

COMPULSIVE LIFESTYLE OF ONLINE GAMERS OF MOBILE LEGENDS BANG BANG IN BENGKULU CITY

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ABSTRACT

Online games or often called online games are games that are played on a network (either LAN or Internet). Online games themselves have never been separated from the development of computer technology and computer networks themselves, because these games have specifications that computers and networks must have. The term game here is an electronic game that uses computer media or console machines. The gaming industry has also spread to various countries in the world, including developing countries. Mobile Legends Bang Bang is an online game that can be played on Android and iOS mobile devices. Since its initial release on July 14th, 2016, this Multiplayer Online Battle Arena (MOBA) game has succeeded in stealing the attention of gamers in Indonesia. The aim of this research is to find out the compulsive lifestyle of Mobile Legends Bang Bang gamers in Bengkulu City. Based on the characteristics of the research, a research sample of 100 was obtained using the purposive sampling method. For this type of research, it is descriptive research, which is research conducted to determine the existence of the value of independent variables, either one or more variables (independent) without making comparisons or connecting them with other variables, while the research method used is the correlational method, which is a research method that uses used to determine the influence of two or more variables. Based on the research results Based on the research results obtained in data processing using the SPSS version 22 program with the title "Lifestyle of Online Gamers of Mobile Legends Bang Bang in Bengkulu City" it can be concluded that 1) the results obtained after data processing analysis of SPSS 22 results show that 15 The statements in the table for each variable mostly have valid values, so the measuring instrument used is declared valid with a calculated r level $> r$ table (0.138) and a significant level < 0.05 , which means the research measuring instrument is valid and can be used as a research tools. 2) the analysis results of the SPSS 22 program used show that each variable is declared reliable because each variable has a Cronbach's alpha value above 0.60, which means that all variables are reliable. 3) the Activity dimension is real action. These activities can include work, hobbies, social events, holidays, entertainment, association membership, internet browsing, and shopping. Consumer activities (activities) are characteristics of consumers in their daily lives. 4) The interest dimension is an act of excitement that accompanies special or continuous attention. Each person's interests or passions are different. Sometimes humans are interested in food, sometimes humans are interested in clothing fashion, and



so on. Interest is a consumer's personal factor in influencing the decision making process. 5) The opinion dimension is the verbal or written answer that people give as a response to a situation. Opinions are used to describe interpretations, expectations, and evaluations such as beliefs about the intentions of others, anticipations regarding future events, and weighing of the rewarding or punishing consequences of alternative courses of action.

Keywords: *Compulsive Lifestyle, Online Gamers of Mobile Legends Bang Bang.*

