Virtual Communication Behavior Patterns of Ayodance Online Audition Game Players

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ABSTRACT

The progress of information, communication, and media technology are currently speedy. The emergence of the internet influences this. Since the emergence of the internet, many new entertainments have emerged, including online games that allow users to interact in the game. Online game users are currently considered to interact more often in the virtual world than in the real world. This study aims to determine the virtual communication patterns that occur in the online game Audition Ayodance players. This study uses a qualitative approach and a descriptive qualitative method. This research results that the virtual communication pattern influences the form of associative patterns consisting of social, physical, and psychological as well as dissociative patterns in the form of competition.

Keywords: Comunication, virtual communication, game online, audition ayodance

1. INTRODUCTION

The rapid growth of communication and information technology at this time makes the spread of this technology very easy to move from one place to another. The rapid development of technology today creates various advances in the entertainment and multimedia industries. It can be seen that over time, a lot of new media have emerged.[1]

The internet is one proof of the rapid development of information and communication technology. The Internet makes many new breakthroughs, and makes the barriers between the dimensions of space and time disappear. Currently the internet is also a source of information, a place to seek knowledge, a place to work, hone creativity, a means to do hobbies, and for self-satisfaction. The internet has created new and different communication patterns compared to traditional communication patterns. This development is also supported by the creation of various gadgets that support it. In fact, every month many new gadgets emerge from various brands and of course offer the latest advanced features. [2]

With the sophistication of gadgets and the internet, it is felt that there is nothing that cannot be done at this time. All humans have the opportunity to experience technological developments, one of which is through the media. Today's media and internet users are not limited to adults only, but the sophistication can also be felt by children. In fact, many children have far higher abilities than adults in terms of technology.[3]

If in the past children had to meet and gather in the same location and time to play games, this is not the case now. They can still play together even if they don't meet face to face. Of course this can happen due to the development of the internet and increasingly sophisticated gadgets. But this sophistication can make the younger generation do not know what a traditional game is. In fact, when viewed, traditional games also help children grow and develop, increase intelligence, and train physically. The development of this technology has also penetrated into the world of games. Since the advent of the internet, many new digital-based games have emerged. One example is the game of football, if in the past it had to be played in groups on the soccer field, now children only need to sit and hold tools that are connected to the internet such as cellphones or computers and they can also play a soccer game called PES. [4]

Online games or online games are games that can only be played when the user's device is connected to the internet. Online games are one of the features that are in great demand by various circles today. With the internet as a medium, online games allow users to connect and even interact with other players who play the game at the same time even though they are in different locations.[5]Usually, the atmosphere in online games has been designed as closely as possible to the actual environment and situation. Even today, many games choose the concept of virtual reality so that users can feel they are in the game. In Indonesia, online games have appeared since 2001. This game is called Nexia online. However, currently, more than 30 online games can be

accessed in Indonesia, both local games and games created abroad. The number of online games that can be accessed in Indonesia is increasing every year due to the increasing number of enthusiasts and very high creativity.[6]

Currently, the numbers are large, but the genres and types of online games themselves are also increasing. The increase in various types and genres of games is influenced by the different backgrounds of users and the growing market share. According to Kompasiana, there are several types of game genres currently circulating, such as FPS (first-person shooter), RTS (real-time strategy), RPG (role-playing game), and simulation. These four types of genres have different market shares. [7]

Audition Ayodance is a game that has a casual rhythm online multiplayer concept. This game can be downloaded for free on the publisher's site, but later users will be able to make buying and selling transactions in their game account. Since 2007 users of this game have more than 7 million users, increasing every year. Various features facilitate interactions that can be carried out by users in the game such as chat boxes, bulletin boards, and voice chats. [8]

From the various facilities and features in the Audition Ayodance game, researchers want to know the virtual communication behavior patterns of its users. Communications how game users do as well as topics that are often discussed. From the background above, the researchers took the title "Virtual Communication Patterns for Ayodance Online Game Players".[9]

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Researchers also found several similar studies that were used as a literature review, including:
The research entitled "Online Games as Behavioral Patterns (Descriptive Study on Social Interaction of Gamers Clash Of Clans in Clan Indo Spirit)" conducted by Syahrul Perdana Kusumawardani in 2015 used observation and interview methods, with qualitative analysis as the analysis method. This study resulted in new behavioral patterns created since the players played the online game, such as lifestyle changes and the use of limited time when playing online games. Meanwhile, in social interaction, there are two types of interactions, namely associative and dissociative among its members.[10]
The next research is a study conducted by Gerry F. Kapoh in 2015 which discusses "SOCIAL BEHAVIOR OF INDIVIDUAL "PERFECT WORLD" ONLINE GAME PLAYERS IN SEA ONE VILLAGE". In this study, it was found that games have experienced rapid growth and development, online games have also made more or less changes in how humans socialize. This change not only leads to positive things but also to negative things, so it is

hoped that online game users must be able to balance interactions in the real world so that they are not affected and cause bad impacts.[10]
Then research on the Interpersonal Communication Behavior of Online Game Addicts (Case Study on Dota 2 Online Game Addicts in Serang City). Using a qualitative descriptive method conducted by Eliana Pratiwi in 2017. In this study, it was found that interactions that occur among members are very active because they have many interests in common, while interactions outside the game are very rare.[10]

2. THEORETICAL BASIS

a. Behavior

Behavior is defined as the reaction that a person gives to a given stimulus (Skinner, 1983). This theory is known as S-O-R (stimulus-organism-response). This theory has two types of responses, namely[11]:

1) Response and response: the response that results from a stimulus that causes a relatively constant response [11]

2) Operant response: a response that arises and then develops and is followed by other stimuli.[11]

Skinner also divides behavior into two, namely innate behavior, namely behavior that has been possessed by a person since birth or is called innate behavior in the form of reflex and instinctive behavior. The second is operant behavior, which is behavior that can be formed, controlled, learned, and dynamic (Skinner, 1983).[11]

b. Communication

Communication comes from the word "communication" in English and "communication" in Latin which means the same meaning. This means that communication has the aim of cementing the perception between the communicator and the communicant.[7]
Virtual communication or virtual communication is communication through cyberspace or virtual space that is interactive. Virtual communication is very dependent on the internet which has a function as a tool for communication. The internet allows many people to interact simultaneously even though they are at great distances.[7]
Bodaken mentions that there are three frameworks for understanding communication, including communication as a one-way action, communication as interaction, and communication as transaction [7].

c. Online Games

Peter Salim in his book "The Contemporary English Indonesian Dictionary" states that game is a game, while in

KBBI, playing is defined as an activity to do something that is fun and can entertain the heart. [12]

Games that use internet and computer media today are not taboo. Various groups and backgrounds have played this online game. The game from this time is also considered to have become a new culture for human life. The game of is a game that can be played via a computer or mobile phone using the internet network media.[12]

Currently, online games have created many online communities, making the game a social activity in interacting in daily life (Saputra, 2008). One type of online game that is widely played in many developed countries is MMO (Massively Multiplayer Online) games. MMO is a game that has the possibility to be played by hundreds or even thousands of players to play at the same time using the internet as a medium.[12]

Currently, there are also many genres in online games such as MMORPG (Massively multiplayer online role-playing game), MMORTS (Massively multiplayer online real-time-strategy), MMOFPS (Massively multiplayer online first-person-shooter), and MMOSG (Massively multiplayer online). multiplayer online social-game).[12]

3. RESEARCH METHODS

This research will discuss the virtual communication patterns that exist in the online game Audition Ayodance players and what topics are discussed in the virtual communication. This study uses a qualitative approach with a qualitative descriptive approach. This research was carried out in May 2021. Interviews conducted with resource persons were limited in nature and complied with strict health protocols because they were carried out during the Covid-19 pandemic. To interview resource persons whose location is not possible to meet, the researcher uses LINE chat media.

The main subject in this study was Ratu Ara (23). The researcher chose Ara as the main resource because the researcher knew that Ara was one of the long-standing users of the online game Audition Ayodance. Ara is also actively playing this game to this day. Ara is a student who is considered to be responsible for all the information and interview results provided. The interview with Ara was conducted at her residence, in Denpasar, Bali. By implementing strict health protocols. The data collection technique used in this study is primary data in the form of interviews with the informants, and secondary data in the form of photo files, articles on communication patterns and online games, as well as journals related to this research.

Besides Ara, the researcher appointed Cici (18) and Olla, Ara's relatives, as supporting sources.

4. ANALYSIS AND DISCUSSIONS

Resource person Ara (23) has been playing this game since she was in junior high school in 2010. But at that time Ara played just for fun to fill her spare time while on vacation, the internet still didn't have access as freely as now, especially Ara also has to take turns using the computer on at that time. After that Ara focused more on education so that she rarely played this game, then in 2016 Ara started playing again until now. Ara can spend the whole night just playing games in front of the computer. From the results of observations and interviews conducted by researchers on Ara, Ara always uses earphones when playing. This makes Ara rarely able to communicate with the people around her. Ara is also seen often using various in-game features such as chat and making transactions such as purchasing in-game accessories. Ara also admitted to joining an Ayodance Audition community in her city, Ara also participated in an Ayodance Audition tournament even though she didn't win. Olla as Ara's close relative said that Ara became less and less socialized and interacted with people around her in the real world. He seems to enjoy interacting more via virtual. This is slightly different from what was stated by Cici (18) who was appointed as a resource person. Cici spends time playing online games only during school holidays or free time. Although several times he wanted to spend more to buy accessories in the game, but he admitted that he did not have the desire to join the community or participate in tournaments. Both Ara and Cici feel there is no need to use real identities in the game, so they both choose to use other identities. Ara and Cici also feel that they are not open to their virtual friends even though they have many virtual friends, because their interactions are only about games.

The virtual communication patterns that can be found in this study are:

a. Assosiative Pattern

Associative behavior patterns are patterns that are carried out by fellow individuals and individuals with groups. Included in the associative pattern are:

1) Social

Due to the frequent playing of online games, of course, it has an influence on social factors, both directly and indirectly affected. In her daily social life, Ara is more intense in interacting through internet media, Ara also often uses earphones when playing so that it is difficult for other people to invite her to interact directly. In line with Olla's statement as Ara's older sister

"He's already playing, that's it. You can't talk to them, you can't call them. He also wears earphones, so maybe that's what makes it difficult for him to communicate with people at home. If he looks like he's having fun, he's really excited too. You can scream like that from the room. Sometimes I even think why. His job is just to stay in the room and play games. Can feel at home not sleeping at night, keeping the PC. It's just that sometimes when I'm resting, I like to chat, leave the room. Just looking for wind and a new atmosphere or grab a drink and eat. The rest is in the room. If you want to call him, you have to go to his room and tap his shoulder. If you call him from outside, he won't answer."

Ara said that she rarely communicated with friends or relatives in the real world, she admitted that she only did it when it was important. He seemed to really enjoy this online game even late into the night.

Even though information from relatives stated that he wasn't playing games, he still cared. Seen from the activities he does such as helping with housework, cooking, and shopping.

Even though she has many friends in cyberspace, it doesn't necessarily make Ara open to her friends. This is because the identity that she uses in cyberspace is not her real identity, unlike Cici, she does not feel open to her friends in cyberspace because she feels that this is not necessary. It was also known from the two informants that their empathy had not completely changed. It's just that when they're too focused on the game, they don't want to know what's going on around them. Indirectly this makes them more indifferent to the surrounding environment.

2) Physical

Actually, when playing online games will not affect the physical form directly. But more to the physical activity carried out will be much reduced if continuously in front of a computer screen. Of course this is not good, especially for bone health. Based on the results of interviews conducted with Olla, Ara often plays in front of the computer even all night long.

3) Psychology

In addition to social and physical influences, the online game Audition Ayodance also has a psychological impact. Both direct and indirect influence.

The identity used by the online game Audition Ayodance players is a virtual identity or not their actual identity that they use in the real world. In addition to looking more attractive and according to their characters in the game, Ara said that she didn't want to take risks if she used her real identity. Like being contacted on a whim by a virtual friend or familiar person. In this way, he feels more free to express himself. However, for Cici, she said that the virtual identity used was just for fun and has its own satisfaction if it has an identity according to her will.

The next effect can be seen from their willingness to buy additional features in the game, even though they have to spend a certain budget. Both informants admitted that they had spent more money on several occasions just to buy clothes and accessories in the game. This is done only for his own satisfaction. Here there is no regret from both of them even though they have to use their pocket money and personal savings to buy certain features in the game they want. This happens because they are influenced by other people who have satisfying characters in the game, so they also want that in their game characters.

Like the confession from the interview
"I've bought it several times, because I want to. Very nice. It's just that it's not that often, if you really want it and a certain style, just buy it. But sometimes teased too. Moreover, if you are invited and then given a good look, you will definitely want it. Sometimes you can hold it, sometimes you can buy gas. If you really want to buy it, use your own savings." -Fig

"I usually buy it, there have been several times. If I can't stand the cute clothes, I usually buy them. Use pocket money to buy it. As much as possible, don't use tuition money." –Cici

b. Dissociative Communication Pattern

Patterns of dissociative behavior produce social interaction, one of which is competition. This is shown by the many parties who hold the Audition Ayodance online game tournament. One of the informants, Ara, has felt this influence, she has a desire to compete so she tries to enter the competition even though she doesn't win. The informant, while Cici, admitted that she did not want to take part in the competition, but she also had a competitive spirit, as evidenced by her willingness to spend more to dress her character to make it look more attractive compared to other characters in the same game.

"In the past, I participated in a competition, only to lose. His opponent is really good haha. From having that experience, I don't want to take part in the competition anymore. I just want to have some experience. Now it's more enjoyable for yourself. Play alone, be happy alone. At least just play together with friends in the group. Don't make a competition anymore. There's also a lot of capital." -Fig

"I've never participated in a competition, I don't want to either. Because the game is also just for fun. Still focused on school. But occasionally look on Youtube. How about a competition? That's all. They also play alone, they don't have a community or group." –Cici

Apart from tournaments, there are also online gaming communities. One of them is also the community owned by Audition Ayodance. However, the two informants in this study had different views based on the results of the interviews.

"I know there are many communities of this game, on Facebook or on Telegram. I joined the community of gamers, but not a big community that took part in competitions everywhere. It's just a community in Denpasar, so let's play together, and share info on the LINE group." -Fig

"I don't belong to any community. Because the game is just for fun. So lazy to join the community. Surely the group will spam. Moreover, do not know each other right." –Cici

5. CONCLUSION

Human life today cannot be separated from advances in information technology, communication, and new media that are developing. This development also affects the world of entertainment. This is also influenced by the internet. The internet is considered as one of the important needs, because with the internet people can gain knowledge, do hobbies, hone their creativity, and work.

One of the current entertainment developments is the shift from traditional games to modern digital-based games or commonly referred to as online games (online games). Currently there are more than 30 online games that can be freely accessed in Indonesia.

One of the online games that still exists today is Audition Ayodance. This game has various interesting features so that fans of this online game come from various circles.

With the presence of online games, of course this will have a direct or indirect influence on its users. One of them is the virtual communication pattern that occurs in users of this online game. The communication patterns found in this study include:

a. Associative communication pattern
This communication pattern is in the form of relationships that exist between individuals and individuals with groups. Included in the associative pattern are:

1. Social
The social factor referred to here is a good social interaction relationship in the virtual world, but not good in the real world. Social interaction with friends in the real world is also reduced. Ara prefers to communicate online with her friends, either through games or the LINE chat application

2. Physical
The physical influence here is that Ara's daily physical activities should be more than she plays online games by sitting in front of a computer screen all night. This is also not good of course for bone health

3. Psychology
The psychological factor found in this game is the influence of virtual game users to want to spend more money to buy features and accessories in online games for the inner satisfaction of the users. In addition, psychological factors also influence users to join the Audition Ayodance online game community. Even though Ara only joins a small local community and Cici has no interest in joining any community.

dissociative Communication Pattern
This dissociative pattern causes online game users to have a sense of competition. It can be seen from Ara who once felt challenged to compete in the tournament even though she had to accept defeat. Although Cici is not interested in participating in the tournament, her sense of competition is seen when she wants the characters in her game to look prettier than other people's characters.

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