

ABSTRAK

Salah satu dampak dari perkembangan teknologi informasi dalam jagat periklanan dan pemasaran daring adalah munculnya praktik *In-Game Advertising* (IGA), yaitu praktik periklanan atau penyertaan produk dan jenama di dalam media gim digital. Popularitas praktik *In-Game Advertising* yang kian meningkat telah mendorong para pengembang gim mobil saat ini untuk mengintegrasikan praktik periklanan tersebut dalam bentuk *rewarded advertising*. Di sisi lain, kemampuan *rewarded advertising* dalam menjangkau audiens secara global turut berdampak pada tingginya tingkat adopsi bentuk periklanan ini ke dalam gim mobil secara luas. Kendati demikian, konten periklanan dalam *rewarded advertising* seringkali menyalahi aturan etika periklanan, khususnya di Indonesia. Pelanggaran tersebut salah satunya ditemukan pada konten periklanan gim mobil. Oleh karena itu, penelitian ini dilakukan untuk mengidentifikasi serta menjelaskan pelanggaran etika periklanan yang terjadi di dalam konten periklanan gim mobil pada *rewarded advertising*. Penelitian ini menggunakan metode Analisis Isi Kualitatif dengan parameter Etika Pariwisata Indonesia amendemen 2020 sebagai unit analisisnya untuk melihat pelanggaran etika periklanan pada Gim Mobil Candy Crush Saga, World of Tanks Blitz, dan 8 Ball Pool selama rentang waktu 4 Desember 2023 - 25 Desember 2023. Hasilnya, penelitian menunjukkan bahwa konten periklanan gim mobil dalam *rewarded advertising* secara umum telah melanggar etika periklanan melalui visualisasi konten dengan unsur kekerasan, aktivitas seksual, pelecehan seksual, eksploitasi seksual, pengendalian, nilai negatif, tindakan berbahaya, dan ketidaksesuaian dengan mekanisme gim mobil sesungguhnya.

Kata Kunci: Analisis Isi Kualitatif, Etika Periklanan, Gim Mobil, *In-Game Advertising*, *Rewarded Advertising*

ABSTRACT

The advancement of information technology has significantly impacted the field of advertising and online marketing, leading to the emergence of In-Game Advertising (IGA), a practice that involves the placement of advertisements or the inclusion of products and brands within digital game media. The growing popularity of In-Game Advertising has prompted contemporary mobile game developers to integrate such advertising practices in the form of rewarded advertising. Rewarded advertising, with its capability to reach a global audience, has consequently seen widespread adoption in mobile games. However, the advertising content within rewarded advertising frequently breaches advertising ethics regulations, particularly in Indonesia. Notably, violations have been observed in the advertising content of mobile games. This study aims to identify and elucidate the ethical violations present in the advertising content of mobile games within the context of rewarded advertising. Employing Qualitative Content Analysis, this research utilizes the parameters set forth by the 2020 amendment of the Indonesian Advertising Ethics as the unit of analysis to assess the ethical breaches in the mobile games Candy Crush Saga, World of Tanks Blitz, and 8 Ball Pool over the period of 4 December 2023 - 25 December 2023. The findings indicate that the advertising content in mobile games within rewarded advertising generally contravenes advertising ethics through the depiction of content containing elements of violence, sexual activity, sexual harassment, sexual exploitation, control, negative values, hazardous actions, and non-compliance with the authentic mechanisms of mobile games.

Keywords: Qualitative Content Analysis, Advertising Ethics, Mobile Games, In-Game Advertising, Rewarded Advertising