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“Perilaku Komunikasi Pecandu Game Online PUBG Mobile (Studi Kasus pada Remaja di Kecamatan Cileungsi)”

Bibliografi: 5 bab, 94 hal + Lampiran + 24 Buku + 9 Jurnal + 6 Internet + 2 Penelitian Ilmiah

ABSTRAK

Perilaku komunikasi merupakan suatu tindakan atau respon seseorang dalam lingkungan dan situasi komunikasinya. Perilaku komunikasi dapat diamati melalui kebiasaan komunikasi seseorang, sehingga perilaku komunikasi seseorang akan pula menjadi kebiasaan pelakunya. Kecanduan merupakan perilaku yang tidak sehat dan berlangsung terus menerus sehingga susah untuk diakhiri oleh individu yang bersangkutan. Perkembangan *game mobile* di Indonesia memang dapat terbilang cukup pesat. Salah satu *game* paling populer di Indonesia yaitu “*PlayerUnknown’s Battleground Mobile*” atau lebih dikenal *PUBG Mobile*. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui perilaku komunikasi pecandu *game online PUBG Mobile* di Kecamatan Cileungsi.

Teori yang digunakan dalam penelitian ini adalah Teori Atribusi. Teori Atribusi yaitu, bermula dengan gagasan bahwa setiap individu mencoba untuk memahami perilaku mereka sendiri dan orang lain dengan mengamati bagaimana sesungguhnya setiap individu berperilaku.

Penelitian ini menggunakan metode penelitian kualitatif studi kasus. Teknik pengumpulan data yang digunakan adalah wawancara mendalam terhadap lima remaja usia 15-22 tahun pecandu *game online PUBG Mobile*.

Berdasarkan hasil penelitian ini dapat disimpulkan bahwa alasan bermain pecandu *game online PUBG Mobile* bervariasi. Pertama, untuk kesenangan dan mencari hiburan, kedua, karena *game* di hp lebih efisien dan *low budget*, dan ketiga, karena hobinya yang bermain *game* sejak kecil. Perilaku komunikasi verbal para pecandu *game online PUBG Mobile* rata-rata berbicara kasar pada saat bermain *game*. Perilaku komunikasi non verbal para pecandu *game online PUBG Mobile* yaitu reflek memukul meja dan membanting hp pada saat bermain *game*. Interaksi sosial didalam *game online PUBG Mobile* yaitu membicarakan strategi dan skin ketika bermain. Sedangkan interaksi sosial diluar *game online* seringkali istilah dalam *game* terbawa-bawa dan berpengaruh ketika berinteraksi dengan lingkungan.

Kata Kunci: Perilaku Komunikasi, Pecandu Game Online, *PUBG Mobile*



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“Communication Behavior of PUBG Mobile Online Game Addicts (Case Study on Adolescents in Cileungsi District)”

Bibliography: 5 Chapter, 94 Page + Attachment + 24 Books + 9 Journal + 6 Website + 2 Scientific Research

ABSTRACT

Communication behavior is an action or a person's response in the environment and communication situation. Communication behavior can be observed through a person's communication habits, so that a person's communication behavior will also become the habit of the perpetrator. Addiction is an unhealthy and ongoing behavior that makes it difficult for the individual concerned to end it. The development of mobile games in Indonesia can indeed be quite rapid. One of the most popular games in Indonesia is "PlayerUnknown's Battleground Mobile" or better known as PUBG Mobile. Therefore, the purpose of this study was to determine the communication behavior of online game addicts PUBG Mobile in Cileungsi District.

The theory used in this research is Attribution Theory. Attribution theory that is, begins with the idea that individuals try to understand their own behavior and that of others by observing how each individual actually behaves.

This study uses a case study qualitative research method. The data collection technique used was in-depth interviews with five teenagers aged 15-22 years who are addicts to the online game PUBG Mobile.

Based on the results of this study, it can be concluded that the reasons for playing PUBG Mobile online game addicts vary. First, for fun and seeking entertainment, second, because games on cellphones are more efficient and low budget, and third, because he has been a hobby of playing games since he was a child. Verbal communication behavior of PUBG Mobile online game addicts on average speak harshly when playing games. The non-verbal communication behavior of PUBG Mobile online game addicts is the reflex of hitting the table and slamming the cellphone while playing the game. Social interaction in the PUBG Mobile online game is talking about strategies and skins when playing. Meanwhile, social interactions outside of online games are often terms in games involved and influential when interacting with the environment.

Keywords: *Communication Behavior, Online Game Addict, PUBG Mobile.*