

ABSTRACT

Indonesia is one of the biggest market of online game on mobile in South East Asia. There are 110,04 million people in Indonesia using mobile phone for playing onlie game. One of online game in Indonesia is Arena Of Valor. As a new comer MOBA-based game in Indonesia, Arena Of Valor has been promoted massively and downloaded 1 million times on PlayStore. This research to know how big is the influence of promotion mix towards inoovation-adoption of online game apps Arena Of Valor.

This research is conducted using promotion mix which is consisted of advertising, sales promotion, public relations, events and experience, direct and interactive marketing, and word of mouth marketing as the independent variables. Innovation-adoption of online game apps Arena Of Valor is used as the dependent variable.

This research is a quantitative research which involves 1066 respondents as the samples through nonprobability sampling technique. The questionnaire using 4 Likert scale points. For analyzing data, it's used multiple regression to determine the influence of promotion mix towards innovation-adoption of online game application Arena Of Valor.

Based on data analysis result, it can be shown that the influence of promotion mix which is consisted of advertising, sales promotion, public relations, events and experience, direct and interactive marketing, and word of mouth marketing towards innovation-adoption is 65,5% and the other 34,5% is not researched in this research.

This result answers that the stimulus which is exposed by Arena Of Valor by promotion mix is positively influencing innovation-adoption of online game apps Arena Of Valor as the response.

Keywords : promotion mix, innovation-adoption, Arena Of Valor