

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays, literature has various form such as, novels, short stories, dramas, poems, etc. In this modern era, video games are also a part of literature, playing digital games lead to a variety of positive outcomes and impacts, but it is also acknowledged that the literature on games is fragmented and lacking coherence (Ke, 2009). Games have similar elements that appear on literature works, the story, character, interactive fiction, theme and setting are the elements that built a game (Olii, 2011). In shorts, the elements on game have a similarity to become a part of literature. The writer chooses this object as a research study for his thesis.

Games have growth in term of the development of technology, story, and gameplay in the last decade. One of them is Massively Multi-player Online Role Play Games (MMORPGs). MMORPGs are games that allow hundreds or even thousands of users to “play together” in a persistent-state world, by connecting them via the Internet (Hancocks, 2008). On MMORPG the role of players are becoming a “society” in virtual world. In the development, they construct the game based on the real world. The values and symbol from real world has brought into the game, such as; the avatar with human looks, economic transaction, and the structure of organization called guild or clan; where it has the leader, vice leader and member, etc. These elements are not the only thing that made a virtual world, the interaction within the world between individuals that made it more alive. “The presence of

another people are creating a concept of interconnected world,” (Lisa, 2005). The presence of another peoples make an individual learns a new things as a groups, community or organization online. It is possible for them to learn and teach new values and make them depend on each other within the game although they do not know each other in the real world. Virtual world can change the personality of player to be different than the real world.

Virtual world offers a player to reborn as a new person. As Turkle has observed of virtual identities, ‘we are encouraged to think of ourselves as fluid, emergent, decentralized, multiplicitous, flexible and ever in process’ (Turkle, 1985). Players get a chance to reborn into something new, they can choose to be a male or female then take a role as a warrior, archer, healer and many others. On this step, players are beginning to loss a sign of real world, they are starting to go further into the virtual world. The virtual world such as Massively Multiplayer Online (MMO) worlds is a place where the player take on the role of an avatar and follow the rules of the game world as it has been constructed. Within this virtual world, it can be seen many things that similar in reality, such as virtual relationship; by community or guild where people gather to interacts each other, capitalism; by buying, selling and commodities, war; by competition in arena to kill each other as players, task to be done to achieve experience point and level ups into higher level and many more.

Baudrillard said that, “Simulacra is the space where the simulation mechanism takes place. Human trapped in the space of reality which he considered real, but superficial. Reality is no longer a mirror reality, but only the models.”

(1983). Online game creates an artificial reality, then replaces to be the real one.

The search of identity as an individual, group or organization are natural in online game. Online game are suitable for simulation where the rules are clear, in context of freedom it offers more than the real world, and players are able to see what they want to achieve. The value in online game becomes a concern, an online game adapt a setting and story of popular culture such as, Chinese and European Mythology that packaged into a new form. The game's company take an advantage of this condition to sell their product by utilize the substantial and exchange value over the sign and symbolic value. They conveyed a message of their products through the advertising and the elements of game to encourage the players to consume it as their needs that usually in form of virtual items.

The writer wants to conduct a study in Massively Multi-player Online Role Playing Game (MMORPG) entitled *Dragon Nest*, because the writer has been experienced for more than 3 years on playing the game. Unlike the other MMORPG that has been played by the writer, this game gave unique experience that has never been given by the other games. In the writer's opinion, the way of the company to draw the players' interest is good; they pull out the attention of newbies by giving them a free item mall as a gift when the player has reached a specific achievement.

It is being an appeal for players to spend more time to get more free items.

Indirectly, it has made the dependence of the players to the free item malls.

However, the trigger of consumptive habit is created slowly as the players need the item mall more and more while the free items become lesser to give on them. The company has been stimulated the players to spend money on them in the

very beginning of game by using the elements of game as the sign and code that sub consciously plant into the players. The other reason that makes this game interesting is the game has become widely known since it held a worldwide competition in 2013. It had been placed in China, the prize that provided by company is more than USD \$50.000. The writer wants to share the experiences and lessons that his got from the game through this research.

1.2 Problem of the Study

Based on the study background described above, this study will be conducted in order to find the answer to the study problem as follows: How does the simulation mechanism establishes the players existence in MMORPG *Dragon Nest*?

1.3 Objective of the Study

Related to the problems above, the objective of this study are as follows: To find out How the simulation mechanism establishes the players existence in MMORPG *Dragon Nest*.

