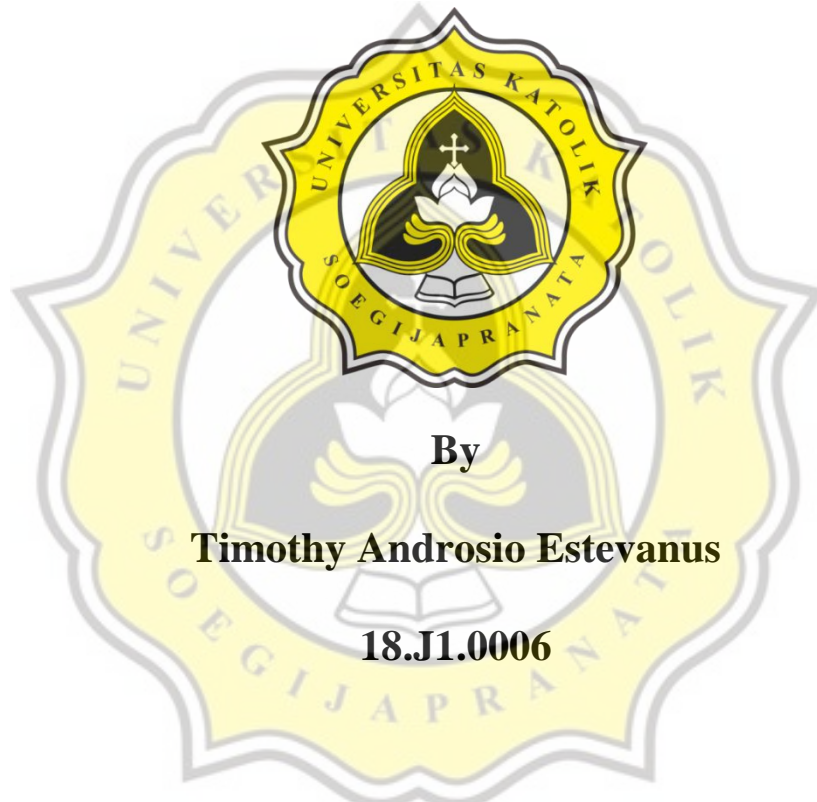


**TOURNAMENT PLAYERS' PREFERENCES ON VIDEO
GAMES**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

Timothy Androsio Estevanus

18.J1.0006

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

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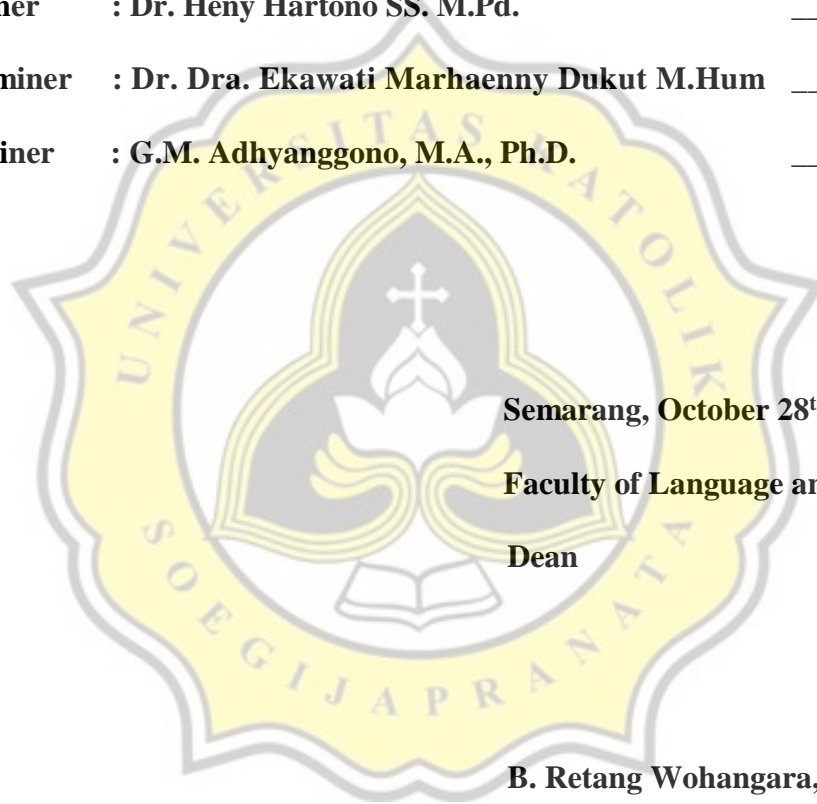
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Finally, I know that my thesis is not perfect. I am ready to receive improving suggestions. Nevertheless, I hope that this thesis can be useful for those who read it, so video game players will know how to embrace games as popular culture.

Timothy Andtosio Estevanus

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ABSTRACT

This study is based on the fact that video games has become very popular throughout the years that players are popularizing them by playing them regularly through various ways like holding tournaments, selling gaming accounts, and also merchandise. The popularization of video games around the world leads towards a global lifestyle because the players can interact with people online from different languages and cultures. Taking an interest in researching video games, the writer used a qualitative method to collect data via a distributed questionnaire in the form of google form, and also conducted interviews to confirm the answers given by tournament players and participants as subjects of the research. Two research questions became the focus of this research: (1) why are video games identified as popular culture and (2) what are the preferences of the players who play them. The identification of popular culture characteristics takes into account Dukut's research findings and the preferences make use of Ching and Zammito's findings. The result of this research finds that 30 respondents who were players and participants from a tournament held by the Faculty of Language and Arts all acknowledged *Mobile Legends* as a popular video game. The analysis on the popularity found that video games are entertaining, easy to obtain, manipulating, cheap and affordable, creating a global-local lifestyle, reflecting people's daily lives, reflecting a certain period, is temporary, practical, and is bringing financial benefits. With regards to the preferences, this research found that video games are preferred as a popular thing because it became a medium for English language learning, has an interesting plot, is enjoyed for the building up of characters and play style, and because it gives players the satisfied, relaxed and happy feeling that they searched for.

Keywords: video games, popular culture, players, preferences

ABSTRAK

Penelitian ini didasarkan pada fakta bahwa video game telah menjadi sangat populer selama bertahun-tahun bahwa pemain mempopulerkannya dengan memainkannya secara teratur melalui berbagai cara seperti mengadakan turnamen, menjual akun game, dan juga barang dagangan. Mempopulerkan video game di seluruh dunia mengarah pada gaya hidup global karena para pemain dapat berinteraksi dengan orang-orang secara online dari berbagai bahasa dan budaya. Tertarik untuk meneliti video game, penulis menggunakan metode kualitatif untuk mengumpulkan data melalui kuesioner terdistribusi dalam bentuk google form, dan juga melakukan wawancara untuk mengkonfirmasi jawaban yang diberikan oleh pemain turnamen dan peserta sebagai subjek penelitian. Dua pertanyaan penelitian menjadi fokus penelitian ini: (1) mengapa video game diidentifikasi sebagai budaya populer dan (2) apa preferensi para pemain yang memainkannya. Identifikasi karakteristik budaya populer memperhitungkan hasil penelitian Dukut dan preferensi memanfaatkan temuan Ching dan Zammito. Hasil penelitian ini menemukan bahwa 30 responden yang merupakan pemain dan peserta dari turnamen yang diadakan oleh Fakultas Bahasa dan Seni semuanya mengakui Mobile Legends sebagai video game populer. Analisis tentang popularitas menemukan bahwa video game menghibur, mudah diperoleh, dimanipulasi, murah, dan terjangkau, menciptakan gaya hidup global-lokal, yang mencerminkan kehidupan sehari-hari masyarakat, yang mencerminkan periode tertentu, sementara, praktis, dan membawa keuntungan finansial. Berkaitan dengan preferensi, penelitian ini menemukan bahwa video game lebih disukai sebagai hal yang populer karena menjadi media untuk pembelajaran bahasa Inggris, memiliki plot yang menarik, dinikmati untuk membangun karakter dan gaya bermain, dan karena memberikan pemain perasaan puas, santai dan bahagia yang mereka cari.

Kata kunci: permainan video, budaya populer, pemain, preferensi