

ABSTRACT

COMIC DESIGN OF PREVENTING MICROTRANSACTION ADDICTION IN ONLINE GAMES

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Bandung is a city full of enthusiasm and creativity of young people, this phenomenon cannot be denied anymore due to the many creators, developers, musicians, artists who were born in this fragrant city. It is no stranger to the youth of Bandung following fashion trends, music, especially online games. However, it is very unfortunate that the majority of Bandung's youth turn their gaming activities into addictive and unhealthy activities. One of the causes that cause psychological and financial losses is making unhealthy purchases of microtransactions in online games. The methods used in data collection include observation, interviews and literature study. And then analyzed using Content Analysis, Comparison Matrix and Conclusion Drawing Matrix. The results of this comic design are needed to provide insight and warning to Online Game media consumers about the unhealthy business model. This design is focused on the educational element of gaming-themed entertainment media as a reference in the visualization of comics. It is hoped that this design will be able to change the mindset of the community to be alert and open up insight about this Online Game.

Keywords: Online Games, Microtransactions, Comic