

# Tinjauan Otaku Animal Database Consumption : Aktivitas In-App Purchase Pemain Mobile Game Free-to Play Jepang di Indonesia = Observation of Otaku Animal Database Consumption: In-App Purchase Japanese Free-to-Play Mobile Game Players' Activity in Indonesia

Prima Diana Khaled, author

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## Abstrak

Jepang adalah salah satu negara yang memiliki industri Mobile game dengan pendapatan tertinggi di tingkat global. Salah satu bentuk monetisasi dalam industri mobile game Jepang yaitu menerapkan sistem free-to play, di mana para pemain dapat mengunduhnya secara gratis, namun terdapat fitur pembelian yang disebut sebagai In-app purchase. Penelitian ini bertujuan menganalisis aktivitas In-app Purchase pemain mobile game free-to play Jepang pada regional Indonesia dengan menggunakan konsep Otaku Animal Database Consumption. Jenis penelitian ini adalah penelitian kualitatif dengan metode analisis data penjelasan interpretatif, di mana peneliti menginterpretasi hasil transkrip wawancara informan, lalu menjelaskannya lewat konsep yang digunakan dalam penelitian. Hasil penelitian menunjukkan temuan aktivitas permainan dan in-app purchase para pemain mobile game free-to play Jepang di Indonesia serta ciri khas sistem permainannya yang dapat dijelaskan melalui teori dan konsep Otaku Animal Database Consumption dan beberapa aktivitas pemain yang menunjukkan beberapa dari konsep Internet gaming disorder.

.....Japan is one of the highest revenue mobile game industry country at the global level. How the Japanese mobile game industry monetize their mobile game is by implementing a free-to-play system, where players can download it for free, but there is a purchase feature called In-app purchase. This study aims to analyze the In-app Purchase activities of Japanese free-to-play mobile game players in the Indonesian region using the concept of Otaku Animal Database Consumption. This type of research is a qualitative research by using interpretive explanation data analysis method, in which the researcher interprets the results of the interview transcripts of the informants, then explains them through the concepts used in the study. The results of the study show the findings of game activities and in-app purchases of Japanese free-to-play mobile game players in Indonesia as well as the characteristics of the game system which can be explained through the theory and concept of Otaku Animal Database Consumption and several player activities that show some of the concepts of Internet gaming disorder