

## Business model revolution in the video game industry the long term success of multiplayer focused games = Bisnis model dan kesuksesan jangka panjang video game multiplayer

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### Abstrak

Video game is a massive industry that have been growing non-stop and even push progress of other industries. However, as the industry grew with market beyond \$100 billion, companies have been applying non-traditional business model to gain more revenue in an effort to gain profit with regards to the increasing costs of making games. These non-traditional business model, namely cosmetic microtransaction, gameplay microtransaction, freemium, crowdfunding, and early access, have been criticised for years by the video game community. The failure of a number of AAA video games that cost up to hundreds of millions of dollars to make have been credited to the applied non-traditional business models. Despite the limited available data this research attempts to shine a light into the matter and to see whether there is any truth upon those claims.

*Industri Video Game adalah industry besar yang selalu berkembang tanpa henti dan bahkan juga mendorong perkembangan industri lain. Akan tetapi, seiring dengan berkembangnya industri yang sudah melebihi \$100 triliun, biaya pembuatan video game pun ikut meningkat. Maka untuk menghadapi peningkatan biaya perusahaan-perusahaan mulai menggunakan bisnis model yang tidak tradisional seperti cosmetic microtransaction, gameplay microtransaction, freemium, crowdfunding, dan early access. Akan tetapi bisnis model-bisnis model ini kerap di kritik oleh komunitas dan tokoh dalam industri. Kegagalan beberapa video game besar yang memakan biaya ratusan juta dolar dianggap terjadi karena penggunaan bisnis model yang tidak tradisional tersebut. Dengan data yang terbatas riset ini mencoba melihat apakah benar bisnis model bisa mempengaruhi kesuksesan video game khususnya yang terfokus pada multi-pemain.*