

ABSTRACT

This research investigates parasocial relationships, a theory introduced by Donald Horton and Richard Wohl that illustrates the development of one-sided emotional connections between individuals and media figures. Focusing on the shaping of emotional attachments and parasocial relationships with video game characters, this research delves into the factors contributing to their development, including repeated viewing, familiarity, and empathy. The research centers on Genshin Impact, a popular open-world role-playing game (RPG) that implements story-based narrative, as the primary subject of analysis. This research examines how narrative devices within Genshin Impact, such as Friendship Levels, Hangout Quests, Character Voice lines, and Character Design, facilitate the formation of emotional attachment. By exploring this intersection of emotional attachment and parasocial relationships through narrative devices, the research addresses a significant gap in current literature by referencing the seven themes from Bopp et al's research as a framework to classify the various forms of emotional attachment shown by players towards Genshin Impact characters. Employing an ethnographic approach, the study conducted in-depth interviews with 6 Indonesian participants aged 18 to 23. The findings reveal two primary factors influencing emotional attachment to characters: first, individuals may form attachments based solely on character design, and second, emotional attachment deepens through repeated viewing and familiarity, particularly as players become acquainted with character personalities, often conveyed through voice lines. Criticisms regarding the lack of realism in character portrayal were also noted, particularly concerning female characters in Genshin Impact, with claims of overly sexualized designs and a focus on appearance over personality.

Keywords: *Parasocial Relationships, Emotional Attachment, Narrative Devices, Character Design, Character Voice Lines.*



Video Game Analysis: Examining How Genshin Impact Players Form an Emotional Attachment to Genshin

Impact Characters Through Narrative Devices Using Parasocial Relationship Theory

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ABSTRAK

Penelitian ini menyelidiki hubungan parasosial, sebuah teori yang diperkenalkan oleh Donald Horton dan Richard Wohl yang menggambarkan perkembangan hubungan emosional sepihak antara individu dan tokoh media. Berfokus pada pembentukan keterikatan emosional dan hubungan parasosial dengan karakter *video game*, penelitian ini menyelidiki faktor-faktor yang berkontribusi terhadap perkembangan mereka, termasuk *repeated viewing*, *familiarity*, dan *empathy*. Penelitian ini berpusat pada Genshin Impact, sebuah game role-playing (RPG) populer yang menerapkan narasi berbasis cerita, sebagai subjek analisis utama. Penelitian ini mengkaji bagaimana perangkat narasi dalam Genshin Impact, seperti *Friendship Level*, *Hangout Quest*, *Character Voice Lines*, dan *Character Design*, memfasilitasi pembentukan keterikatan emosional. Dengan mengeksplorasi titik temu antara keterikatan emosional dan hubungan parasosial melalui perangkat narasi, penelitian ini mengatasi kesenjangan yang signifikan dalam literatur saat ini dengan merujuk pada tujuh tema dari penelitian Bopp et al sebagai kerangka untuk mengklasifikasikan berbagai bentuk keterikatan emosional yang ditunjukkan oleh pemain terhadap karakter Genshin Impact. Dengan menggunakan pendekatan etnografi, penelitian ini melakukan wawancara mendalam dengan 6 partisipan Indonesia berusia 18 hingga 23 tahun. Temuan ini mengungkapkan dua faktor utama yang mempengaruhi keterikatan emosional terhadap karakter: pertama, individu dapat membentuk keterikatan hanya berdasarkan desain karakter, dan kedua, keterikatan emosional. diperdalam melalui *repeated viewing* dan *familiarity*, terutama saat pemain mengenal kepribadian karakter, yang sering kali disampaikan melalui *character voice lines*. Kritik mengenai kurangnya realisme dalam penggambaran karakter juga dicatat, khususnya mengenai karakter wanita di Genshin Impact, dengan klaim desain yang terlalu seksual dan fokus pada penampilan dibandingkan kepribadian.

Kata Kunci: Hubungan Parasosial, Keterikatan Emosional, Perangkat Narasi, Character Design, Character Voice Lines.