CHAPTER I

INTRODUCTION

This chapter consists of background of research, statement of problem, research purpose, research significance,and definition of key terms. The background of research provides an overview of the context and rationale behind the study. The statement of the problem clearly defines the specific issue or challenge that the research seeks to address. The research purpose section outlines the main objectives of the study. The research significance section explains the importance and potential contributions of the study. The definition of key terms is the keyword term used by the researcher.

1.1 Background of The Research

Nowadays,many games are launched on every platforms.Game developers now find it to register their games on platforms such as the Google Play Store, App Store, Steam, and others so that players can easily access their games.Various types of games with their genres are easily found and played, both individual and group games. The Multiplayer Online Battle Arena (MOBA) game genre is currently popular, especially on mobile. This is due to the fact that playing this genre on mobile is faster and easier compared to playing on a computer. There are many types of MOBA games that have been released on mobile, such as Arena of Valor (AOV), Vainglory, Heroes Evolved, League of Legends: Wild Rift, and Mobile Legends: Bang Bang.

Mobile Legends:Bang Bang is a multiplayer online battle arena (MOBA) game developed by Moonton (Ahmad, 2022). Released in 2016,Downloaded by over 1 billion users worldwide, with the highest number in Southeast Asia. Mobile Legends: Bang Bang is easy to understand and play compared to other MOBA games,especially among children. *Mobile Legends:Bang Bang* is a multiplayer game played by two teams, each consisting of five players. Both teams have an objective to destroy each other's bases. Strategy and teamwork are crucial to defeating the enemy. It begins with controlling lanes, which are divided into top, middle, and bottom, destroying minions and creeps, then buying items to strengthen the team, and ultimately destroying the opponent's base.

In the game *Mobile Legends: Bang Bang*, each player will use a hero according to the role needed in the lanes, namely the Explane, Midlane, Jungler, Roamer, and Goldlane (Widianto, 2023). The explane is filled by fighter/tank role heroes, the mid lane is occupied by mage heroes, the jungler by assassin/fighter/marksman, roam by tank/support,

and goldlane by Marksman. Both teams must confront opposing heroes using their respective roles with effective strategies and communication. Each hero can enhance their attributes by purchasing equipment items obtained by killing minions from each lane or provided by the game system every few seconds.

Equipment items come in various types depending on the type of attack a hero uses. attack equipment items are used for heroes with basic physical damage, while magical items are for heroes with basic magic damage. Defense equipment items are utilized for heroes requiring defense to reduce damage,movement items enhance a hero's speed, jungle items facilitate jungler in farming, and roam items improve team abilities. Each item is named according to its function and ability. This includes the name, symbols, and icon of the item that describes its features. This is to make it easy for players to find the items they need.and its graphic design from the icon of the item to describe the name item in game impression more interesting although it uses some symbols to describe the item.

The players of *Mobile Legends: Bang Bang* often face various obstacles related to in-game items, such as difficulty remembering item names and designs due to their large number and similar designs. They may also be confused about the functions and effects of items, especially if the item descriptions are not clear enough or the effects are complex. In-game adaptation can be a challenge when choosing items that suit the situation, especially when meta changes or item balance occurs. New players often have difficulty with new items due to lack of familiarity and the necessary adaptation time. The visual design of items sometimes does not reflect their function well, making them difficult to recognize in battle. In addition, limited in-game information and a lack of guides or training features can hinder players' understanding of how to use items effectively, especially for new players who may be less experienced or have limited knowledge.

Holdcroft (1991: 42) argues that, "an ideogram and as spoken word are both symbols of an idea; to writing is a second language, and if two words that have the same sound are used in conversation, he may resort to writing in order to express his thought.". Every symbol have a meaning depends who uses the symbol. For the example,Developer uses symbol and text to describe how to play game to the player. Peirce in Short (2007, p. 220) provides two definitions of symbols. The first definition characterizes a symbol as a representamen with a representative quality that determines its interpretant. The second definition views a symbol as a sign that denotes its object in the form of general ideas, causing the interpretation of the symbol to reference a specific object. This implies that a

symbol must represent a visual or auditory replica of its object, fostering an association with it.Symbols are closely tied to the association they stand for, but they can only represent types, not individuals (Peirce's 1960: 135). In summary, symbols can only convey the general association of their specific object.

As stated by Cobley and Jansz (1999), semiotics pertains to the scientific field that investigates the utilization of signs or symbols and the mechanisms of signaling systems. Essentially, semiotics scrutinizes the messages communicated through signs and symbols found in specific contexts.Peirce's statements described by Short (2007, p. 214), sign can be categorized as a symbol, index, or icon. This classification is rooted in the relationship and dynamics between the sign and the object. The relationship pertains to the sign's meaning based on its object. This definition is further interpreted as the basis, which can involve either resemblance or identification through the signs. Peirce also notes that semiotics comprises three facets known as semiosis, which include the representamen, object, and interpretant, with their interrelation demonstrated through the sign.

According to Pradopo (2012),Semiotics is a method of analysis to study signs. Signs are devices used in an attempt to find a way in this world, in the midst of humans and together with humans. Semiotics fundamentally aims to study how humanity interprets things, signifying (to signify) without being mixed up with communication. Sebeok (2001), stated semiotics involves examining signs, symbols, and symbolism to understand the implied meaning intended by the communicator when using a sign for the purpose of communication through semiotic analysis.

The theory used in this research is Charles Sanders Peirce's semiotic theory. Charles Sanders Peirce, a philosopher and scientist from the United States, argues that semiotics is based on logic, as logic studies how a person reasons through signs that exist in the universe. Signs are related to objects that resemble them and have a causal relationship with their existence. Peirce's theory consists of three key aspects: Representamen, Interpretant, and Object.

The representamen is the form which the sign takes; it is the tangible or perceivable aspect of the sign, and it is further categorized into qualisign (a quality that acts as a sign, such as a specific color or texture), sinsign (an actual instance or occurrence that acts as a sign, like a particular event or phenomenon), and legisign (a law or convention that acts as a sign, such as linguistic rules or symbols that have agreed-upon meanings). The object is the entity or concept to which the sign refers, and it is divided into icons (a sign that resembles

its object, like a photograph or a diagram), indexes (a sign that is directly connected to its object, such as smoke indicating fire), and symbols (a sign that is related to its object by convention or agreement, like words or traffic signals). The interpretant is the meaning or concept that the sign creates in the mind of the interpreter, categorized into rheme (a sign that represents a possibility or a quality, like a descriptive term or an adjective), dicisign (a sign that acts as a statement, providing factual information or making an assertion), and argument (a sign that represents a logical conclusion or reasoning, often used in persuasive communication). The reason for using this theory is that it provides a comprehensive framework for understanding how signs are formed based on representations in the universe, thereby giving signs a philosophical basis. This approach helps in understanding the intricate processes through which signs convey meaning and how they are perceived by individuals within various contexts. By applying Peirce's semiotic theory, this research aims to uncover deeper insights into the relationship between signs and their meanings, enhancing our ability to analyze and interpret symbols effectively.

The reason to choose game *Mobile Legends: Bang Bang* as the object is because currently Mobile Legends: Bang Bang is a game that is currently popular, especially in Southeast Asia. This game has been downloaded 1 billion downloads which already has a professional league at the national and international levels. Many people create content about equipment items *Mobile Legends: Bang Bang* but explain more about the functions and advantages and disadvantages of using these items. There are so many equipment items in the *Mobile Legends: Bang Bang* game that have related symbols that exist in the universe. With those reasons, the researcher chosen the *Mobile Legends: Bang Bang* to analyze the symbol of equipment items in the *Mobile Legends game: Bang Bang*.

To conduct this research, the researcher finds references from several studies about triadion relation in a data of the references of previous research with the same topics. In the first research, (Rahmawati Harahap, 2019) has conducted research entitled *"Symbol on Battle Title of Role-Playing Games of Google Play"*. This study uses Charles Sanders Peirce's theory to find the representation symbol games appear on role playing games in Google Play. Rahmawati identified triadic relation processes for analyzing the symbol that appear on the text on battle titles of role playing game genres. The results of the research can find the right interpretation of every symbols of the whole game.

Second research, Edward Yulio (2020) conducted research titled "Analysis of Charles Sanders Peirce's Semiotics in The Logo of DOTA 2 Video Game." This study

employs Charles Sanders Peirce's semiotic theory to explore the representation embedded in the logo of DOTA 2. Utilizing Peirce's triadic relation processes, Edward meticulously analyzed the logo to uncover its underlying semiotic structure. The findings of the study revealed intricate relationships between the logo and the broader elements of the DOTA 2 game, highlighting how the logo encapsulates and conveys significant aspects of the game's identity and essence. This research underscores the profound connection between visual symbols and their interpretative meanings within the gaming context.

Third research, Ivonny Stephanie Lake (2022) conducted research titled "Semiological Analysis of Message Meaning in Plants vs Zombies Game From The Perspective of Charles Sanders Peirce." This study leverages Charles Sanders Peirce's semiotic theory to delve into the deeper meanings within the game Plants vs Zombies. Ivonny discovered that Plants vs Zombies, a widely popular casual computer game, offers rich semiotic content that can be unpacked using Peirce's framework. Through this analysis, the study identified significant symbolic elements and their interpretative meanings, illustrating how the game's design and narrative communicate underlying messages. The research revealed nuanced insights into how the game's semiotic elements contribute to its appeal and storytelling, shedding light on the broader implications of its symbolic representations.

The research distinction between previous research above and this study is the object of the research. The first previous research is the battle role games of google play. The Second previous research is Dota 2 video game. The third previous research is the meaning of game Plants vs Zombies. All previous studies use the same theory,Charles Sanders Pierce's theory. In this study,the researcher will used the object *Mobile Legends:Bang Bang* to analyzes symbol equipment items in game *Mobile Legends: Bang Bang.*

As mentioned earlier, some previous studies have focused on semiotics, particularly examining triadic relations. In addition to that, a significant amount of data pertains to triadic relations in various forms of games. However, the research studies mentioned below differ in terms of their specific objectives and issues compared to the present research. Similarly, this research distinguishes itself from prior studies, particularly in its choice of data objects. This study aims to analyze the triadic relations in equipment items *Mobile Legends: Bang Bang*. By delving into these relationships, the study seeks to uncover the functions and significance of triadic relations within the equipment items of *Mobile Legends: Bang Bang*, which serves as the primary data source. Through this analysis, the

research aims to provide a deeper understanding of how semiotic principles are applied within the game, offering insights that are distinct from those found in earlier studies.

1.2 Research Questions

This research, interpreting item symbols based on Pierce's semiotics theory, focuses on the signs of various equipment items within a game context. The signs comprising text, object, and context are centered around the names of the items. Some item names are easily understood by players, providing immediate clarity, while others are more obscure and require deeper analysis. In this study, the researcher delves into understanding the representamen (the form which the sign takes), the object (to which the sign refers), and the interpretant (the meaning derived from the sign) that appear in game items. Additionally, the research examines the intricate relationship between text and icon in the context of these equipment items, exploring how visual and textual elements combine to convey meaning. Based on the background of the research outlined above, specific research questions are formulated to achieve more precise objectives, aiming to uncover the nuanced ways in which semiotic principles apply to game item interpretation and player comprehension.

Based on the statement of the problem above, the researcher concludes that there are three questions that will be the main focuses on this research, they are:

1. How is the process of Triadic Relation on title text equipment items symbol on *Mobile Legends: Bang Bang*?

2. How is the process of Triadic Relation on picture equipment items symbol on *Mobile Legends: Bang Bang*?

3. How are the relation between the text and its picture on equipment items symbol on *Mobile Legends: Bang Bang*?

1.3 Research Purpose

The objectives of this research are made based on the research questions above. Based on the formulation of the research question above, the researcher is intended:

1. To find out the process of each title text on equipment items symbol on *Mobile Legends: Bang Bang*.

2. To find out the process of triadic relation on picture on equipment items symbol on *Mobile Legends: Bang Bang*.

3. To find out the relation between the text and its picture on equipment items symbol on *Mobile Legends: Bang Bang*.

1.4 Research Significance

This research provides theoretical and practical significances. Theoretically,The result of this research will be used to enhance knowledge about semiotics, particularly in the application of the theory of triadic relations. It underscores the importance that a symbol can have meanings and interpretations that align with what is depicted in the symbol. Practically,The result of this research will be useful to understand information about triadic relations,generally for the readers and may provide meaningful information to those who is interested in analyzing the triadic relations. The researcher also expect that this research can be useful for individual in learning triadic relations.

1.5 Definition of Key Terms

The utilization of definition for key terms by researchers offers numerous advantages in presenting concise and accurate explanations of the fundamental concepts utilized within the study. By clearly defining these terms, researchers can establish a solid foundation for their work, ensuring that all readers, regardless of their prior knowledge, can fully grasp the intended meanings. The inclusion of these definitions aims to ensure the reader's comprehension of the researcher's intended meaning for any term used within the study context, while also reducing the potential for ambiguity or misinterpretation. Moreover, this practice enhances the overall clarity and precision of the research, fostering a more rigorous and trustworthy discourse. Consequently, well-defined terms contribute to the study's credibility and facilitate easier comparison and replication of findings by other researchers in the field.

1.Semiotics

The word semiotics is derived from the Greek root "seme," as in "semiotikos," meaning an interpreter of signs. Semiotics is the science which studies signs and symbols, their meanings, and their uses, especially in writing, as well as the methods to analyze these signs (Emmeche, 1998). These signs convey information that is communicative, and they have the ability to represent something that can be thought of or imagined.

2.Triadic Relations

The triadic relation is a model of the sign created by Charles Sanders Peirce, a pioneering figure in the field of semiotics. His triadic model is designed to describe and analyze the complex interactions that constitute a sign. The triadic relation consists of three

major elements: the representamen, the object, and the interpretant.

3. Equipment Items

Equipment items is a modular enhancement that players can equip using gold earned during gameplay. Players can acquire these items through the in-game shop interface, strategically selecting equipment to bolster their heroes' abilities. Most equipment provides significant benefits, such as enhancing hero statistics like attack power, defense, and speed.

4. Symbol

Symbols hold a vast and multifaceted significance, capable of conveying a wide range of expressions and ideas. They enable the substitution of complex objects or abstract concepts with simpler elements, facilitating a more accessible and comprehensive understanding.

5. Mobile Legends Bang:Bang

Mobile Legends: Bang Bang is a highly popular mobile online multiplayer game developed and published by Moonton, which was globally released on July 14, 2016 (Yusman, 2020). Falling under the category of Multiplayer Online Battle Arena (MOBA) games, Mobile Legends: Bang Bang emphasizes strategic gameplay and team coordination.