

Transformasi Tokoh dalam Game Mobile Legends: Bang Bang! (MLBB) dan Dampaknya = The Transformation of the Characters in Game Mobile Legend: Bang Bang! (MLBB) and The Impacts

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Abstrak

Budaya Cina berkembang dalam banyak budaya populer termasuk pada game. Salah satu game yang mengandung budaya Cina yakni Mobile Legends: Bang Bang! atau MLBB, merupakan game rintisan Moonton selaku perusahaan pengembangnya yang berasal dari Shanghai. Moonton mengangkat budaya Cina dalam MLBB melalui karakter-karakter hero yang dapat dipilih para pemain game, di antaranya karakter hero Chang'e, Sun, dan Zilong yang memiliki popularitas tertinggi. Ketiga karakter hero tersebut diangkat berdasarkan tokoh mitos, sastra, dan sejarah Cina yakni: tokoh mitos Dewi Chang'e, tokoh sastra Sun Wukong, dan tokoh sejarah Zhao Yun. Ketiga karakter hero ini mengalami transformasi pada nama hingga latar belakang ceritanya sehingga terdapat perbedaan dari para tokoh aslinya. Transformasi tersebut dilakukan oleh pengembang sebagai penyesuaian pada konseptualisasi game sekaligus sebagai strategi pemasaran. Dari hasil mengkaji transformasi tiga tokoh yang disebut di atas menjadi karakter hero MLBB terpilih (Chang'e, Sun, dan Zilong) diperoleh kesimpulan bahwa transformasi yang dibuat pengembang tidak hanya menarik perhatian para pemain, namun juga menjadi strategi MLBB untuk mengembangkan pasar.

.....Chinese culture thrives on a lot of popular culture including gaming. One of the games that contain Chinese culture is Mobile Legends: Bang Bang! or MLBB, developed by Moonton as the developer company from Shanghai. Moonton elevates Chinese culture in MLBB through hero characters that gamers can choose from. There are 11 hero characters with Chinese culture, including the hero characters Chang'e, Sun, and Zilong who have the highest popularity. The three hero characters are based on mythical, literature and historical characters related to China, namely: (1) the mythical figure Chang'e as the hero character Chang'e, (2) the literature figure Sun Wukong as Sun, and (3) the historical character Zhao Yun as the hero character Zilong. The hero characters have undergone transformation from the name to the story background so there are differences from the figures. This transformation aims to be an adjustment to the game conceptualization as well as a marketing strategy to attract the players' attention. This research will examine the figures' transformation into selected MLBB hero characters (Chang'e, Sun, and Zilong), and it is concluded that the transformations made by the developers not only attract the players' attention, but also eventually became MLBB's strategy to develop the market.