

Hubungan antara Adiksi Game dan Hubungan Parasosial pada Pemain Game Gacha = The Relationship between Game Addiction and Parasocial Relationships among Gacha Game Player

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Abstrak

Popularitas game gacha mulai meningkat secara pesat dalam beberapa tahun terakhir, ditandai dengan lonjakan jumlah pemain secara signifikan. Dengan mengandalkan sistem monetisasi berbasis transaksi mikro, game ini menekankan keterlibatan emosional yang mendorong terbentuknya hubungan parasosial antara pemain dan karakter virtual. Di sisi lain, muncul kekhawatiran mengenai dampak negatif dari permainan ini berupa risiko adiksi game. Penelitian ini bertujuan untuk menguji hubungan antara adiksi game dan hubungan parasosial pada pemain game gacha. Sebanyak 760 partisipan yang bermain game gacha minimal dua hari dalam seminggu dilibatkan dalam studi ini. Pengukuran dilakukan dengan menggunakan Game Addiction Scale (GAS-21) dan Multiple Parasocial Relationships Scale (MPRS). Hasil analisis korelasi menunjukkan adanya hubungan positif yang signifikan antara adiksi game dan hubungan parasosial ($r = 0.269$, $p < 0.001$). Temuan ini menunjukkan bahwa semakin tinggi tingkat adiksi game, semakin kuat pula hubungan parasosial yang terjalin antara pemain dan karakter favorit dalam game.

.....The popularity of gacha games has grown substantially in recent years, marked by a significant increase in the number of players. Relying on a microtransaction-based monetization system, these games emphasize emotional engagement, which may foster parasocial relationships between players and virtual characters. Meanwhile, concerns regarding the potential negative impact of such games, particularly the risk of game addiction, have emerged. This study aims to examine the relationship between game addiction and parasocial relationships among gacha game players. A total of 760 participants who played gacha games at least two days per week were involved in this study. Data were collected using the Game Addiction Scale (GAS-21) and the Multiple Parasocial Relationships Scale (MPRS). Correlation analysis revealed a significant positive relationship between game addiction and parasocial relationships ($r = 0.269$, $p < 0.001$). These findings suggest that higher levels of game addiction are associated with stronger parasocial bonds between players and their favorite in-game characters.