

# CHAPTER I

## INTRODUCTION

The first chapter of this research focuses on introduction which consists of background of research, statement of problem, research objective, research significances, theoretical framework, and previous study

### **1.1 Background of Research**

A game is a playing activity performed in a real context where the players play to reach the objective; in-game rules make it feel integrated (Ernest, 2010:1). Basically, a game is a system in which some rules present an artificial conflict so that it can be resolved by the players. Some games are designed for players to compete against one another. A game has several parts that it must have to play, namely the existence of platforms, devices, goals, rules, and players.

In the beginning, the game was formed in 1940 when Edward Condon designed a computer that could play a game named "Nim," which could be played by one player only. The first game that shows a woman as a protagonist is Tomb Raider, made in 1996 (Kondrat, 2015:171). In its development, some animations are often displayed in a game. That's why the moving animation in a game is called a video game. The video game itself is presented on some electronic devices. The devices that are used to play video games are known as platforms, whether they are computers, mobile phones, or consoles.

Online games also can be used to build societies based on artificial realism, which can create a mindset or so-called virtual reality (Nirwana, 2014:24). The evolution of technology brings games to very advanced levels. On its first appearance, the game was known only offline, but now it is developed online. A game that could only be played by one person before (offline) can now be played by many people at different times and places at the same time. Online games are one of the results of the development of information and communication technology that has a major influence on the provision of human interaction.

The type of online game that is currently in great demand by the public is MOBA, which is a combination of two types of games, namely RTS (Real Time Strategy) and RPG (Role Playing Game), where players use or act as one character

from two teams that are fighting with the main objective to dominate the game by destroying the enemy base. In MOBA games, every character has a role and different abilities with the purpose of making a good combination in a match. The high level of competition and interaction in MOBA games attracts the attention of many players, including ordinary people.

The atmosphere in the online game is designed in such a way that it represents the actual situation in the real world. Games that are supposed to be a medium for entertainment and a place to refresh people's minds, can also be a place for interaction between the player or user and the characters that are played by the user. The online game that is played by quite a lot of people nowadays is Arena Of Valor (AOV).

Online game Arena Of Valor are widely played by teenagers and adults. Arena Of Valor is a competitive game genre usually known as MOBA (Multiplayer Online Battle Arena). In MOBA games, they must have a feature that is mostly needed for players to interact with their teammates, it is the 'Chat' feature. Besides the chat feature and something else, in Arena Of Valor there is a feature that makes the player seem to be interacting with the character they are playing.

The rules in Arena Of Valor are the same as most other games, in that they both rely on strategy to fight or win the battle against the opposing team. The main objective is to destroy the enemy's nexus or core tower as fast as possible to earn a victory. To do some teamwork, the players communicate with their team. In the chat feature itself, we can ask or tell the teammate what to do or discuss strategy with teammates or other players who are in the game itself. In addition to asking about war strategies, gamers occasionally asked about their experiences and favorite roles, and they exchanged knowledge and experience. In online gaming media, there is a communication link between gamers, which is called a "virtual community."

The unique things from Arena Of Valor game from other MOBA game are, this game has various heroes with different background or forms like elves, monsters, humans, gods, and demons. This game already been downloaded around 5 Billion total downloads from all of the mobile platform. This game has HD graphic quality that makes gamers fall in love with this game. The quality of HD

game graphics today certainly requires sufficient RAM and storage to be played smoothly.

Starting from the rise of the game, which is an uprising in the community, and the players from various circles and genders This research emphasizes the meaning of the slogan of each faction in the online game Arena of Valor. This research tries to reconstruct the meaning of Athanor's language in the online game Arena of Valor, which is mostly hard to read or listen to. The writer highlighted the meaning and content of messages from the slogans and characters related to Roland Barthes' semiotic study, which divides a semiotic analysis into denotation and connotation meanings. Many studies include semiotics as a topic in their theses. Previous research can provide the writer with insight into how to conduct this research optimally.

This research focuses on semiotics, a study of the ability of sign language to connect and harmonize the context to be understood by the hearer or reader. In some cases, semiotics will be helpful. However, in society, people who attempt to understand some signs without employing semiotics will cause misunderstandings when attempting to analyze the signs that they are approaching.

There have been four previous studies that are similar to this research. Every thesis has differences from this research such as the theme, the topic, and even the problem itself. The first was a thesis from Windiarso (2016) with the title *PROPAGANDA AMERIKA PADA VIDEO GAME CALL OF DUTY*, focusing on explaining the types of signs in the gameplay of the Call Of Duty video game. The writer used a qualitative method and descriptive analysis technique to analyze the movie, this research explained how each sign reflected the kind of American propaganda in this video game according to Roland Barthes's theory of denotative and connotative meaning. The writer found that images, audio, and environments in Call Of Duty video game contained a propaganda sign from America.

Other thesis was done by Maria (2013) entitled *REPRESENTASI SENSUALITAS PEREMPUAN DALAM VIDEO GAME SEVEN SIN*. This research focused on analyzing the denotation, connotation, and myths of female characters in the Seven Sin video game. This research used a qualitative method and used Roland Barthes' semiotics theory. The writer found that the uniform of

female characters contained a myth, and she analyzed the characters through their bodies and uniform perception.

The third study was from Hamidah (2011). Her research in *Jurnal Ilmu Komunikasi* focused on interpreting the signified and signifier of Dji Sam Soe advertisements. She did not apply Barthes's theory deeply to her journal because she only used its connotative meaning. In her journal, she emphasized the analysis of the color and layout of the advertisements.

The last study was conducted by Sopianah (2010) entitled "ANALISIS SEMIOTIK TERHADAP IKLAN SUSU BENDERA EDISI RAMADHAN 1430 H DI TELEVISI." She analyzed the milk advertisement using Roland Barthes' theory. She described the denotative meaning, connotative meaning, and myth of every scene of the video. She also mentioned the type of shot on the scenes when describing the analysis. However, she did not make a deep analysis of verbal communication. In addition, she only analyzed one advertisement without comparing it to other advertisements. Therefore, this study will make a deeper and broader analysis by comparing the three advertisements in an online C2C marketplace.

From the four researches above, two of them used Roland Barthes' semiotics theory about denotative and connotative meanings. In this research, the writer has the same object as Windiarjo's and Maria's research and also used Roland Barthes's theory. Therefore, the object is the same as the previous researcher about online game, but the analysis is quite different. This research analysis is more complex than that of the previous researches. Windiarjo's research found connotation and denotation in the Call Of Duty video game through image, audio, and the environment in the video game. Maria's research discovered connotation, denotation, and myth associated with the uniform and appearance of the female characters in the video game Seven Sins. Sopianah's research also analyzed denotative and connotative meaning, and the myth of milk advertising.

Meanwhile, from all the four research above, this research has its own focus. This research focuses on denotative and connotative meaning in Arena of Valor heroes' utterances and analyzes the slogan meaning in the Arena of Valor online game.

## **1.2 Statements of Problem**

Based on the background of study of this research, the writer has two question that can be seen in the question below:

1. What are denotative and connotative meanings of hero slogans in the Multiplayer Online Battle Arena (MOBA) video game: Arena of Valor?
2. How are the contextual meaning of hero slogans in the Multiplayer Online Battle Arena (MOBA) video game: Arena of Valor?

## **1.3 Research Objectives**

Based on the statement of problem above, the main purposes of study are:

1. To investigate the denotative and connotative meaning of hero slogans in the Arena of Valor online game.
2. To explores the moral message of the slogan in Arena of Valor online game.

## **1.4 Research Significance**

### **1. Theoretical Significances**

For theory development, this study hopes that it can be useful for the development of the linguistic world, specifically in semiotics. This research gives an additional source for a semiotic analysis, especially using Roland Barthes's theory of semiotics to improve our knowledge and understanding of semiotics.

### **2. Practical Significances**

#### **a) For English Literature Students**

For English Literature Students, the practical significance is to inspire them or to serve as a reading source to deepen their knowledge.

#### **b) For English Literature Department**

The practical significance for the English Literature Department is to enrich the resources available in the English Literature Department.

#### **c) For Other Researchers**

Practical significance for other researchers as a comparison for related studies or as enlightenment in finding ideas for their own research

d) For Linguistic Communities

As seen in this study, which uses theories that exist in linguistics, this study is expected to be a source of reading for those who want to increase their knowledge.



## 1.5 Writing Organization

Writing organization is a sequence as well as a framework thinking in research writing, to easily understand the writing of this research. This subchapter is divided into five chapters. Chapter I, Introduction, this chapter explains about the research background, previous study, problem statements, research objective, and research significance. Chapter II, Literature Review, explains about theoretical studies, containing literature reviews, and theoretical studies. Chapter III, Research Method, this chapter concerns the exposure to research data, containing data profiles and description of results. Chapter IV, Data Analysis, concerns the analysis of data. The explanations are the answers to the research questions that are wanted to identify. Chapter V, Conclusion and Suggestion, it contains the conclusion of the discussion and some suggestion for the next researchers who are interested in this topic.

