

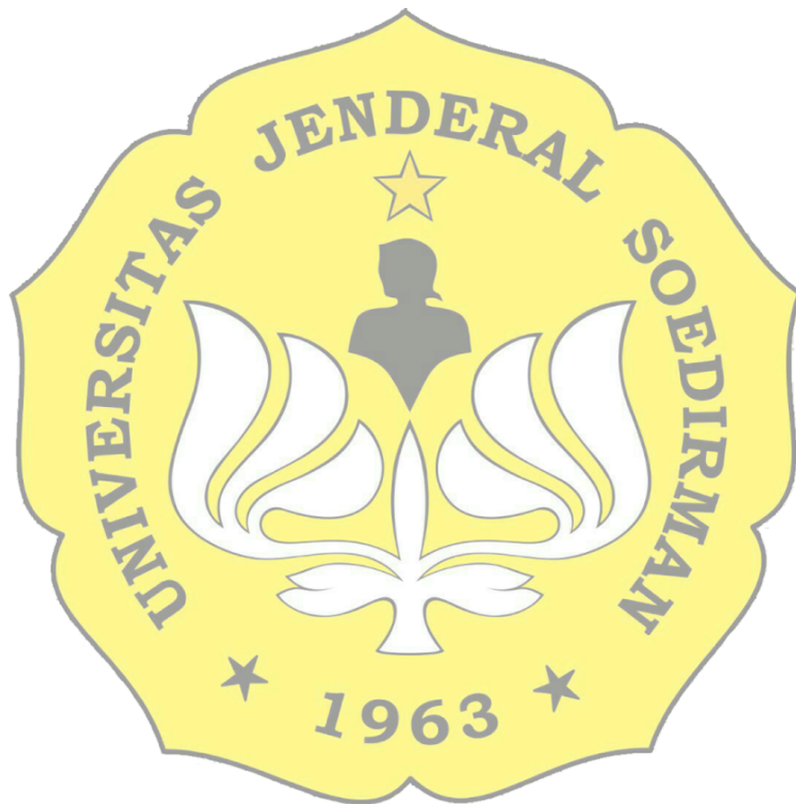
RINGKASAN

Perkembangan zaman yang semakin maju menyebabkan banyak perubahan pada jenis permainan tradisional yang beralih ke permainan modern. *Game online* merupakan permainan komputer yang dapat dimainkan banyak orang melalui internet. *Mobile Legends: Bang Bang* menjadi salah satu GO terpopuler di Indonesia. Perilaku bermain GO MLBB di kalangan mahasiswa dapat berpengaruh pada perilaku konsumtif. Perilaku konsumtif tersebut dipengaruhi oleh status sosial orang tua. Semakin tinggi status sosial orang tua maka semakin besar uang saku yang diperoleh mahasiswa. Jumlah uang saku tersebut dapat berpengaruh pada frekuensi bermain GO Mobile Legends. Semakin besar uang saku maka semakin sering mahasiswa bermain game online MLBB.

Penelitian ini dilakukan terhadap mahasiswa Soedirman E-sport Unsoed. Penelitian ini menggunakan metode eksplanatif dan teknik pengambilan sampel dengan menggunakan metode acak sederhana, dan didapatkan sampel sebanyak 67 responden. Data penelitian dianalisis menggunakan tabel silang dan korelasi tau kendall.

Hasil penelitian menunjukkan terdapat hubungan yang signifikan antara status sosial dengan perilaku konsumtif dengan nilai p value sebesar 0,004 dan terdapat hubungan yang signifikan antara frekuensi bermain game online mobile legends dengan perilaku konsumtif sebesar 0,000. Hasil korelasi variabel status sosial terhadap perilaku konsumtif adalah 0,328, sedangkan korelasi frekuensi bermain game online mobile legends terhadap perilaku konsumtif adalah 0,453. Nilai korelasi tersebut termasuk dalam kategori “cukup”. Hasil korelasi status sosial terhadap perilaku konsumtif adalah semakin tinggi status sosial maka semakin besar uang saku mahasiswa. Hasil korelasi frekuensi bermain game online mobile legends terhadap perilaku konsumtif adalah semakin tinggi uang saku maka semakin sering mahasiswa dalam bermain game online MLBB.

Kata kunci: status sosial, frekuensi bermain game online mobile legends, perilaku konsumtif



SUMMARY

The development of an increasingly advanced era caused many changes to the types of traditional games that switch to modern games. Online games are computer games that can be played by many people through the internet. Mobile Legends: Bang Bang is one of the most popular GOs in Indonesia. GO MLBB playing behavior among students can influence consumer behavior. Consumptive behavior is influenced by the social status of parents. The higher the social status of parents, the greater the allowance earned by students. The amount of allowance can affect the frequency of playing GO Mobile Legends. The greater the allowance, the more often students play MLBB online games.

This research was conducted on Soedirman E-sport Unsoed students. This study uses explanative methods and sampling techniques using simple random methods, and obtained a sample of 67 respondents. The research data were analyzed using a cross table and correlation tau kendall.

The results showed that there was a significant relationship between social status and consumptive behavior with a p value of 0.004 and there was a significant relationship between the frequency of playing online mobile legends games with consumptive behavior of 0,000. The results of the correlation of social status variables on consumptive behavior is 0.328, while the correlation frequency of playing mobile legends online games on consumptive behavior is 0.453. The correlation value is included in the category of "enough". The result of the correlation of social status on consumptive behavior is that the higher the social status, the greater the student's allowance. The result of the correlation of the frequency of playing mobile legends online games on consumptive behavior is the higher the allowance, the more often students play MLBB online games.

Keywords: social status, frequency of playing mobile legends online games, consumptive behavior

