

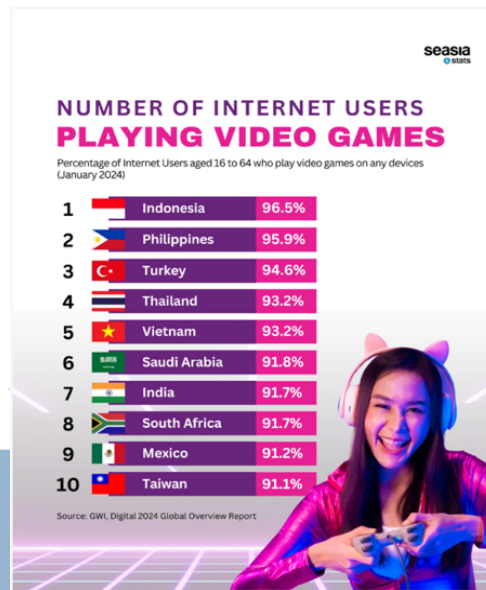
# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Indonesia, with a population of 285,082,720 people, is the fourth most populous country in the world, according to Worldometer (2025). As reported by Kurmala (2023), its gaming sector has experienced rapid growth in recent years, with the number of gamers in the country reaching 174.1 million in 2022. Additionally, Indonesia accounts for 43 percent of the gaming population in Southeast Asia, according to data from the Ministry of Communication and Informatics. This expansion has been driven by several key factors, including increased smartphone penetration, affordable internet access, and a young, tech-savvy population. As highlighted by Nugraha (2023), the mobile gaming industry in Indonesia has flourished, with over 111 million mobile gamers. In 2022 alone, Indonesia saw nearly three billion mobile game downloads, and the gaming sector is expected to continue its growth trajectory. further, reaching US\$316.80 million in revenue by 2024, representing a 6.84% annual growth rate. These trends offer considerable prospects for developers and investors wishing to profit from Southeast Asia's largest gaming market.

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**Figure 1.1 Number Of Internet Users Playing Video Games In The World**

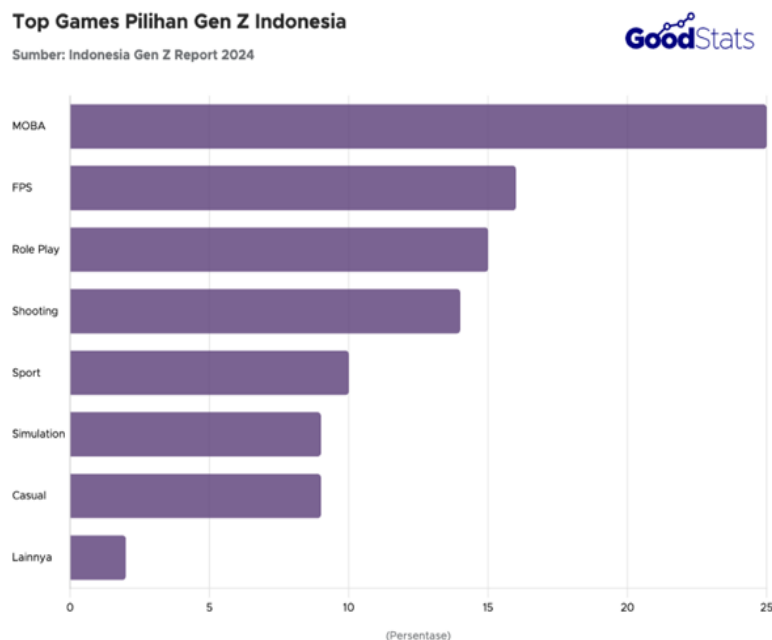
**Source: Seasia Stats, 2024**

Based on Figure 1.1, Indonesia's gaming sector is expanding at a rapid pace, as evidenced by the fact that the country has the highest percentage of internet users between the ages of 16 and 64 who play video games (96.5%). This increase is a result of the increasing prominence of mobile gaming, which is being driven by more affordable smartphones and more accessible internet. Gaming has become more and more popular, drawing both professional and casual players, thanks in part to the growth of esports and game broadcasting culture. According to Allcorrect (2025), Indonesia's gaming sector has grown significantly, becoming a major player in Southeast Asia. In 2024, Indonesia has accounted for 41% of all downloads in the region of Southeast Asia, making the biggest contributor and mobile games in Indonesia has increased 15%, which makes Indonesia the fastest growing market in Southeast Asia.

Recognizing the industry's potential, the Indonesian government has launched strategic steps to help it grow. Presidential Regulation No. 19 of 2024 was issued in February 2024 to help the national gaming business grow faster (Rajah & Tann Asia, 2024). This rule intends to promote stakeholder engagement, increase domestic game makers' market share, and lessen reliance on foreign corporations.

Key proposals include streamlining the licensing procedure for international game producers, providing tax breaks, and establishing a major annual funding plan to assist local game creation (Maureen, 2024).

Video games come in different genres, and each one has its own unique gameplay mechanics and experiences that cater to various player preferences. Role-playing games (RPGs), strategy, and simulation offer players various methods to interact with game worlds. Game genres have changed over time, focusing on the growth of immersive storytelling in adventure games and the quick mechanics found in action titles (Agate International, 2023). According to Björk & Zagal (2018), the Fundamentals of Game Design talks about how RPGs emphasize character development and rich narratives, while strategy games push players to think critically and make tactical choices. The increasing popularity of subgenres such as battle royale shows how game design is always changing, highlighting shifts in player preferences and advancements in technology.



**Figure 1.2 Top Games That Gen Z Prefer in Indonesia**

**Source : GoodStats, 2024**

According to Figure 1.2, the most popular gaming genres in Indonesia include MOBA (Multiplayer Online Battle Arena), FPS (First Person Shooter), Roleplay, Shooting, Sports, Simulation, Casual, and others. Deloitte (2022) research highlights the country's diverse gaming interests, which range from battle royale to role-playing games. Furthermore, the survey shows that mobile games dominate the market, with role-playing games (RPGs) accounting for around \$89 million in gross sales, or 22% of consumer expenditure in the mobile gaming sector. Overall, the Indonesian gaming scene is diversified, with genres catering to a wide range of player preferences and interests.

The most popular game in Indonesia is Multiplayer Online Battle Arena (MOBA) games where these team-based gameplay in which two teams of players, usually five per side, collaborate to achieve goals such as destroying the enemy team's base. The basic gameplay mechanics concentrate around commanding a distinct character (hero), each with their own powers and tasks. Heroes are typically classified into categories such as tanks, carries, support, and crowd control experts, with each serving an important role in the team (Sattar, 2025). The heroes' skills include basic assaults, active powers that can disrupt the game's flow, and ultimate abilities that frequently function as game changers in vital periods. For example, the most popular MOBA game in Indonesia is Mobile legends: Bang Bang with 27 million downloads in 2023 according to Goodstats (2024)

First-Person Shooter (FPS) games immerse players in a virtual environment in which they experience gaming through the eyes of the in-game characters. The weapon system is a key component of FPS dynamics, with guns simulating real-world counterparts in terms of reload periods, recoil patterns, and fire rate. Many FPS games employ hit scan technology, which instantaneously registers a hit when the player's crosshairs coincide with a target, making projectile travel easier by eliminating the need to lead moving targets (Müller, 2020). Valorant is an example of a first-person shooter that is gaining 3% monthly, according to allvalorant.gg, and currently has 25 million active players per month.

Role-Playing Games (RPGs) are a type of game in which players take on the roles of characters in a fictional setting, and these characters grow and evolve over time. RPGs' main mechanics include character creation, skill advancement, and narrative progression. Character development is an important part of RPGs, since players choose traits such as strength, dexterity, intelligence, and charisma that influence gameplay and interactions inside the game world. Character advancement is frequently aided by levelling systems in which characters receive experience points (XP) obtain from activities, objectives, or fighting. The evolution of these characteristics influences how characters interact with other game elements, such as non-player characters (NPCs) and the environment (Ninaus et al., 2015). According to Gamespot.com, Elden Ring is the most popular role-playing game in 2024, which was first release in 2022.

Shooting games, as compared to first-person shooters (FPS), focus the mechanics of shooting from multiple perspectives, such as third-person views, and frequently combine action-adventure elements with shooting combat. These games integrate shooting mechanics with storytelling, exploration, and puzzle solving, offering a more diverse gameplay experience than merely fighting. With unique storytelling that differ from every shooting games, this allows players to hide behind objects to avoid enemy fire, pop out for rapid shots, and then return to cover, resulting in a dynamic and tactical shooting experience (Egenfeldt-Nielsen et al., 2019). Other than just shooting and unique storytelling but shooting games also allows an open world gameplay where players can outmanoeuvre opponents by using the terrain, climbing structures, or engaging in hand-to-hand combat, adding dimension to the shooting mechanics (Mackay, 2001). One of the most well-known open-world shooting games is the Grand Theft Auto franchise, with the most recent release being Grand Theft Auto 5, which, according to statista.com, has been steadily gaining in sales over the years, despite being launched in 2013.

Sports video games genres like FIFA, NBA 2K, and Madden NFL combine competitive sports with interactive gameplay, providing players with virtual experiences that are similar to real-life athletic activities. These games prioritize strategic planning, skill development, and real-time decision-making, involving players in both the cognitive and physical components of sports. The mechanics of sports simulation games not only imitate actual situations, but also decision-making processes that need both cognitive and motor skills (Chung & Yu, 2021). Because of the high similarity with real life events, the sports simulation games are used in soccer training, games have been shown to improve decision-making by simulating game scenarios that players encounter in real matches (Bennett et al., 2020).

Casual games are games that is simple and needs a minimal effort of mechanics. According to Mehrafrooz (2025), casual video games are intended to be easily accessible, with simple mechanics that demand minimal time investment, offering them the perfect choice for players who are in need of fast entertainment. These casual games can be easily categorized by their intuitive gameplay, which places an emphasis on simple rules and controls. This design approach allows players to quickly grasp game objectives and mechanics, which promotes immediate engagement. Based on lifewire.com the most popular game of all time are Candy Crush Saga which offers match-3 puzzle game and subway surfers which is an endless runner game, where players should dodge certain obstacles.

Game developers always develop new genres by combining genres to open up new possible markets. As game developers continue to experiment and enhance their ideas to ensure seamless integration of diverse systems, the innovation brought about by genre mixing also helps to improve gaming dynamics overall (Deterding et al., 2011). Several games that have succeed by combining genres are grand theft auto franchise which combines roleplay genre and shooting genres. According to rocketbrush.com, top games that are popular right now are games

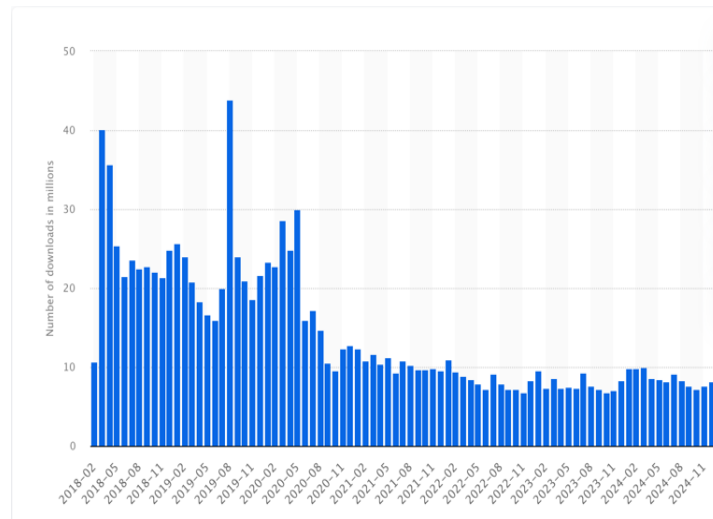
that has a combination of genres which become subgenres such as action-adventure, sports-roleplay, horror-shooting and others.

The most influential game that pioneered the battle royale genre and a new formula of a game combination genre is Players Unknown Battlegrounds (PUBG), which combines shooting, simulation, roleplaying, and FPS, as it also offers a first-person mode. PUBG (PlayerUnknown's Battlegrounds) Mobile was initially launch on Steam, a digital video game distribution platform on March 23, 2017. The influence of Player Unknown Battlegrounds (PUBG) is obvious by the way it encouraged other developers to use and improve the battle royale model in games like Fortnite and Apex Legends. The cultural phenomenon of battle royale games, which dominates both casual and competitive gaming, is another example of the game's influence (Kerr, 2023). According to Rokad et al. (2019) the battle royale model is central to PUBG's gameplay, in which up to 100 players are airdropped onto a massive territory and must scavenge for weapons, armour, and other materials while destroying opponents. The playable area gradually shrinks, forcing players into more limited areas and intensifying encounters. This mechanism not only heightens suspense but also necessitates adaptive strategies as players navigate the world and interact with others.

With 3 million peak players when it is first release according to steamcharts.com, and \$990,000,000 sales on its initial year. Because of this success, PUBG (PlayerUnknown's Battlegrounds) Mobile developer decided to make an adaptation into the mobile gaming form. This adaptation is called PUBG (PlayerUnknown's Battlegrounds) Mobile, which sets itself apart in the mobile gaming market with number of technological innovations that improve accessibility and gameplay. Its dynamic graphics options, which modify frame rates and visual quality according to the hardware limitations of the device, are one noteworthy feature. From low-cost smartphones to flagship models, this optimization guarantees seamless performance across a broad spectrum of



smartphones, enabling users to customize their gaming experience to the features of their particular device (EuroGamer, 2018)



**Figure 1.3 Downloads of PUBG Mobile From The Year 2018-2024**

Source: Statista, 2024

According to Figure 3.1, PUBG (PlayerUnknown's Battlegrounds) Mobile downloads throughout the year 2018 – 2022 are averaging above 20 million downloads per month while in 2023 it is averaging below 10 million downloads monthly. During its prime, PUBG (PlayerUnknown's Battlegrounds) Mobile peaked among the most downloaded and highest grossing mobile games available worldwide. On mobile platforms, it invented the battle royale genre and brought features including Royale Pass, in-game events, and partnerships with big companies. According to esports.pubgmobile.com, Events like the PUBG (PlayerUnknown's Battlegrounds) Mobile Global Championship (PMGC) help to highlight its presence even more in the esports sector. Regional leagues also strengthen PUBG mobile popularity in the *esport* industries. The game drew both amateur and professional gamers, therefore strengthening the community.

After its initial success, PUBG (PlayerUnknown's Battlegrounds) Mobile's popularity has declined due to a number of issues. This contrasts with the surge in downloads of its rival, Garena Free Fire, which saw a 110% period-over-period increase in the Indonesian market and a 54% increase across the overall Southeast



Asian market (Ma, 2024). With distinct features and quick game development, rivals like Call of Duty: Mobile, Apex Legends Mobile, and Free Fire have emerged to provide gamers a variety of gameplay experiences Šimić (2021). Due to their repetitive gameplay, long-duration games like battle royales frequently suffer from player fatigue, which lowers player engagement as players look elsewhere for novelty and new experiences (Šimić, 2021). According to a Rahman et al. (2022), people initially become interested in gaming for reasons like fun and escape, but playing too much can cause behavioural problems, which can make players tired and less likely to remain engaged with it (Heiden et al., 2019).

Despite being one of the most played games in Indonesia, PUBG (PlayerUnknown's Battlegrounds) Mobile appears to be gradually losing players. Only 28% of respondents to a Telkomsel survey via tSurvey.id in August 2022 said they played PUBG (PlayerUnknown's Battlegrounds) Mobile, which is much less than the 67% who said they played Mobile Legends: Bang Bang (Annur, 2022). Community-driven PUBG (PlayerUnknown's Battlegrounds) Mobile competitions have significantly declined on a local level, such as in Samarinda, with fewer events hosted by local esports communities or in gaming cafés. This suggests that players have become discouraged of the game and that community interest is decreasing (BusamID, 2023). According to Curry (2025), PUBG (PlayerUnknown's Battlegrounds) Mobile's daily active users fell from 27 million in 2023 to 25 million in 2024, indicating a broader trend that might possibly have an impact on the Indonesian industry. Repetitive gaming, a lack of creativity in game events and material, and growing competition from newer games are some of the causes contributing to this decline.

Furthermore, legal barriers greatly reduced the active user population of the game by means of prohibitions in India resulting from worries about data privacy and addiction-related issues (NDTV, 2023). This drives the game to add bots so that it helps more players during matchmaking, which influences gameplay and some players perceive to be dull and not challenging as it used to be. Social

elements also play a part in PUBG (PlayerUnknown's Battlegrounds) Mobile's drop. The psychosocial effects of (PlayerUnknown's Battlegrounds) are investigated in a Review of Law and Social Sciences essay, which notes that too much gaming can cause isolation and lower social activity participation. Players' likelihood of continuing to play PUBG (PlayerUnknown's Battlegrounds) Mobile declines as their social networks move to other games or real-life events (Sunil et al., 2021).

Also, technical issues such server instability, game slowness, and continuous hacker presence have greatly degraded the user experience, aggravating players and driving them to look for other gaming choices. Niko Partners (2023) did a study in and found that 28% of players who were asked said cheating was a big reason they quit the game. PC Gamer (2023) stated that even though Tencent has taken steps to stop cheating, hackers are still affecting fair gaming, making many players unhappy.

PUBG (PlayerUnknown's Battlegrounds) Mobile is still a big name in mobile gaming, the fact that its player base is going down shows how hard it is for everlasting game. Its fame has gone down because of more unique games, problems with regulations and making money, technical issues, and changes in gaming trends. Thus, this research aims to validate upon on what are the main causes on the decline of the daily active players. This research chose PUBG (PlayerUnknown's Battlegrounds) Mobile as the subject of the research, because based on Vanas.ca (2017) PUBG (PlayerUnknown's Battlegrounds) mobile is the pioneer of battle royale games. Which at first the game is very popular but in the recent years have is experiencing in player active drops monthly based on **Figure 1.3**.



**Figure 1.4** PUBG Mobile In-game currency interface

Operating under a freemium business model, PUBG (PlayerUnknown's Battlegrounds) Mobile generates income via in-app purchases and seasonal battle passes while the game is free to download and play. In-game currency known as UC (Unknown Cash) allows players to purchase cosmetic goods, weapon skins, character clothing, and other additions not impacting gameplay fairness but appeal to personalising and standing inside the game. PUBG (PlayerUnknown's Battlegrounds) Mobile players can purchase in-game currency directly within the game, as shown in **Figure 1.4**. Through microtransactions, this strategy provides monetizing chances and promotes great involvement. To provide limited-time content, PUBG (PlayerUnknown's Battlegrounds) Mobile also regularly works with worldwide businesses and franchises, thereby encouraging user expenditure (Ma, 2024). PUBG (PlayerUnknown's Battlegrounds) Mobile also uses esports competitions and live events to improve brand awareness and build a devoted competitive community, therefore indirectly supporting income from sponsorships and media rights (Newzoo, 2023). Though its strong monetizing approach, the game has suffered a drop in active users, which could be related to growing competitiveness, gameplay tiredness, and discontent with monetizing policies (Statista, 2024).

A mini survey have been done to validate allegations that have been obtained through online secondary sources. The mini survey has been distributed to 38 respondents who has previously active playing PUBG(PlayerUnknown's Battlegrounds) mobile. The demographic scope of the survey are Generation Z (born in 1997 – 2012) as according to MMA Global (2023) most mobile video

game player are *Gen Z*. The mini survey allows respondents to answer open ended questions, where the highlighted question is ‘what are the reasons that they stopped playing PUBG Mobile?’, this questions aims to know and validate further on allegations upon the reasons that affected the decline of PUBG (PlayerUnknown’s Battlegrounds) Mobile active players. In summary, the result of the survey are:

**Table 1.1 Mini Survey Result**

<b>Factors</b>	<b>Frequency</b>
Peer Influence	19
Do Not Find It Entertaining Anymore	16
Technological Factors	3
Prefer Other Games	3

**Source : Data Processing by Researcher, 2025**

The mini survey results showed a similarity with the allegations that is made by collecting secondary data. By having these results it allows the research to have a pointer on the main reference for this research. This research will be using ‘Continuance use intention with mobile augmented reality games overall and multigroup analyses on Pokémon Go (Jang and Liu, 2020) as the main reference for this research. This is because the variables on the research model has a similarity with the allegations that will be used in this research. This is also because the dependent variable of the research is the same as which is continuance of our intention.

The first similarity is on social gratification, where most of the data that is collected both from secondary data and the mini survey results that peer influence has done a big effect towards continuance use intention. Based on Liu et al. (2016), social gratifications means the interaction among the game players which affected the continuance intention in playing the game. The second similarity is on process gratification which includes Temporal Gratification and entertainment. This connects to the second highest allegations which the respondents feel that it

is not entertaining anymore for them which affects the continuance use intention towards the game. Mainly process gratification means the experience of the gameplay process itself (Cutler and Danowski, 1980).

This construct also mirrored other allegations, which is the ‘prefer other games’ where players did not enjoy the process gratification on the certain game leading to not using the game continuously. Technology also plays a big role on gaming processes as it. Drapella (1985) mentioned that there are specific motivations for the use of the media technology, which shows that there are certain audiences may find motivations in continuance use intention towards the technological gratifications of the game. This also aligned with the allegations that is collected with the construct that is presented\ in the model of the main reference.

The researcher chose to study PUBG (PlayerUnknown’s Battlegrounds) Mobile using the Uses and Gratifications Theory because, currently, there is a limited number of academic studies in the Indonesian context that focus on this mobile game. For example, Haryadi (2023) examined the social interaction of PUBG (PlayerUnknown’s Battlegrounds) Mobile gamers within a group of 45 individuals from the ‘Eden Esports’ community using a dramaturgical perspective. Meanwhile, Risaldi et al. (2024) investigated the user experience of PUBG (PlayerUnknown’s Battlegrounds) Mobile through the Heuristic Evaluation method. Most existing studies either focus on transaction behaviours within the game or analyze the PC version of PUBG (PlayerUnknown’s Battlegrounds) rather than the mobile platform. More importantly, there is no existing research that examines PUBG (PlayerUnknown’s Battlegrounds) Mobile continuance use intention using the Uses and Gratifications Theory in the Indonesian context. This highlights a significant research gap in understanding what motivates players in Indonesia to continue engaging with PUBG (PlayerUnknown’s Battlegrounds) Mobile. Therefore, this study aims to fill that gap by exploring the motivations and gratifications that drive continued use among Indonesian PUBG (PlayerUnknown’s Battlegrounds) Mobile players.



## 1.2 Problem Formulation and Research Question

According to the research background, PUBG (PlayerUnknown's Battlegrounds) Mobile maintained an average of over 10 million monthly downloads from 2018 to 2022, making it one of the most downloaded and highest-grossing mobile games worldwide (Sensor Tower, 2024). The Royale Pass, in-game cooperative events, and strategic alliances with global sponsors are just a few of the novel features that PUBG (PlayerUnknown's Battlegrounds) Mobile, a pioneering game in the mobile battle royale genre, launched. Additionally, the game's early success was aided by the creation of regional leagues and international esports competitions like the PUBG Mobile Global Championship (PMGC), which bolstered the game's standing in the esports community (PUBG Mobile Esports, 2023). Nevertheless, the game has seen a sharp drop in popularity despite its early supremacy, especially starting in 2023 when average monthly downloads dropped below the 10 million mark (Ma, 2024).

The literature currently in publication and industry reports have identified a number of relevant elements. First, players now have more options for gameplay due to competition from rival games like Garena Free Fire, which saw a 110% increase in downloads in the Indonesian market, and newcomers like Call of Duty: Mobile and Apex Legends Mobile (Ma, 2024). Second, player tiredness brought on by extended match lengths and repeated gameplay has decreased long-term interest (Heiden et al., 2019). Furthermore, the game's global user base has been further diminished by regulatory issues, including as government-imposed limitations in nations like India because of worries about data privacy and gaming addiction (ndtv.com, 2023).

The decline in consumer satisfaction has also been significantly influenced by technological problems. According to a Niko Partners (2023) survey, 28% of participants cited cheating as a primary reason for quitting the game, demonstrating how persistent issues like server instability, latency, and the

prevalence of hackers have harmed the overall user experience (PC Gamer, 2023). Recent statistics show a dwindling player population in Indonesia; according to a Telkomsel survey via tSurvey.id, only 28% of participants said they played PUBG (PlayerUnknown's Battlegrounds) Mobile, while 67% said they preferred Mobile Legends: Bang Bang (Annur, 2022). Furthermore, a discernible decline in locally organised, community-driven esports competitions, like those in Samarinda, points to a decline in grassroots involvement (BusamID, 2023). The game's daily active users fell from 27 million in 2023 to 25 million in 2024, according to Curry (2025), which further suggests a general decline in user engagement.

A mini-survey was carried out with 38 former PUBG (PlayerUnknown's Battlegrounds) Mobile players from Generation Z, who has been designated as the largest group in mobile gaming, in order to scientifically corroborate these conclusions (MMA Global, 2023). Open-ended questions about why they stopped playing the game were posed to the participants. According to the poll results, the most commonly mentioned factors were loss of enjoyment value ( $n = 16$ ) and peer influence ( $n = 19$ ), followed by technical difficulties and a preference for other games ( $n = 3$  each). These results are consistent with earlier theoretical frameworks, especially the Jang and Liu (2020) study that examines the intention to continue using mobile augmented reality games. In particular, the survey results showed both the notions of social gratification, which is defined as the impact of social contact on continuous usage Liu and Chang (2016), and process gratification, which is related to gameplay enjoyment and entertainment value (Cutler & Danowski, 1980). Drapella (1985) discussion of technological pleasure also surfaced as a pertinent concept, highlighting the function of media technology in encouraging sustained use.

In account of the game's diminishing engagement trends, this study intends to investigate the degree to which social, procedural, and technological gratifications impact Indonesian (PlayerUnknown's Battlegrounds) Mobile users' intention to continue using the game. Based on the provided background, the problem formulation and research questions are outlined as follows:



1. Does *Content Gratification* have a significant impact on *Continuance Use Intention* on PUBG Mobile?
2. Does *Temporal Gratification* have a significant impact on *Continuance Use Intention* on PUBG Mobile?
3. Does *Entertainment* have a significant impact on *Continuance Use Intention* on PUBG Mobile?
4. Does *Social Interaction* have a significant impact on *Continuance Use Intention* on PUBG Mobile?
5. Does *Technology Gratification* have a significant impact on *Continuance Use Intention* on PUBG Mobile?
6. Does *Game Knowledge* have a significant impact on *Continuance Use Intention* on PUBG Mobile?

### 1.3 Research Objectives

The objectives of this study are as follows:

1. To determine whether *Content Gratification* has a significant impact on *Continuance Use Intention* in PUBG Mobile.
2. To determine whether *Temporal Gratification* has a significant impact on *Continuance Use Intention* in PUBG Mobile.
3. To determine whether *Entertainment* has a significant impact on *Continuance Use Intention* in PUBG Mobile.
4. To determine whether *Social Interaction* has a significant impact on *Continuance Use Intention* in PUBG Mobile.
5. To determine whether *Technology Gratification* has a significant impact on *Continuance Use Intention* in PUBG Mobile.
6. To determine whether *Game Knowledge* has a significant impact on *Continuance Use Intention* in PUBG Mobile.

### 1.4 Research Benefits

This research activity is expected to provide impacts and benefits for academics and practitioners, which are described as follows:

#### **1.4.1 Practical Benefits**

The researcher hopes that the results of this study can provide insights that Developer of PUBG (PlayerUnknown's Battlegrounds) Mobile can utilize to optimize its contents and strategies to improve the Continuance use intention of PUBGM players. The findings of this research are expected to demonstrate how uses and gratifications attributes can influence continuance use intentions of playing PUBG (PlayerUnknown's Battlegrounds) mobile.

#### **1.4.2 Academic Benefits**

The researcher hopes that the results of this study can serve as a recent reference that can be used as a guide to understanding the development of mobile gaming behaviour in Indonesia, particularly in providing insights into the factors that influence players' intentions to continue using PUBG (PlayerUnknown's Battlegrounds) Mobile. This research is also expected to contribute to the literature on continuance use intention in mobile gaming, influenced by experience attributes such as content gratification, Temporal Gratification, entertainment, social interaction, technology gratification, and game knowledge.

### **1.5 Scope Limitation**

The scope of this study is clearly defined to ensure that the discussion is consistent with the problem formulation that has been established. The following are the limitations of this study:

1. The scope of this investigation is restricted to six variables : Content gratification, Temporal Gratification, entertainment, social interaction, technology gratification and game knowledge
2. Sample of this research are ages from 17 – 26 years old.

3. The investigation is restricted to the period of March to May 2025, with data collection in April to May 2025.
4. The objective of this investigation is to examine the interplay between the variables that have been identified.
5. This study is not specific to a city or area, as it is focused on a very broad demographic location, namely Indonesia.

### **1.6 Writing System**

The writing of this research consists of five interrelated chapters, each of which contributes to building a comprehensive and coherent analysis of the study. These chapters are systematically structured to ensure a logical progression of ideas, from the formulation of the research background and objectives to the discussion of findings and recommendations. In this context, the term writing system refers to the organizational framework of the thesis. It outlines how the content is arranged into clearly defined sections or chapters. This writing system serves to guide the reader through the research process in a structured manner, ensuring clarity, consistency, and academic rigor throughout the study. Each chapter serves a specific purpose and is designed to support and reinforce the others. Chapter I introduces the research background, problems, objectives, significance, and scope. Chapter II presents the theoretical foundation and literature relevant to the study. Chapter III details the research methodology, including the design, data collection, and analysis techniques. Chapter IV focuses on data analysis and discussion of the findings, while Chapter V concludes the study with key insights and recommendations for the industry and for future researcher. This structured approach allows for a systematic exploration of the research topic and ensures that each component of the study contributes meaningfully to answering the research questions and achieving the stated objectives. A clear understanding of each writing system in this study are stated below.

## **Chapter 1 :Introduction**

The researcher provides a comprehensive overview of the background that underpins the purpose of this study in the Introduction. The writing system of the study, research benefits, research scope and limitations, objectives of the study, and problem formulation and research queries are all included in this chapter.

## **Chapter II : Theoretical Framework**

The researcher elaborates on the fundamental concepts, theories, and definitions of several variables utilised in the study in the Theoretical Framework. The research model, research hypotheses, and findings from previous studies that can support this research are then discussed by the researcher.

## **Chapter III : Research Methodology**

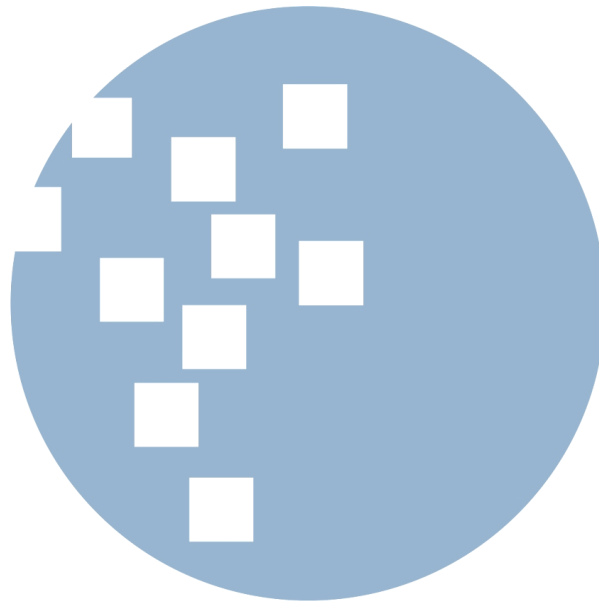
The researcher defines the research object, research design, and the approach employed to define the scope of the study and data collection methods in the Research Methodology. The researcher subsequently addresses the research questions by discussing the operationalisation of variables and the techniques used to process and analyse the data.

## **Chapter IV : Analysis and Discussion**

The researcher discusses the results of the analysis of the collected data in the Analysis and Discussion. Subsequently, the researcher offers a comprehensive analysis of the results in relation to the hypotheses that were formulated in the theoretical framework chapter. Furthermore, the researcher assesses the relevance of the results by comparing them to those of previous studies. In the Conclusion and Recommendations, the researcher presents the conclusions drawn from the research findings. Based on these conclusions, the researcher provides several recommendations for relevant stakeholders related to this study.

## **Chapter V : Conclusions and Recommendations**

The researcher presents the conclusions derived from the research findings in the Conclusion and Recommendations. The researcher offers a number of recommendations for relevant stakeholders in relation to this study, based on these conclusions.



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