

## ABSTRAK

Name : Anindita Amelia Putri  
NIM : 44219010123  
Studi Program/Major : Ilmu Komunikasi  
Thesis Tittle : Perubahan Perilaku Dari Konsumsi Pesan Yang  
Ditampilkan Pemain *Grand Theft Auto V*  
Pembimbing : Dr. Irmulansati Tomohardjo, S.H., M. Si

Playing online games is an activity carried out with the aim of obtaining pleasure without considering what will happen from these activities. The psychological satisfaction referred to results in making someone who plays games become addicted so they forget about activities outside of the game. Playing online games seems to be a lifestyle of its own and much loved by people of all ages because it can provide a form of satisfaction and entertainment in spare time. This study aims to determine whether the consumption of messages from the communication media displayed by Grand Theft Auto V players can affect changes in player attitudes. This study uses a case study method with a qualitative approach. Based on the results of the interviews that have been conducted with the informants, the researcher states that the consumption of messages on communication media by Grand Theft Auto V players does not always lead to changes in the attitudes of the players, but encourages changes individually and not in general. This is because the effects displayed by Grand Theft Auto V players give a stigma that adjusts to the player's personality.

**Keyword:** *Computer Mediated Communication, Grand Theft Auto V, Konsumsi Pesan, SCOT, Cyber space..*

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