ABSTRACT

The background of this thesis by Microtransactions developments in the game, especially games that are sold on Steam which every year is growing very fast, with a thesis entitled "Perception MICROTRANSACTIONS GAMERS OF STEAM IN THE MARKET GAME".

This study aims untunk know what underlies the perception that gamers buy items and Steam games in the market, what is the underlying factor that gamers can buy goods which do not have the physical form exchanged for real money.

This study used qualitative methods, data collection techniques using observation, interview and dokumentsi, discussion analyzed through in-depth interviews, informants in this study amounted to 9 comprising eight key informants consisting of gamers ever do microtransactions and 1 person expert informants is a lecturer Fisip Unpas. The study was conducted by means of face to face at several locations in the city of Bandung include Student Dormitory Mount Sharp, Cafe Upnormal and via telephone.

In this study used the theory is the theory of perception by studying how the sensation, antensi and interpretation experienced gamers who do microtransactions and also associated with the CMC (Computer mediated communcations) to find out how the communication patterns that occur in the feature microtransactions itself.

The results of this study based on the results of interviews and observations found that nearly all gamers have the same perception towards microtransactions. Gamers who buy the game and in-game items aiming to get satisfaction in the game, the items that have more value in the game that is being played is also a trigger many gamers want to do microtransactions in the game as well as the existence of factors that you want to get in the game.

Recommendations for the future researchers gamers in order to better utilize future supporting features which provide gaming markets such as steam to ease gamers in supporting the activities of buying and selling items and games on Steam

Key Words: Gamers, Microtransactions, Steam