

The Influence of The Intensity of Accessing Gaming Content on YouTube and Peer Group Communication on Impulse Buying of Online Game Virtual Items Among Elementary School Children

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ABSTRACT

The phenomenon of buying virtual products for online games is happening among elementary school children in Indonesia. This is inseparable from the influence of external push factors such as the gaming content they watch and also their peers. Virtual buying can be seen as a good aspect from a sales and marketing perspective. However, children are understood as passive consumers in the market because their understanding of consuming goods is still immature until they reach their teenage years. Elementary school children who are immature in mind and mentally should not over-purchase virtual product. Nowadays, many game companies use YouTube influencers to promote their products. In addition, with a group of peers who have the same gaming hobby, this encourages children's attitudes in developing themselves as consumers in the market. Along with the wider children's environment, there is a need for children to find a place in the age group they want to reach.

This study aims to explain the effect of the intensity of accessing gaming content on YouTube and peer group communication on spontaneous purchases of virtual products for online games among elementary school children. This study uses a quantitative approach. The theory used in this study is the theory of Consumer Socialization, with a sampling technique in the form of convenient sampling.

The results of hypothesis testing with multiple linear regression tests show that the intensity of accessing game content on YouTube and peer group communication has no influence on impulse buying of virtual products for online games among elementary school children

Keywords: Gaming content, YouTube, Peer Group, Impulse Buying, Virtual Items

ABSTRAKSI

Fenomena pembelian produk virtual untuk game online sedang marak terjadi di kalangan anak sekolah dasar di Indonesia. Hal ini tidak luput dari adanya pengaruh faktor dorongan dari luar seperti konten gaming yang mereka tonton dan juga teman sebaya. Pembelian virtual dapat dilihat sebagai aspek yang baik dari perspektif penjualan dan pemasaran. Namun, anak-anak dipahami sebagai konsumen pasif di pasar karena pemahaman mereka tentang mengkonsumsi barang masih belum matang hingga mencapai usia remaja. Anak sekolah dasar yang belum matang secara pikiran dan mental tidak seharusnya membeli produk virtual secara berlebihan. Saat ini, banyak perusahaan game menggunakan influencer YouTube untuk mempromosikan produknya. Selain itu, dengan kelompok teman sebaya yang memiliki hobi gaming yang sama, hal ini mendorong sikap anak dalam perkembangan dirinya sebagai konsumen di pasar. Seiring dengan lingkungan anak yang semakin luas, ada kebutuhan anak untuk mencari tempat dalam kelompok usia yang ingin dijangkaunya.

Penelitian ini bertujuan untuk menjelaskan pengaruh intensitas mengakses konten gaming di YouTube dan komunikasi peer group terhadap pembelian spontan produk virtual untuk game online di kalangan anak sekolah dasar. Penelitian ini menggunakan pendekatan kuantitatif. Teori yang digunakan pada penelitian ini adalah teori *Consumer Socialization*, dengan teknik pengambilan sampel berupa *covenient sampling*.

Hasil uji hipotesis dengan uji regresi linear berganda menunjukkan bahwa intensitas mengakses konten gaming di YouTube dan komunikasi *peer group* tidak memiliki pengaruh terhadap pembelian spontan produk virtual untuk game online di kalangan anak sekolah dasar.

Kata kunci: Konten gaming, YouTube, Peer Group, Pembelian Spontan, Produk Virtual

INTRODUCTION

Background

The trends of buying virtual items that is getting higher is influenced by the increasing number of online game users in Indonesia. Through the report "Digital 2022 April Global Statshot Report" released by Hootsuite with We Are Social, Indonesia ranked second out of 44 countries that are included in the internet users who play the most video games (Kemp, 2022). It is recorded that 95.4 percent of internet users in Indonesia play games on various devices, ranging from PCs, consoles, VR, to streaming media platforms (Kemp, 2022). Reporting from DetikInet in its article entitled "Game Mobile Rajai Pasar Game Indonesia, Cuan Rp 11.3 Triliun" (Saputro, 2022), online game revenue is able to generate USD 755.5 million or around IDR 11.3 billion for mobile games and USD

318, 8 million or around Rp 4.7 billion for online games using the PC platform (Saputro, 2022). Generally, gamers spend Rp 100,000 – 300,000 for one transaction according to Michael Wijaya, Co-Founder & Chief Marketing Officer EVOs Sports (Fauzi, 2021).

Nowadays, children tend to buy virtual items on online video games. To the extreme there is a case in Indonesia which a mother got a bill of Rp 11 million in 2019. After being traced, the bill appeared after her biological son played a number of online games, including Minecraft, Mobile Legend and Free Fire (Wismabrata, 2019). Other concrete evidences that can be found in Indonesia was a child who spent Rp 800.000 on game tokens without the supervision of the parent (Hermansyah, 2021). Another example of excessive online game item purchases was Rafathar, the son of Raffi Ahmad and Nagita Slavina,

that spend Rp 700,000 a day to buy virtual items for online game (Madinah, 2022). The purchase is considered problematic when children buy beyond their average pocket money. Reporting from Pintek.id, the average allowance for elementary school children in Indonesia is in the range of 5,000 - 10,000 rupiah per day (Pintek, 2020).

The emergence of buying interest can be influenced by the intensity of watching gaming content on YouTube which makes viewers interested in buying items used by gamers being watched. Purchase intention is a cognitive representative of a person's readiness to perform certain behaviors (Wee et al., 2014). The purchase of virtual items increased as players or users mostly watch gaming content on YouTube (King & De La Rosa, 2020). According to Head of YouTube Gaming, Ryan Wyatt, users of the video sharing site YouTube have watched more than 100 billion hours of game content on the platform in 2020, more than double the number of hours watched in 2018 (Antara, 2020).

Peer group communication is also important. Impulse buying can be influenced by people around us also have the same interest in gaming (Dyulgerova & Devreli, 2019). The communication process created in a peer group has an effect on close relationships and a great influence on the behavior of members. This is in line with the opinion of Boldero and Fallon (in Louw, 1998: 453) that peer groups have an influence on adolescents regarding choosing clothes, music, language, interests, and bonds with the opposite sex. Through communication in a peer group, it then leads to a change in a person's behavior, including consumptive behavior. Monks (in Destisya et al., 2019:128) also said that it is not uncommon for someone to

follow and apply consumptive patterns from the peer environment.

According to the preceding explanation, this study aims to know the influence of the intensity of gaming content on YouTube and peer group communication on impulse buying of online game virtual items among elementary school children.

RESEARCH OBJECTIVE

The purpose of this study is to examine the influence of the intensity of accessing gaming content on YouTube and peer group communication on the impulse buying of online game virtual items among elementary school children

THEORETICAL FRAMEWORK

The Intensity of Accessing Gaming Content on YouTube

Ajzen (1991) explained that media use is amount of time spent using various media, the kinds of media consumed, and the many connections between individual media users and the media content they are consuming or the media as a whole. Primartiwi (2019) in her study explained that the intensity of access is defined as not just seeing a show but also paying attention to it intensely.

Peer Group Communication

According to Devito (2009) communication intensity is the level of depth and breadth of messages that occur when communicating with people. The intensity of communication that occurs in depth is characterized by honesty, openness and mutual trust that can lead to a response in the form of behavior or action.

Impulse Buying

Unplanned purchases are referred to as impulse purchases. It occurs when someone buys something out of an immediate inclination to do so without giving it much thought after being exposed to a stimulus. According to Rook (1987), impulse buying incorporates psychological components and is not only about impulsive purchases. When a consumer has a sudden, strong, and persistent need to buy something right away, it is known as impulse buying. The desire to purchase is a complex hedonistic inclination that can lead to emotional conflict (Rook, 1987:191)

Consumer Socialization Theory

This study will be focusing on Consumer Socialization Theory by Scott Ward (1974). Ward (1974) explained that Socialization in Consumer Socialization defined as processes by which individuals learn to participate effectively in the social environment. Consumer Socialization according to Scott Ward (1974) is defined here as processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace.

This theory was later developed by George P. Moschis and Gilbert A. Churchill, JR. (1978) who discussed that Consumer Socialization was influenced by several socialization agents around young children namely, peers, mass media, parents, and schools as the four socialization agents. This theory contends that although parents teach their children and young people the logical sides of purchasing, the media educates them to assign social connotations to objects, educational institutions stress the value of economic intelligence, and peers apply a variety of social pressures (Moschis & Churchill, 1978).

This study focused on two of four factors explained in consumer socialization theory, media and peers, in order to know the influence of accessing gaming content on YouTube and peer group communication on impulse buying among elementary school children.

METODE PENELITIAN

In order to determine whether the relationship between variables and the object of study is more causal, this study employs quantitative research. The type of research approach used is an explanatory approach, namely connecting different but interrelated patterns (Prasetyo and Jannah, 2008: 43).

This study used a sampling technique called convenience sampling, which is a sampling method in which samples are selected based on the availability, convenience, and accessibility of individuals or sample units. In convenient sampling, the researcher selects the most accessible or available sample without resorting to random procedures or trying to represent the population as a whole. The school that has been chosen using this technique is SD Santo Mikael in Jakarta Pusat. After the school is chosen, the researcher approached the school and asked for permission to do research. Because the respondents are children under 16, the permissions from principal are required to gain access and consent.

The data collected in this study is numerical data (quantitative) through tables and descriptive explanations. The data in this study were obtained from primary data, namely data obtained from the first data source in the field such as data from the object of research, the results of filling out questionnaires, interviews and observations. This research used a multiple

linear regression with the assistance of SPSS program. Multiple linear regression analysis is an analysis to determine the effect of more than one independent variables on one dependent variable.

RESULT AND DISCUSSION

Based on the analysis, the finding suggested that the Intensity of Accessing Gaming Content on YouTube and the Peer Group Communication do not have an influence on the impulse buying variable in buying virtual products for online games, even though the results of the significance test showed a significance value smaller than the 5% research alpha ($0.000 < 0.05$). The results of this study, on the variable intensity of accessing gaming content on YouTube, show that there is no significant influence on the impulse buying variable in buying virtual products, however, the independent variable together with the peer group communication variable has a significant influence on impulse buying. The results of these observations can be seen from the indicators of the level of frequency, length of time, and attention of respondents in receiving information about virtual products for online games.

Consumer Socialization theory (Ward, 1974) which states that the media and peers are two factors that can influence the attitudes of young children in playing the role of consumers in the market. This theory explains that young people gain skills, knowledge, and attitudes relevant to their function as consumers in the marketplace. This theory focuses on childhood and adolescent experiences that can influence future consumer behavior, by understanding how factors such as peers and media play an influence in developing consumer behavior. Peers, as one of the socialization agents, play an important role

in this theory. It is proven in this study that peer group has an influence in impulse buying attitude of the elementary school children. The more frequent communication with peers about consumption matters leads to stronger social consumption motivations. This finding is in line with socialization theory which explains that peers use social media as socialization agents and that as a result of a social learning process, youngsters are impacted by peers through communication (Wang et al., 2012). In this study, it is proven that the intensity of accessing gaming content on YouTube has negative and insignificant influence on impulse buying of virtual items.

CONCLUSION

The finding demonstrates, there is no influence of the intensity of accessing gaming content on YouTube and peer group communication on impulse buying of online games virtual items among elementary school children. It can be seen from the coefficient table that shows a significant value of the intensity of accessing gaming content on YouTube variable $0,898 > 0,05$. Because this study used multiple linear regression, the result can be interpreted as H_0 is accepted and H_a is declined. Even though, the significant value of the intensity of peer group communication is $0,000 < 0,05$.

RECOMMENDATION

Based on the results of research that has been done before, the writer realizes that there are still many limitations in this study. However, this research is expected to provide a useful contribution regarding the effect of the intensity of accessing gaming content on YouTube and peer group

communication on impulse buying of virtual items for online games among elementary school children, namely as follows:

1. For academics and readers to expand research by considering other variables that influence the attitudes of children and adolescents such as family and race. And for future researchers it is hoped that in the future it can be used as a data source and reference for research and further research will be carried out based on more complete and broader information.
2. The findings showed that the intensity of peer group communication tend to be high among elementary school children. Also, this study provides further knowledge regarding the influence of the intensity of accessing gaming content on YouTube and peer group communication on purchasing online game virtual items. These evidence can be a resource for future research on related subjects.
3. The finding of this study showed what factors influence impulse buying of virtual items in online games. The evidence is importance as the reference in developing social campaign or school policy, relevant with the finding that there is an influence of peer group communication on impulse buying of virtual items for online games among elementary school children.
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