

INTISARI

Game atau permainan merupakan salah satu sarana hiburan yang banyak diakses oleh masyarakat luas sejak lama. Bentuk permainan pun bervariasi dan terus berkembang seiring waktu sehingga dapat dinikmati oleh berbagai kalangan dari berbagai jaman. Salah satu game yang berkembang di masa sekarang adalah Genshin Impact. Di dalam permainan tersebut, terdapat fitur in-game purchase yang memungkinkan pemain untuk membeli fitur-fitur tambahan dengan berbagai alasan. Secara umum, terdapat sebanyak 50 informan yang memberikan pola-pola yang ada dan berbagai alasan atas pembelian in-game purchase di dalam Genshin Impact. Diambil tiga orang responden untuk mendapatkan variasi pola dan alasan dalam melakukan in-game purchase di dalam Genshin Impact. Pola-pola yang ada yaitu variasi antara pembelian dilakukan secara sekaligus maupun satu per satu sedikit demi sedikit. Kemudian, alasan pembelian in-game purchase di dalam game Genshin Impact adalah untuk Kepuasan, Efisiensi, dan Berkompetisi.

Kata Kunci: Game, Genshin Impact, In-game Purchase, Kepuasan, Kompetisi, Efisiensi

ABSTRACT

Games or games are one of the entertainment facilities that have been accessed by the wider community for a long time. The form of the game also varies and continues to develop over time so that it can be enjoyed by various groups of people from various ages. One game that is developing today is Genshin Impact. In the game, there is an in-game purchase feature that allows players to purchase additional features for various reasons. In general, there are as many as 50 informants who provide existing patterns and various reasons for purchasing in-game purchases in Genshin Impact. Three respondents were taken to get a variety of patterns and reasons for making in-game purchases in Genshin Impact. The existing patterns are variations between purchases made at once or one by one little by little. Then, the reason for purchasing in-game purchases in the Genshin Impact game is for Satisfaction, Efficiency, and Competition.

Keywords: Game, Genshin Impact, In-game Purchase, Satisfaction, Competition, Efficiency