ABSTRACT

Technological developments have had an impact on various things, one of which

is the economy. Currently, a "new market" has emerged which has grown rapidly,

namely the gaming industry which presents virtual goods or virtual goods to be traded

and used in games. This study aims to determine the motive for the purchase of virtual

goods in the PUBG mobile online game industry that occurs in the Revolution'z E-

sport community. This research uses communication theory, motives and community,

the research method used by researchers is a qualitative method of case studies,

descriptive. The researcher chooses the criteria for informants, namely members of

the Revolution'z E-sport community who purchase virtual goods with a nominal value

above 10 million rupiah, considering that the nominal is very large for top-up on

freemium games, and choosing expert informants who are the managers and managers

of the Revolution'z E-sport community, researchers conducted in-depth interviews

with informants and conducted literary studies to obtain answers that were relevant to

existing theories.

The results of the analysis of because motives and in order to motives in

purchasing virtual goods in the PUBG mobile online game are based on personal

pleasure, desire for self-satisfaction and also because they are driven by other people's

ownership of virtual goods and to gain economic benefits because this can considered

as an investment activity at this time. The purchase made by the informant was to get

in-game clothes, skins and other virtual goods that had special effects that were

thought to be able to communicate a certain message to get satisfaction and show the

player's existence in the PUBG mobile game.

Keywords: Online Games, Purchase Motive, PUBG mobile, Virtual Goods.

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