

## **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.**