

CHAPTER V CONCLUSION

5.1. Conclusion

The results of this study suggest that the social identity of PUBG players in the PUBG Discord community is may be formed through ongoing interactions, influenced by digital factors, culture, and the social roles played by community members. Based on Tajfel and Turner's Social Identity Theory, this process appears to involve three stages: social categorization, social identification, and social comparison. In the first stage (social categorization), players seem to group themselves based on the same shared interests, their playing styles, or cultural backgrounds. In the next stage (social identification), this emerging identity seems to be boosted by gaining recognition and acceptance from other Discord community members. In the last stage (social comparison), individuals may began to comparing with outside groups, which could contribute to a sense of pride and solidarity as part of the broader PUBG Discord community.

This research findings also indicate that cultural values (mutual respect, cooperation, and maintaining harmony) may play an important role to keep the community interactions runs well. Furthermore, another factors that strengthen relationships between players are humor, language, and cultural expressions, which become identity markers for PUBG players in this community. The personas formed and performed by members in the Discord community can be viewed as social constructs that develop through feedback and community expectations. This

suggest that Discord may serve as a digital space that facilitates the simultaneous development of personal and collective identities.

Therefore, the PUBG Discord community in this study can be seen as not only just a place for interact and bridging the gameplay of PUBG, but also a potential site of cultural exchange space. Through intense interaction between members, mutual support, and appreciation for cultural diversity, this community may increase a sense of belonging that transcends national border. This research also indicates that social identity in the digital space is formed not only through play activities (or related to PUBG) but also through the daily process of adapting cultural values and norms. While the findings are preliminary and cannot be generalized due to the limited number of participants, they offer initial insight into how online communities may contribute to cross-cultural bonding and regional solidarity.

5.2. Recommendation

Based on the above research results and conclusions, of course this study still has space for development. For future research, it is recommended that studies be conducted on other online game genres or digital communication platforms to compare whether cultural factors use the same influence across different contexts. Researchers can also use a mixed-methods approach, combining surveys, interviews, and digital observations, to gain a more comprehensive and in-depth understanding of the process of social identity formation.

Furthermore, future research could consider the use of additional or alternative theories, such as Online Identity Construction Theory by Zhao et al.

(2008:1819-1825), which explains how identity is constructed in the digital world through self-presentation, interactions, and the choice of specific symbols (e.g., nicknames, avatars, language, and tags). This theory is also suitable for analyzing the personas players construct on digital communication platforms. Another possible theory is Social Presence Theory by Short, Williams, & Christie (1976:65), which explains the extent to which a person feels socially "exist" in technology-mediated communication. This is relevant for understanding why interactions on Discord or other digital communication platforms feel intimate, even though they occur online.

From a cultural perspective, Hofstede's (2001) Cultural Dimensions Theory can be used, explaining cultural differences between countries, such as individualism versus collectivism, which are relevant to understanding cross-border interactions. Furthermore, expanding the number of respondents and involving more countries could provide a more diverse perspective and strengthen the research findings, allowing the results to represent a more comprehensive cross-cultural online gaming community.