

## INTISARI

Kepopuleran Genshin Impact sebagai *free-to-play* (f2p) dan *gacha game*, sejalan dengan pertambahan *player*-nya serta komunitas yang terus berkembang. Seiring dengan berkembangnya komunitas yang semakin melebar, hal ini dapat memperlihatkan adanya fenomena sosial di dalamnya. Tidak dapat dipungkiri bahwa perubahan tersebut menjadi daya tarik tersendiri dari komunitas Genshin Impact.

Tujuan penelitian ini adalah untuk melihat awal mula mereka bermain Genshin Impact, alasan mengeluarkan uang dalam *game* untuk melakukan undian *gacha*, sekaligus melihat fenomena sosial yang terjadi di komunitas Genshin Impact. Untuk melihat hal tersebut, manusia sebagai makhluk yang bermain dapat dipakai untuk menelaah tentang perilaku *player* Genshin Impact yang mencerminkan perilaku sosial.

Penulisan tesis ini menarik kesimpulan bahwa terdapat beberapa faktor yang menjadi awal mula mereka akhirnya bermain Genshin Impact. Faktor tersebut bisa didasari atas iklan, orang terdekat, sistem dalam *game*-nya, atau karena karakter-karakter di Genshin Impact. Yang pada akhirnya kesukaan mereka pada karakter tertentu dapat membuat *player*-nya tertarik untuk mengeluarkan uang dalam *game*, sekaligus mencari cara efektif agar uang yang mereka keluarkan tidak banyak, sekaligus di satu sisi mereka puas dengan apa yang mereka inginkan. Menariknya di sini adalah Genshin Impact adalah *game* yang bersifat santai dan tidak menuntut persaingan antar sesama *player*-nya. Namun, dari fenomena sosial yang terjadi di komunitasnya menunjukkan perilaku sebaliknya.

**Kata kunci:** Genshin Impact, fenomena sosial, *gacha game*

## ABSTRACT

*Genshin Impact* popularity as an free-to-play and gacha game, this widespread familiarity underscores the game's significant popularity and cultural impact. Its appeal extends beyond the core gaming audience, firmly establishing *Genshin Impact* as a mainstream phenomenon. The game's rapidly growing player base and expanding community further solidify its status as a cultural milestone within the gaming industry. This growth is not merely numerical; it reflects vibrant interactions and shared experiences among community members, giving rise to noteworthy social phenomena. From fan-created content to dynamic online discussions and collaborative activities, the influence of *Genshin Impact* continues to evolve, with its community's ability to consistently attract and engage players—both new and returning—standing out as one of its most compelling attributes.

This study aims to investigate the key factors that motivate individuals to start playing *Genshin Impact*, the reasons behind their spending on in-game features—particularly gacha mechanics—and the broader social phenomena emerging within the game's active community. The research adopts the concept of humans as *homo ludens*—beings inherently inclined to play—as a framework to analyze player behaviors. These behaviors not only reflect individual gaming preferences but also reveal the social dynamics shaped by interactions and shared experiences within the *Genshin Impact* community. This perspective highlights the game's unique position as a cultural phenomenon that transcends traditional gaming audiences, fostering a socially engaged and dynamic community.

The findings of this thesis reveal that multiple factors contribute to why individuals begin playing *Genshin Impact*. These factors include exposure to advertisements, recommendations from close acquaintances, the game's innovative mechanics, and the appeal of its diverse characters. Interestingly, players' attachment to specific characters often motivates them to spend money within the game. At the same time, they strive to optimize their expenditures to achieve their desired outcomes efficiently. Despite the casual and non-competitive nature of *Genshin Impact*'s gameplay, the social phenomena observed within its community indicate behaviors that reflect elements of competition and comparison among players.

**Keywords:** Genshin Impact, social phenomena, gacha game.