

GAMBLIFIKASI DIGITAL DALAM GAME ONLINE (KAJIAN ETNOGRAFI VIRTUAL TERHADAP KOMUNITAS YOUTUBE @GENSHIN IMPACT)

Terrizqo Arief Sutansyah

Abstrak

Penelitian ini menganalisis gamblifikasi digital dalam *game online* pada Genshin Impact dengan Teori Kritis Jurgen Habermas. Fokus utama penelitian ini mengenai elemen gamblifikasi digital yang berawal dari terbentuknya ruang publik Genshin Impact, ekonomi politik media baru dan kritik ideologi melalui *game online*. Penelitian menggunakan pendekatan kualitatif, dengan strategi penelitian etnografi virtual. Pengumpulan data dilakukan dengan *scrapping big data*, wawancara, observasi dan analisis dokumen digital. *Scrapping data* dilakukan melalui channel Youtube @Genshin Impact, wawancara dilakukan terhadap 3 *player* Genshin Impact yang telah bermain sejak awal perilisan *game* dan dokumen virtual melalui forum Hoyolab yang dibangun oleh Hoyoverse. Hasil Penelitian menyatakan ruang publik Genshin Impact berawal dari inisiasi Hoyoverse (Mihoyo) melalui Dawei selaku CEO yang ingin membangun ruang virtual interaktif yang menghubungkan *otaku* dengan sesama *otaku* maupun *idol virtual*. Gamblifikasi menjadi cara Hoyoverse untuk mengambil keuntungan ekonomi dan menyebarkan pengaruh secara politis sehingga membuat *player* menjadi candu dengan *game*. Gamblifikasi berimplikasi pada resepsi *player* terhadap seluruh produk Hoyoverse sebagai penggerak mesin *gacha* sehingga menghasilkan reifikasi komunikasi. Kritik ideologi terhadap Genshin Impact ialah adanya diseminasi ‘Chinasisasi’ secara virtual. Penelitian ini berkontribusi atas dua hal yaitu pembuktian atas besarnya ekonomi politik media baru selayaknya media konvensional dan relevansi kritik ideologi Habermas terhadap fenomena *game online*.

Kata Kunci: *Game online, Genshin Impact, Gamblifikasi, Ruang Publik, Kritik Ideologi, Jurgen Habermas*

***DIGITAL GAMBLIFICATION TOWARD ONLINE GAMES
(ETHNOGRAPHY VIRTUAL STUDY ON YOUTUBE
COMMUNITY @GENSHINIMPACT)***

Terrizqo Arief Sutansyah

Abstract

This research aims to analyze digital gamblification in online games, specifically Genshin Impact, using Jürgen Habermas' Critical Theory. The main focus of the research is on elements of digital gamification established through the structural formation of the Genshin Impact public sphere, the political economy of new media, and ideological critiques in online games. The study used a qualitative approach with a virtual ethnography strategy. Data were collected via big data, interviews, observation, and digital documents. Data scraping was conducted via YouTube @Genshin Impact, and interviews were carried out with three Genshin Impact players who played since the game's initial release, and virtual documents were obtained from Hoyolab, which was developed by Hoyoverse. The result indicates that Genshin Impact public Sphere established by initiative Hoyoverse (Mihoyo), led by CEO Dawei, whose purpose is to build an interactive virtual space connecting otaku communities with fellow otaku as well as virtual idols. Gamblification functions as a strategy for Hoyoverse to generate economic profit and disseminate political influence, leading players to addictive behaviors toward the game. Gamblification has implications for players' reception of all Hoyoverse products, positioning them as part of the gacha machine and resulting in the reification of communication. The ideological critics of Genshin Impact highlight the virtual dissemination of 'Chinaization.'

Keywords: *Online game, Genshin Impact, Gamblification, Public Sphere, ideological critics, Jurgen Habermas*