

## Research Article

# The Effect of Online Game Features on Player Behaviour

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**ORCID**Bunga Fefiana Mustikasari: <https://orcid.org/0000-0002-0135-4412>**Abstract.**

Online games are a type of game that requires an internet connection to access the game. The development of technology today have encouraged more and more online games that have sprung up. One of them is online game *Audition Ayodance*. Various features contained in the game turned out to have an influence on the behaviour of the players, where the *Audition Ayodance* players began to mix how they live in the game into their real life. One of them is the couple feature, which is a feature to find a partner in the game, while the players also use criteria such as religion, age, place of residence, and other things that have nothing to do with the course of the game. The results of this study indicate the emergence of a hyperreality where the world of online games and the real world of players begin to mix. This is partly because the *Audition Ayodance* players are mostly teenagers who still do not have strong emotional stability the way adults do, and like to explore various interests and have fantasies.

**Keywords:** online game, game features, player behaviour

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## 1. Introduction

Online game is one of the games that can be accessed using the internet which is currently being enjoyed by more and more people. Various game categories or more commonly referred to as game genres are presented, including FPS (First Person Shooter), RTS (Real Time Strategy), RPG (Role Playing Game) which is divided into LARP (Live Action Role Playing) and MMORPG (Massively Action). Multiplayer Online Role-Playing Game), Construction and Management Simulation Games, Vehicle Simulation, Adventure Games and many more. Each player is free to choose online games according to the game genre of interest from each player.

One of these online games is the *Audition Ayodance* game. *Audition Ayodance* is a multiplayer online casual rhythm game. *Audition Ayodance* was first launched in South

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Korea in 2005 by T3 Entertainment in collaboration with Yedang Online under the name Audition Online. The game was originally only available in South Korea, where it first gained popularity. Gradually the popularity of this game increased, T3 Entertainment and Yedang Online distributed it in other regions such as China, Hong Kong, Indonesia, Malaysia, Japan, Philippines, North America, Thailand, Taiwan, Southeast Asia, Vietnam, Brazil, England, and Europe.

Audition Online released in Indonesia in 2007 developed by PT. Megaxus Infotech. Game Audition Online changed its name to Audition Ayodance which in Indonesian means "let's dance", because in this game, the players must press the buttons on the keyboard which makes the characters in the game starting to dance. From its inception until now, Audition Ayodance still gets a good response from the public. Even though many online games of the same genre have closedown (Love Beat '2012, Showtime '2013), Audition Ayodance still survives until today.

The emergence of online games which this time is focused on the online game Audition Ayodance with various features has influenced the players. One of them is about the culture of consumerism that is widely heard also about how players respond to the world in the game and the world of reality. [1, 2]

## 1.1. Players Behaviour

The emergence of the Audition Ayodance game changed the behavior of the players. Where Audition Ayodance players start mixing what happens in the game into their real life. With the game features presented in the Audition Ayodance game, the players begin to mix up the game world and the real world. One of them is the couple feature, which provides an opportunity for players to find a partner, the players use criteria such as religion, age, place of residence, etc. in finding a partner. Even though this does not change at all with the gameplay.

In addition, in the Audition Ayodance game, a player can dress up his character in the game. The players dress up 'themselves' in this game not only using game currency, but can also use game vouchers or what in the Audition Ayodance is called Mi-cash, which purchases these vouchers using the rupiah currency. This is where players dress up their characters and even spend hundreds of thousands or even millions for a character game.

## 1.2. Audition Ayodance Indonesia

### 1.2.1. Game Feature

Game Audition Ayodance has various types of games that can be played. Among them are dance competitions, guitar master, rhythm holic, beat rush, one two parties, and many more. The example of Audition Ayodance’s gameplay can be seen in the figure below.



Figure 1: Audition Ayodance’s gameplay.

In the Audition Ayodance game, players are represented by a character whose gender, skin color, and make-up (avatar) can be chosen. Each player is free to dress the character ‘themselves’ according to what he wants. Starting from clothes, face, hair, shoes, and so on. There is a Fashion Mall, which provides various kinds of avatars to choose from.



Figure 2: Audition Ayodance’s fashion mall preview.

Avatars in the Audition Ayodance game are divided into 2 types, namely those that can be purchased using game money (den) and those that can be purchased using game vouchers (mi-cash). For avatars using den, the item duration is permanent, while

those using mi-cash can choose a duration of 1 week (regular price listed), 1 month (listed price x2), and permanent (listed price x6).

Besides being able to dress up the characters in the game, there are also various kinds of game features, including Teams (players can form teams of 3 people), Clubs (players form large communities), and Couples (players can find partners and then married in the game).

The Audition Ayodance players are competing to find a partner and then do a marriage contract in this game, because if we have a partner, various other features will open that cannot be played if we do not have a partner. These features include love parties, couple licenses, couple gardens, couple malls, couple battle parties, couple tournaments, and own a couple can raise children in their couple garden.



Figure 3: Various kinds of features after having a couple.

## 2. Data Collection

From the game features contained in Audition Ayodance, a person has the freedom to create "themselves" in the game world. From the data obtained on one of the official Audition Ayodance forums, data was found about how much someone spends their money to dress 'themselves' in this game.

**Re: Habis berapa kalian dalam seminggu demi char ayodance tersayang .**  
 billing 50k~100k perminggu  
 micash cuman 50k an perbulan buat beli pet, event, move buat event . cuman itu skrg

**Re: Habis berapa kalian dalam seminggu demi char ayodance tersayang .**  
 Billing per minggu paling 40k an  
 Buat micash per bulan 200an lah tergantung suasana dompet...

Figure 4: The players' answers about 'how much will it cost for the Audition Ayodance game in 1 week.

In addition, from various sources such as forums and social networks, data on the total avatar owned by players for one Audition Ayodance’s character.

TABLE 1: Players spend on game.

Name	Time play	Total avatars
Adhe	± 4 years	IDR 7 million
Natalia	± 5 years	IDR 9.8 million
Myzhuki	± 2 years	IDR 1.5 million
Acura	± 2 years	IDR 6 million
Febryan	± 1 years	IDR 1 million
Vhee	± 5 years	IDR 15 million
Dimas	± 2 years	IDR 500 thousand
Lutz	± 3 years	IDR 5 million

Here it can be concluded, has emerged a culture called consumerism. Consumerism describes a society in which many people formulate their goals in life partly through acquiring goods that they clearly do not need for subsistence or for traditional display. They become enmeshed in the process of acquisition shopping and take some of their identity from a possession of new things that they buy and exhibit. In this society, a host of institutions both encourage and serve consumerism. from eager shopkeepers trying to lure customers into buying more than they need to produce designers employed to put new twists on established models, to advertisers seeking it create new needs. [2]

In short, consumerism is a mindset and action in which people take action to buy goods not because they need the goods but because the act of buying itself gives satisfaction to themselves. Someone buys goods no longer to fulfill their needs, as an identity. As happened to most players in the Audition Ayodance game, where players are willing to spend millions for their character avatars. In fact, in the Audition Ayodance game, having an avatar does not really affect the character in terms of the game. It only makes the character look 'cool' and glamorous in the eyes of other players, because it has expensive and many avatars.

Apart from that, from the couple game feature, where a player has the freedom to find a partner, a player looks for a partner not for a partner in the game, but instead for a partner in the real world. Quoted from one of the social networks, age, religion, place of residence are the criteria for someone in finding a gaming partner.



Figure 5: Criteria for players in finding a partner.

### 3. Result

Here we can see that what has emerged is called hyperreality. Jean Baudrillard in his book Simulation [1] argues that hyperreality is the effect of the state or experience of objects and or space resulting from a simulation process, where it is difficult to distinguish which is reality and which is not. Or it can also be interpreted that an object can represent reality through its signifier, which has a certain meaning or signified. In this case, reality is the reference of the signifier. However, it can also happen that an object does not refer to a particular reference or reality at all [3]

As happened to the Audition Ayodance player who brings reality in the game world to the real world. The criteria for finding a partner are no longer in-game criteria such as

character level, club, and so on, but are more realistic, such as age, place of residence, etc. They do not even hesitate to include cellphone numbers, whatsapp number, etc that are actually private in public spaces to find a partner.

Consumerism and hyperreality among the Audition Ayodance players is thought to occur due to psychological factors. Where the average players are still teenagers, who are junior-high school-starting college students, teenagers are those who are aged 12-18 years [4]. As stated by Gunarsa, S. D. [5] in his book *Developmental Psychology: Children and Adolescents*, adolescents have several characteristics of adolescents that can cause various problems in adolescents, namely:

Emotional instability.

Enjoys experimenting.

Enjoys exploring.

Has lots of fantasies, fantasies, and boasts.

This is what happened among the Audition Ayodance players. The Audition Ayodance players, who are mostly teenagers, do not have stable emotions, and are easily tempted and experimenting. Presenting so many choices of avatars in shopping malls makes players happy to explore and experiment with their characters. If someone else has a better avatar, they do not want to lose, so they buy more and more avatars, which makes the total avatar in one player's character reach hundreds of thousands or even millions. The more avatars in the characters will make them feel cooler and more confident. Besides that, teenagers have a lot of fantasies. In this case the players fantasize about their couple in the game, most of whom always want the game couple to be their real couple/boyfriend/girlfriend.

## 4. Conclusion

Audition Ayodance is an online game with the multiplayer online casual rhythm game genre that released in Indonesia since 2007. This game had an impact on the players, where a player can dress their character freely which causes consumerism to the players. Apart from that, there is also a game couple feature which makes the players mix up the game world and the real world and causes hyperreality. One of the reasons this happens is because most of the Audition Ayodance players are still teenagers who still do not have emotional stability and like to explore, and have lots of fantasies and boasts.

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