

**MOTIVASI GAMER DALAM MEMBELI VOUCHER GAME ONLINE**

*Yosef Andang Krisna Susanto Jati*

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui motivasi *gamer* dalam membeli *voucher game online*. Analisis penelitian ini menggunakan metode analisis deskriptif fenomenologi yang dilihat melalui teori Maslow. Analisis dilakukan terhadap cerita pengalaman informan tentang pembelian *voucher game online* melalui metode wawancara. Analisis deskriptif fenomenologi tentang pembelian *voucher game online* dipilih karena mampu mengungkap secara lebih dalam tentang motivasi *gamer* dalam membeli *voucher game online*. Informan berjumlah 3 orang yang berusia antara 22-24 tahun dengan kriteria melakukan pembelian *voucher game online*. Data yang dikumpulkan berupa cerita pengalaman informan tentang pembelian *voucher game online*.

Hasil penelitian ini menunjukkan bahwa *gamer* yang melakukan pembelian *voucher game online* memiliki motif tertarik akan *event game* yang didasari oleh kebutuhan akan penghargaan yang tinggi. Hal tersebut kemudian memunculkan dampak negatif berupa kecanduan bagi *gamer* yang tidak dapat mengontrol perilaku pembelian *voucher game online*. Berdasarkan pada dinamika yang dimiliki oleh *gamer* yang melakukan pembelian *voucher game online*, terlihat bahwa *gamer* memiliki kebutuhan akan penghargaan yang memunculkan motif tertarik pada *event game*.

Kata Kunci: kebutuhan, kebutuhan akan penghargaan, *gamer*, *voucher game online*.

**GAMER'S MOTIVATION TO BUYING ONLINE GAMES VOUCHERS**

*Yosef Andang Krisna Susanto Jati*

**ABSTRACT**

*This study aims to find out gamer's motivation to buying online games vouchers. Analysis of this study using descriptive analysis method which viewed through a phenomenological theory of Maslow. Analysis carried out on stories from informants about the buying online games vouchers experiences through the interview method. Descriptive phenomenology analysis of buying online games vouchers selected because it can reveal more about the gamer's motivation to buying online games vouchers. Informants amount to 3 people aged between 22-24 years old with criteria make buying vouchers online games. The data collected in the form of stories from informants experience about the buying online games vouchers.*

*These results of this reserch show that gamers who buying online games vouchers has interest event game motif that are based on a high esteem need. That matter show to a negative effect in the form of addiction for gamers who can not control the behavior of buying online games vouchers. Based on owned by gamers who buying online games vouchers, it seems that gamers have a esteem need that gave rise the motif interested to the gaming event.*

*Keywords : need, esteem need, gamer, online games vouchers*