DAYA TARIK INTERPERSONAL DIGITAL: ANALISIS FAKTOR PEMICU INTERAKSI ANTAR AVATAR DI KALANGAN REMAJA PENGGUNA ROBLOX

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor daya tarik interpersonal yang memicu interaksi antar avatar di kalangan remaja pengguna Roblox. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus, melibatkan enam informan remaja akhir pengguna aktif Roblox yang dipilih secara purposive. Data dikumpulkan melalui observasi partisipatif dan wawancara mendalam, kemudian dianalisis menggunakan analisis tematik Braun dan Clarke. Hasil penelitian menunjukkan tiga dimensi utama daya tarik interpersonal digital, yaitu daya tarik fisik, daya tarik sosial, dan daya tarik tugas. Daya tarik fisik muncul melalui estetika dan gaya tampilan avatar, simbol status dan hierarki visual, serta norma estetika dan stigma tampilan. Daya tarik sosial tampak melalui kecocokan humor, norma kesopanan dan keramahan, serta peran voice chat dalam membangun kehadiran sosial. Daya tarik tugas terlihat dari kekaguman terhadap kemampuan dan pencapaian, bantuan dan kerja sama, serta preferensi terhadap keseruan dibanding keahlian semata. Ketiga dimensi ini saling terkait, di mana daya tarik fisik dan tugas memicu interaksi awal, sedangkan daya tarik sosial menentukan keberlanjutan hubungan antar avatar.

Kata kunci: daya tarik interpersonal, avatar, Roblox

DIGITAL INTERPERSONAL ATTRACTION: AN ANALYSIS OF FACTORS TRIGGERING AVATAR INTERACTIONS AMONG ADOLESCENT ROBLOX USERS

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ABSTRACT

This study aims to identify the factors of interpersonal attraction that trigger interactions between avatars among adolescent Roblox users. This research employs a qualitative approach with a case study method, involving six late-adolescent active Roblox players selected through purposive sampling. Data were collected through participant observation and in-depth interviews, then analyzed using Braun and Clarke's thematic analysis. The findings reveal three main dimensions of digital interpersonal attraction: physical attraction, social attraction, and task attraction. Physical attraction emerges through avatar aesthetics and styling, symbols of status and visual hierarchy, as well as community aesthetics and stigma toward certain avatar types. Social attraction appears in shared humor, norms of politeness and friendliness, and the role of voice chat in creating social presence. Task attraction is reflected in admiration for skills and achievements, assistance and cooperation, and a preference for fun over mere expertise. These three dimensions are interrelated: physical and task attraction trigger initial interactions, while social attraction determines the continuity of relationships between avatars.

Keywords: interpersonal attraction, avatar, Roblox