In-App Purchase in Japanese Free-To-Play Mobile Game: The Motivation of Indonesian Players

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Abstract

Japan is one of the countries with the largest mobile game industry in the world. One type of Japanese game that can be downloaded for free via application stores on smartphone devices is known as the mobile game Free-to-play. In mobile game free-to-play, there is additional services such as in-app purchases or microtransaction activities. In-app purchases on the free-to-play mobile game offer several virtual objects that can be used in the game. This study uses the otaku animal database and IGD (Internet Game Disorder) theoretical framework to understand Japanese free-to-play mobile gameplayer's motivation to make in-app purchases in Indonesia by using structured interview methods and interpretive explanation data analysis techniques. From the results of interviews with five speakers who are Japanese free-to-play mobile game players in Indonesia, it is known that the motivation of these players in making in-app purchases is to get the characters they want. Furthermore, the motivation to get a specific character is determined by the character design and the story background of the Japanese free-to-play mobile game. In addition to the character attraction factor, the existence of character abilities that can support the game to form a strong team is also why players take fast ways to get certain characters through in-app purchase services.

I. Introduction

Japan and its popular culture have been recognized globally. As the result of Japanese popular culture, *Otaku* culture has spawned a large following and greatly influenced popular culture in Japan and throughout Asia, the United States, and Europe . (Azuma, 2001). Japanese Animation According to the *otaku* Animal Database concept introduced by Azuma, fans of Japanese popular culture (otaku) consume specific individual works for the first time and move them. However, the Otaku realize that these works are actually just a kind of simulacra, only consisting of characters. They consume the characters in the individual work and sometimes got cuteness feeling (*moe*) towards them. (Azuma, 2001) Which only consists of a combination of *moe* elements in female characters, such as a strand of hair that stands up like antennae, cat ears, big eyes, and maid clothes.
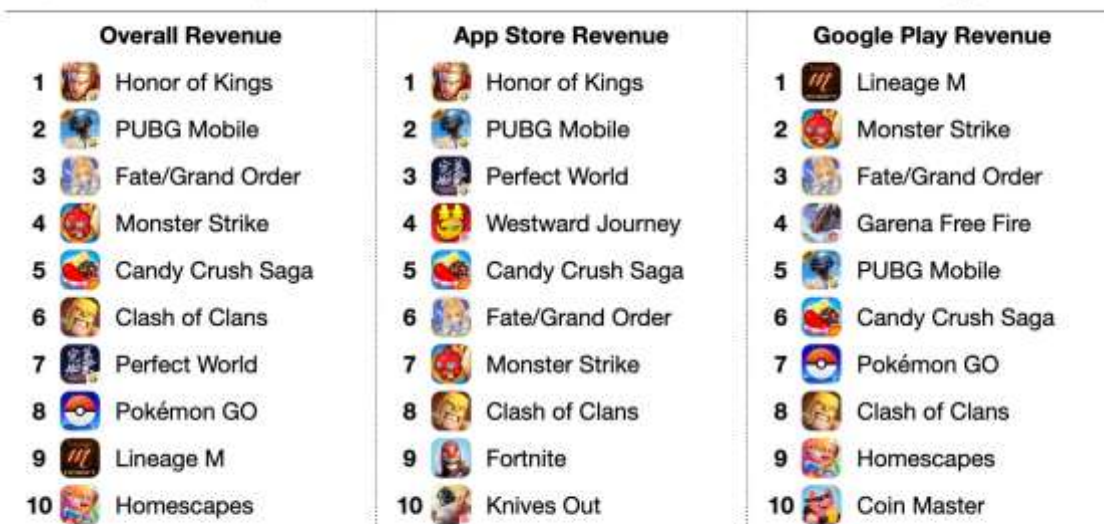
For example, Japanese popular cultures are known and consumed outside of Japan, such as Manga, Anime, J-pop, J-drama, and video game. The Japan's video game industry is one of the major industries in the country. Game and console development companies such as Nintendo, which are under the auspices of Shigeru Miyamoto with the Nintendo Wii, Nintendo DS, and Nintendo Switch consoles, then the Sony Computer Entertainment company, which is famous for its Playstation consoles. In addition to developing video

games with consoles and PCs, Japanese video game companies have done expansion to Android and iOS devices like video game platforms. This type of video game is referred to as mobile game. Some mobile games require users to buy the game application. This type of mobile game will be priced on the app store service. However, there are also types of mobile games that users can download and play for free, known as free-to-play mobile game.

Table 1. List of free to play mobile games with the highest earning since the first year the game was released according Sensor Tower.

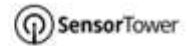| Game	Revenue
Honor of Kings / Arena of Valor	$9,974,000,000
Monster Strike	$9,210,000,000
Puzzle & Dragons	$7,833,340,000
Clash of Clans	$7,000,000,000
Pokémon Go	$6,460,000,000
Candy Crush Saga	$5,850,200,000
Fate/Grand Order	$4,373,360,000
Garena Free Fire	$3,130,000,000
Clash Royale	$3,000,000,000

Top Mobile Games by Worldwide Revenue for Q2 2019 — SensorTower

	Overall Revenue	App Store Revenue	Google Play Revenue
1	Honor of Kings	Honor of Kings	Lineage M
2	PUBG Mobile	PUBG Mobile	Monster Strike
3	Fate/Grand Order	Perfect World	Fate/Grand Order
4	Monster Strike	Westward Journey	Garena Free Fire
5	Candy Crush Saga	Candy Crush Saga	PUBG Mobile
6	Clash of Clans	Fate/Grand Order	Candy Crush Saga
7	Perfect World	Monster Strike	Pokémon GO
8	Pokémon GO	Clash of Clans	Clash of Clans
9	Lineage M	Fortnite	Homescapes
10	Homescapes	Knives Out	Coin Master

Note: Does not include revenue from third-party Android stores in China and other regions.

SensorTower Data That Drives App Growth — sensortower.com

https: // Sensor Tower.com/blog/top-apps-games-publiHers-q2-2019
Figure 1. *Sensor Tower Q2 2019 data for mobile game sequences based on global revenue*

Figure 2. Tower Q2 2020 Sensor Data for Mobile game sequences based on global revenue

Figure 1 shows the ranking of mobile games based on global earnings in the 2019 quarter from the sensor tower mobile application survey institute. Meanwhile, the 2020 data shown in Figure 2 does not show any significant changes for Japanese mobile games in terms of ranking based on data released by Sensor Tower. In Q2 2019 For revenue from the entire app store (app store) and revenue from Google Play, there are 3 Japanese mobile games that are in the top 10, namely Fate / Grand Order, Monster Strike, and Pokemon GO. Pokemon GO is an augmented reality mobile game that involves real-world adventures. Meanwhile, Fate / Grand Order and Monster Strike are turn-based role-playing mobile games, where players and enemies take turns attacking each other, and players control a team or party consisting of several characters

In Indonesia, mobile game free-to-play players tend to play multi-player battle royale mobile games. Multi player battle royale is an online game that can be played together with multiple players, with a system of defeating other players in purpose players can survive to the end and become the winner. This type of free-to-play mobile game favored by Indonesian players can be seen from the ranking of the highest earning mobile games on the Google Play app store in Indonesia, based on the Sensor Tower data table for the period April to May 2020.

Table 2. Top 5 of free-to-play mobile game application rankings on the Google Play with the highest income in Indonesia based on Sensor Tower data in May 2021

1	
	GARENA INTERNATIONAL I PRIVATE LIMITED. Garena Free Fire- World Series

2	 Higgs Games. Higgs Domino Island-Gaple QiuQiu Poker Game Online
3	 Moonton. Mobile Legends: Bang Bang
4	 miHoYo Limited. Genshin Impact
5	 Tencent Games. PUBG MOBILE

There are three free-to-play mobile games of the multi-player battle Royale type in the top 5 free-to-play mobile games, namely Free Fire, PUBG Mobile, and Mobile Legends. This data shows that Indonesia's mobile game player community has generally not recognized the Japanese free-to-play mobile game. The cause is some Japanese free-to-play mobile games have imposed a regional lock, which is a system that causes the game only to be played in certain countries, and some Japanese mobile game companies have not released a global version of their game. Despite the regional lock system in Japanese mobile games, some players outside Japan have taken several steps to access the mobile game, such as using a VPN system to disguise the player as a player in Japan or downloading the mobile game through alternative application stores as QooAPP.
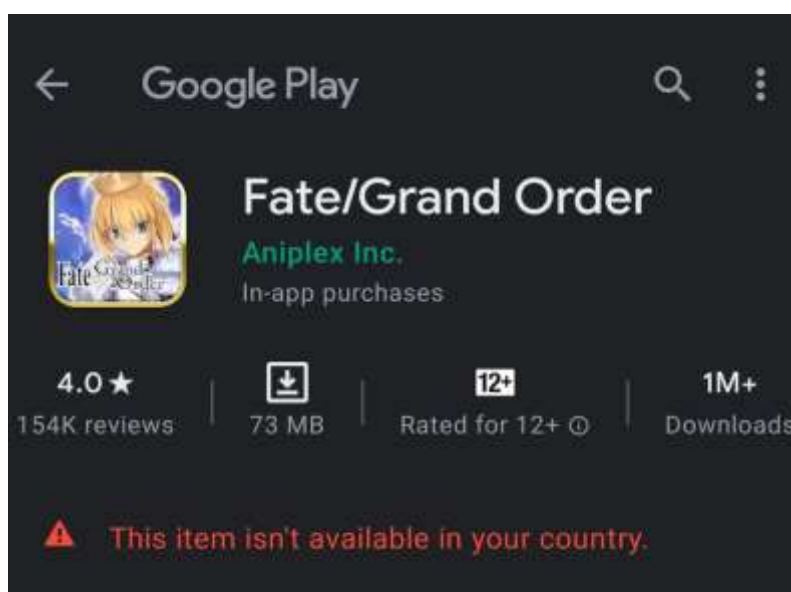

Figure 3. *One of the Japanese mobile game, Fate/Grand Order imposing a regional lock outside Japan on Google Play, as the description 'this item isn't available in your country'*

The way the Japanese mobile game industry uses the turn-based role-playing game system in attracting players to play the games they create varies, from providing a gaming experience to creating a game system, characters, and stories in the game. For example, Monster Strike and Fate Grand / Order games require many characters to form a party or team to complete a mission or challenge. For characters, in general, mobile game companies include attracting male character moe elements on the female characters in them as an attraction to attract players. Otaku themselves refer to this new consumer behavior as 'chara - moe' - moe's feelings towards female characters they perceive as cute and funny and their attractive characteristics. (Azuma, 2001) Another factor that can attract players to play free-to-play mobile games is its free type of mobile game that can reach many people from various economic layers to play it because players don't have to pay to download it.

In free-to-play games, players do not pay a predetermined price to purchase a paid application or game. Monetization used is in the form of in-app purchases when doing in-game activities. Even though it is not charged a fee to get or download it, the free-to-play game model is not charged a fee, but in the end, players can spend more money playing free-to-play games than console games that already have a fixed price. The life and death of this free-to-play game company are not from the number of players who play it, but the source of income for the continuity of the free-to-play game is the number of the users who make in-app purchases or in-app purchases.

II. Review of Literature

2.1 Japanese Free-to-play Mobile Game System

To support mobile gameplay, some require characters obtained through the Gacha system. The way company monetizes the gacha system by selling the materials needed to do so, they also offer Guaranteed Gacha, which guarantees the player who buys it a rare item or character, then a ticket to select the available character is accompanied by a few bonuses. Character is also an attraction that game companies use to monetize their games. For example, Awesomenauts game players make real-world money spending to buy characters in the game. This new character may be provide an advantage in the game. The characters also have a unique special appearance, and valuable cosmetic. Zendle (2020) categorizes in-app purchases or can be referred to as microtransactions with the term 'pay to win' (pay to win).

Another strategy that the mobile game company has taken is to hold limited-time event. It's a period when players can withdraw limited time gacha because they can acquire rare characters, valuable items needed in the game, and only appeared at specific periods. Although players can obtain the limited free material that needed to withdraw limited rare characters through other ways, the game gives option for players to continuing to withdraw to obtain the specific rare characters by making in-app purchases with real money. Shibuya (2019) concludes that the system implies that some monetary mechanism put in place by mobile game companies can trigger the spirit of gambling, or *shakou-shin*, and could encourage gamers to do unexpected spending than they originally planned.

2.2 Playing Addiction with the in-App Purchase System in Free-to-play Game

The video game industry has been changed by the free to-play model in the last few decades. In terms of revenue generated from this video game model, the game companies risk their life and death with how well they monetize their free-to-play games and the importance of companies knowing how players interact with this relatively new model.

(Swrve, 2019) The way this game company monetizes games is by implementing in-app purchase services. Players can buy additional material through in-app purchase, that can only be obtained in the game on a limited basis if the player plays the game mobile game for free. Thus, free-to-play game companies rely on paying players.

One type of in-app purchase item or feature available in the free-to-play mobile game is character cosmetics. The cosmetics offered in the game, generally, only appear for a limited time. Some cosmetics can be acquired through in-game event rewards, and some are sold. Free-to-play models, in-game purchases and gacha, and various limited cosmetic sales have become controversial in the gaming industry. Player's enthusiasm is increasing during limited-time game events. (Shibuya 2019) The existence of items that are sold for a limited period in free-to-play game is effective in luring players to make purchases in the game. Combination of individual, situational, and structural characteristics can determine the extent to which individuals engage in various online activities and only distinguish excessive involvement from pathological games. Pathological gaming or gaming addiction is defined as the excessive and compulsive computer usage or playing video games that caused social or emotional problems. (Griffiths and Kuss, 2015., in Shibuya, 2019)

Players make real-world money spending to buy emotes feature that allow them to express their feelings or ideas through avatar in the game. (Zendle., 2020) Other types of cosmetics are skins or character costumes. Players are able to customize the appearance of their avatar or character from the original character model that already exists. Apart from cosmetics, game developers also sell several goods for a limited period through in-app purchases. Not all in-game microtransactions are cosmetic in nature. There are some optional features for modern video games player to purchase virtual items and bonuses that make their chances of success in the game is increased. (Zendle, 2020)

The game system in the free-to-play mobile game can be another factor for the players to become addicted. The spirit of competing with other players becomes a factor for a player to continue playing the game even though it has reached the playing time limit or has run out of materials to play the game. Kleinman's research (2020) reveals a 50-year-old American Army veteran who played the mobile game Candy Crush Saga by gaming company Activision. In 2013, the Veteran played the game after his friend and a Facebook social media ad invited him. The veteran Soldiers player started to have competitive gaming with his player friends. Five years later, The Veteran Player made his first in-app purchase after his disability pay was increased and he quit his drug abuse disorder residential program. With the aid of disability payments, the player spends around $ 100 to $ 200 per month over the next three months on Candy Crush Saga, in multiples of $ 1.99 to $ 99.99. (Kleinman & Das, 2020) The 50-year-old American veteran was unaware that he had spent 40% of the total allowance in a month until his wife realized the transaction from in-app purchases he made in the candy crush saga mobile game.

2.3 Theoretical Basis

In this study, to answer the research question (RQ): "why do Japanese free-to-play mobile game players in Indonesia make in-app purchases", two theoretical foundations were used, the Internet Game Disorder (IGD) framework, which was introduced by King and Delfabbro, and the Otaku database animal, which was initiated by Azuma Hiroki. These two theoretical foundations are used to determine whether play addiction disorder and the influence of Japanese popular culture motivate player's in-app purchases in Japanese free-to-play mobile games. Motivation comes from the Latin word movere which means drive or driving force (Purba and Sudibjo, 2020). IGD (Internet Gaming Disorder) refers to online games, namely games that require Internet access to play them, according

to clinical observations about most of the observations of the majority of cases involving online games. (King & Delfabbro, 2018; 31) IGD explains the aspects that exist in video games that lead to addiction to playing in the players. The IGD considers video game gaming disorders such as addiction to be psychological disorders. Meanwhile, the Otaku database animal concept by Azuma explains how a Japanese entertainment industry company creates a kind of grand narrative that leads otaku to consume characters from a work. For example, consumer behavior buying everything related to the characters that the otaku love.

The conclusion that can be drawn from the IGD model in relation to the causes of addiction to playing is that the most significant factor players are motivated to spend a lot of time in online gaming is to pursue rewards to level up to develop higher levels of difficulty. This behavior indicates that the players enjoy the game mechanics like rewards and challenge the game provides. The mechanic makes them addicted to play it continuously and possibly make some spending on the game. In contrast, the animal Japanese consumption framework explains the Japanese popular culture fans interested in fictional characters and would buy any related things about the characters from particular works. In this study context, the consumption is based on what the Japanese mobile game players purchase on the game related to specific characters.

III. Research Method

This research is qualitative research to describe a certain phenomenon using interpretative explanatory analysis techniques. Interpretive explanation fits into the type of qualitative research that tends to use explanations with words rather than numbers. The purpose of this study was to answer the research question. According to Neuman (2014; 84), the purpose of interpretive explanations is to foster understanding. This is done by placing what the researcher wants to explain related to a cultural phenomenon. The research model was conducted using a structured interview model. Structured interviewing is one of the various forms of research interviewing, one of the most commonly used types of survey research. This study aims to explain the motivation of Japanese free-to-play mobile game players in Indonesia who have made in-app purchases in it. In this study, the sample informants for the interview were five people who have played the Japanese free-to-play mobile game, mainly Kantai Collection and Granblue Fantasy, who were collected through forums or Japanese mobile game communities on Facebook and Discord social networks. The informants were asked a number of questions about how the free-to-play mobile game they played, how much was the estimated amount of expenditure they had made to make in-app purchases, then why did they play Japanese free-to-play mobile game and make in-app purchases. The results of the interview were transcribed, then interpreted by the interview results.

IV. Results and Discussion

After collecting data, the next step is to analyze the data from the interview results. Interviews were conducted with five informants who played and made in-app purchases at the Kantai Collection, a web browser, and a mobile-based game, and Granblue Fantasy which is also a web browser and mobile-based game. There were several speakers who not only played one Japanese free-to-play mobile game, but several speakers also played Japanese free-to-play mobile games such as Konosuba Fantastic Days, Uma Musume.

After conducting interviews with the five speakers, some of the motivations of players in several regions of Indonesia to play and make in-app purchases in the Japanese free-to-play game. For the Kantai Collection mobile game, the speakers who play it prioritizes in-app purchase to increase the number of Kanmusu storage slots. It can be seen that the main objective and motivation of the Kantai Collection players is to collect Kanmusu. Interviewees in the interview explained their interests and preferences related to the Kanmusu character in the Kantai Collection game. Several speakers mentioned that the Japanese free-to-play game's attractiveness was the character design and the story that had different characteristics compared to other countries.

In an interview with speakers who played and made an in-app purchase on the mobile game Granblue Fantasy, the speakers said that on average Japanese free-to-play games apply a mechanism/gameplay that is easy to play, which ultimately makes them feel like continuing to play it, including Granblue Fantasy. For the Granblue Fantasy game, the informants took more advantage of the limited time mechanism of the paid gacha (paid gacha) surprise ticket, which guaranteed them to get rare characters, or they could choose specific characters that were offered. Thus, players can avoid excessive spending to in-app purchase gacha materials to attract the characters they are looking for. The surprise ticket mechanism causes players to make purchases periodically; that is, every time-limited event offers a surprise ticket appears. As the name implies, the Surprise ticket in the Granblue Fantasy game appears at an unspecified time, then the characters that are offered to be exchanged for a surprise ticket will be different the next time the surprise ticket is raised again. This caused several sources to make unexpected expenses because the offer was only made for a limited time and the characters offered might not appear on the next surprise ticket.

The results of the interview above show a positive response from Japanese free-to-play mobile gameplayers, such as an interest in the Japanese free-to-play game mechanism in the discussion, which can lead to the concept of IGD King & Delfabbro, where game addiction refers to the positive quality of video games felt by players who includes the mechanics and gameplay, as well as the immediate enjoyment and strong desire of the player to continue playing video games. Pleasure and positive responses from players raise loyalty to the free-to-play mobile game being played. From the results of interviews with sources, it is known that apart from motivation to get a preferred character, the factor of strengthening the team or party to complete the increasingly difficult game mechanics is also the reason why these players make in-app purchases on Japanese free-to-play mobile games.

The following are the results of interviews from five speakers who are Japanese free-to-play mobile game players from Indonesia:

4.1 BW, Male, Age 20 Years Old, College Student
The first interview was conducted with a speaker with the initials BW domiciled in West Java. BW plays Kantai Collection games, Granblue Fantasy, Fate / Grand Order, and several other Japanese free-to-play mobile games. BW's total expenditure to make purchases on the in-app Purchase of the Japanese free-to-play mobile game ranges from IDR. 300,000-500,000 in 1 year. The motivation for BW to make an in-app purchase of the Japanese free-to-play mobile game is to build a meta team (most effective tactics available), a term to refer to a team consisting of characters that players generally consider effective to use while playing. In addition to building a flagship team, BW made an in-app purchase to get a character that he thinks of as his 'waifu'. The term 'Waifu' is derived from the English loanword, wife, where in the Japanese pop culture fan community, and the

term is used as a term to show a fondness or love for a fictional female character. BW makes in-app purchases in the form of crystals/gems and character tickets to get characters that He considers waifu. He thinks he can support the team composition through gacha withdrawals and character ticket exchanges. The character ticket on the Granblue Fantasy mobile game will only appear at a certain period, and players can buy the character of their choice. According to BW, the exciting points of the Japanese free-to-play mobile game are the game mechanism designed to be simple and easy to play, supported by compelling characters, and supported by the game's background story. In addition to the characters and story narratives contained in the Japanese free-to-play game, the motivation to play and in-app purchase activities accelerate the development of characters and team composition to make them stronger. The interview results suggest that some players who prioritize strengthening their character tend to have a sense of competitiveness among other players. These tend to refer to game pathology described in the ER concept, although it does not indicate an over-addiction to play. In the IGD concept, this effort is made to reduce the feeling of being left behind by other players.

Beside showing sign of IGD, TM stated about his fondness or love for a Japanese fictional female character that motivates him to make in-app purchase and buy the characters he loves. This case was stated in animal database consumption concept by Azuma, this is because consumers want to give some affection for certain characters they love. Futhermore, the Otaku in early 1990's consumed fictional characters illustration rather than grand narration behind the works where the character are. But BW doesn't only collect the character based on his own interest in character he likes, but also to support him in the game. BW stated that every mobile game companies also will always release many new characters periodically with new ability or skill, and new design, which can lure BW to making purchases depend on how attractive and useful the new character is for him.

4.2 TM, Male, Aged 25 Years Old, Civil Servant

The interview was conducted with a speaker with the initials TM who is domiciled in Central Capital Jakarta. TM played the Kantai Collection and spent IDR 300,000-500,000 in 1 year to make in-app purchases into the free-to-play game. The type of item or game feature purchased via in-app purchase in the Kantai Collection game is a feature of adding a Kanmusu storage slot and a feature of adding a character weapon slot. In the free-to-play game Kantai Collection, the player plays the role of an Admiral who manages the Kanmusu, which translated literally as ship girl, which is the personification of warships before World War II ends. Players aim to collect every Kanmusu character obtained through construction, drops on the mission map, and limited event prizes. Players cannot participate in the limited-time event if the storage slots are full, so players are required to add more storage slots continuously for long-term play. TM has the goal of collecting more Kanmusu in the Kantai Collection game, and therefore it buys additional spaces to store new Kanmusu. In general, some free-to-play online games only provide a limited number of character storage slots, and players are given the option to add to these slots by buying them through in-app purchases provided in the game. TM said that to continue enjoying the Kantai Collection game, he had to continue to make in-app purchases so that his Kanmusu slots were still available.

TM's In-app purchase motivation in Kantai Collection indicated he wants to collect every single character and purchasing storage slots for them, which is indicated as otaku's consumer behavior in the Otaku animal database consumption concept. Azuma explained in the Otaku database consumption concept, that Otaku was moved by simulacra that consist of fictional characters and consuming their design. TM didn't show any

competitive tendentious with other players or intent to challenge himself to a higher difficulty. It can explain that TM doesn't have any signs that refer to IGD.

4.3 BK, Male, 25 Years Old, Unemployed

Subsequent interviews were conducted with a speaker with the initials BK who is domiciled in East Kalimantan. BK is a free-to-play Japanese gameplayer Granblue Fantasy and Kantai Collection. BK pays over IDR 1,000,000 in 1 year to make in-app purchases for the two games. The type of in-app purchase that BK buys is the addition of a storage slot for kanmusu characters and wedding rings in the Kantai Collection game. In contrast, in the game Granblue Fantasy BK makes an in-app purchase to buy a character ticket that is offered for a limited time, which can later be exchanged for characters. Selection. BK explained his motivation in making in-app purchases in the two free-to-play games he played, one of which was because he wanted to get and form strong characters in a short time, which normally would take a long time for players not to make these purchases because players are required to wait for limited materials provided through daily missions in the game. According to BK, a character ticket in the Granblue Fantasy game is the fastest way to get the character you want, specifically compared to getting a character through Gacha withdrawal which results will come out randomly. Kantai Collection has a feature where players can marry their Kanmusu characters. Weddings can be done more than once with multiple characters as long as the player has a wedding ring item purchased via in-app purchase. In the Kantai Collection Game, BK's motivation to buy a ring for the feature to marry Kanmusu is to increase the maximum character level limit, which is generally limited to level 99. BK thinks this feature can strengthen his Kanmusu. In addition to enhancing character, the wedding ring expresses BK's love or interest in his kanmusu character. This case is similar to the previous speaker, BW, in which BK expresses his love to his favorite characters by marrying them through the in-game marriage feature. Players have to purchase this feature on Kantai Collection.

BK has no financial problem with his high amount of spending in the game. BK stated that he doesn't mind making a high amount of in-app purchase as long as he can enjoy the game and compete with others player in the game's progression. BK shows that online mobile games' features increase game user's intent to purchase in the game. The players will make purchases repeatedly as long as the game company gives them loyalty by design some features that players want. This can lead the players to IGD symptoms if they feel positive with the game mechanic and make a repeated purchase, beside BK have intention to play competitive with other players. For example, the married character can give some benefit that can make the game easier.

4.4 RK, Male, 27 Years Old, Private Worker

Subsequent interviews were conducted with a speaker with the initials RK, who is domiciled in Central Java. RK is a resource person who plays the Japanese free-to-play game Kantai Collection. Other Japanese free-to-play games that RK is playing are Konosuba Fantastic Days and Date A Live: Spirit Pledge. RK spends more than IDR 1,000,000 in 1 year to make an in-app purchase on the Kantai Collection game. The motivation for RK to make an in-app purchase for the Japanese free-to-play game that he plays depends on the needs he needs to be able to continue playing Japanese free-to-play games, such as the addition of a character storage slot in the Kantai Collection so that RK can continue the game and collect characters as much as possible. It can be concluded that the features in the Kantai Collection game in the form of limiting the number of storage slots can trigger players to continue to purchase storage slots in order to continue playing.

RK said that the in-app purchases made were as support or appreciation for the games being played. According to Balakrishnan and Griffths (2018) research, this is a form of player loyalty to the mobile game that they play.

RK repeated purchasing slot to continue playing Kantai Collection indicates one of IGD symptoms: ' Preoccupation' condition when player Thinking about the previously played game activity or anticipating playing the next game. Playing games has become a daily routine for him. Kantai Collection game's feature limiting the free slot is effective enough to make the players continue to purchase the extra slot if they still want to play it. The motivation RK keeps to play Kantai Collection is the characters in the game. RK described the characters in the Japanese free-to-play game like Kantai Collection as cute, funny, and moe, so he could enjoy the visuals in the game. Apart from the character factor, the mechanics of the Japanese free-to-play mobile game are simple and can be played with automatic features so that players don't have to carry out missions manually. The conclusion is that RK is enjoying both the characters and the game mechanism.game mechanism.

4.5 AR, Male, 20 Years Old, College Student

The next interview was conducted with a speaker with the initials AR who lives in East Java. AR is a Kantai Collection gameplayer that costs more than IDR 1,000,000 in 1 year to make an in-app purchase for the game. The types of items that AR buys through in-app purchases In the Kantai Collection Game are character storage slots and wedding rings. AR said that his motivation to make in-app purchases by buying character storage slots and rings in the Kantai Collection game shows the player community their achievements in the game. The achievement referred to by AR is when he completes a playing challenge that has an increasingly complex level of difficulty. This is done by AR so that he doesn't get bored quickly with the repetitive activities he does daily in the game. According to AR, the difficulty in the game is a motivation to develop his Kanmusu character further so that he can complete the high difficulty level in the mission map and limited time events. The reason for AR to make in-app purchases to solve more complex game mechanisms and an indication of competition with other players shows one of the symptoms of IGD Loss of control: an unsuccessful attempt to control participation in online games.

V. Conclusion

The results of the study found that motivation to purchase in-app purchases to get as many characters as possible is relevant to the concept of animal database consumption by Azuma, this is because those who have a cute feeling (moe) and affection for certain characters tendency to buy a high amount of related items, success the Producer's project of these goods is directly determined not by the work's quality itself but by its capacity to create moe passion through design of the characters, and illustration. (Azuma, 2001) Azuma also touched on Otsuka Eiji's narrative consumption theory, which said that at this point, a new situation in consumer society could be seen now. Something that consumer consumed is not an individual "good" but a system hidden behind the object the company sell. Sources who play the Kantai Collection and Granblue Fantasy Games said that the exciting selling point of the game is the characters in it, both terms of personality, voice actors, story background, and character design. Therefore, the narrative consumption theory is following the phenomenon of Japanese free-to-play mobile gameplayer community in Indonesia.

The prize factor in the game also motivates players to make in-app purchases. According to King & Delfabbro, in the IGD concept, the prizes obtained in video gameplay also affect the level of pleasure of players, which makes them more motivated to play video games. This includes looking for rarer prizes, accumulating more in-game wealth, seeking more new rewards, and being afraid of falling behind other playe. (King & Delfabbro, 2018; 32) Prizes are usually new characters, weapons, and valuable material for developing characters in the game. The desire to complete a more complex challenge mechanism to get more valuable prizes was also the motivation for the speakers to make an in-app purchase. These are because to strengthen the team composition and other supporting things to solve higher difficulty levels quickly, supporting materials are usually available in in-app purchases. According to the results of King & Delfabbro's research on the IGD, they are suggesting that problematic video gameplay may be motivated by the player's need to complete their increasingly complex, time-consuming play goals and to reduce fears of individual inability or falling behind other players.

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