

ABSTRAK

Efendi, Mihmid. 2020, Jual Beli Dalam Permainan Daring Mobile Legend Di Kalangan Mahasiswa, Skripsi, Pembimbing: Ucik Ana Fardilla S.Si., M.I.Kom.

Kata Kunci: Jual Beli, Permainan Daring, Mobile Legend.

Penelitian ini berangkat dari hasil tinjauan peneliti yang mendapati bahwa sekarang ini banyak kalangan mahasiswa di lingkup IAIN Tulungagung memainkan permainan berbasis daring (online) bernama Mobile Legend. Tidak hanya itu juga, sejauh ini tersebar luas maraknya fenomena jual beli akun, top up diamond dan lain sebagainya yang berkaitan dengan permainan daring. Berdasarkan hal tersebut peneliti kemudian mencoba untuk menganalisa lebih lanjut perihal pola jual beli tersebut.

Berdasarkan fenomena di atas maka kemudian muncul dua rumusan masalah, yakni; 1) Bagaimana teknik marketing dalam permainan daring Mobile Legend di kalangan mahasiswa IAIN Tulungagung jurusan komunikasi dan penyiaran Islam? 2) Bagaimana statistik marketing jual beli dalam permainan daring Mobile Legends di kalangan mahasiswa IAIN Tulungagung jurusan Komunikasi dan Penyiaran Islam?. Adapun penelitian ini termasuk dalam jenis penelitian analisis kualitatif dengan pisau analisis deskriptif.

Hasil dari analisa data di atas, peneliti menarik beberapa kesimpulan, diantaranya 1) Sistem jual beli yang dilakukan mahasiswa Komunikasi dan Penyiaran Islam yakni bermula dengan memposting range harga diamond serta berketerangan jasa joki. Setelah mendapatkan pembeli jasa, maka pemilik jasa atau penjual diamond menawarkan tingkatan tier kepada pembeli di mana semua itu juga mempengaruhi besarnya rupiah yang harus dibayarkan. 2) Setelah itu, untuk bisa mendapatkan pelanggan lebih banyak, pihak pemilik jasa mempromosikan jasa tersebut melalui story Whatsapp. Alasan menggunakan Whatsapp dikatakan karena lebih mudah dan efektif, meski ruang lingkungannya tidak terlalu luas.

ABSTRACT

Efendi, Mihmid. 2020. A Transaction in Online Games : Mobile Legends Among Students. Thesis, Supervisor: Ucik Ana Fardilla S.Si., M.I.Kom.

Keywords: *Transaction, Online Game, Mobile Legend.*

The research came from the result of researcher's review who found that nowadays there were many students in IAIN Tulungagung played online games called Mobile Legends. Moreover, there was a widespread phenomenon of buying and selling accounts, top up diamonds, and others that related to online games so far. Based on this, the researcher then tried to analyze further about the buying and selling pattern.

Based on the phenomenon above, then appeared two research problems, such as: 1. How was the marketing technique in Mobile Legends online game among IAIN Tulungagung's students? 2. How was the statistics of marketing transaction in Mobile Legends online game among IAIN Tulungagung's students in Islamic Communication and Broadcasting major? Also, the research was included in Analysis Qualitative Research with Descriptive Analysis's shiv.

The result of the analysis above, the researcher drew some conclusions, such as: 1. The transaction system which was done by Islamic Communication and Broadcasting students, was started with posting details of the diamond price and providing information about jockey services. After getting a consument, the the service owner or diamond seller offered the level of tier to the consument that could affect the amount of rupiahs that had to be paid. 2. After that, in order to get more consuments, the service owner promoted his service through Whatsapp. The reason of using whatsapp was because it's easier and more effective. Although, its scope wasn't so large.