succeeded in finding three things, first the game players formed the symbol of the PUBG Game skin through the process of social interaction in the virtual world (online) and the real world (offline). Second, the interaction process produces three meanings namely the meaning of the PUBG Game skin as an art symbol, the meaning of the PUBG Game skin as a symbol of prestige and the meaning of the PUBG Game skin as a symbol of identity. Third, the game player not only consumes the use value of an item but also consumes the mark value in the PUBG Game skin.

**Keywords:** Social interaction, Skin Game PUBG, Consumption, Surabaya 5X Community, Symbols, Meanings, Use Value, Sign Value