

ABSTRAK

Shofiyullah, Muhammad Arif, 2026, Motivasi dan Makna di Balik Pengalaman Bermain Roblox secara Intensif: Studi Fenomenologi pada Pemain Fish It. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Kukuh Pribadi, S.I.Kom., M.A.

Kata kunci: motivasi bermain, fenomenologi, ruang ketiga virtual, komunikasi virtual, Fish It

Fish It merupakan permainan memancing virtual di platform *Roblox* yang mengalami lonjakan popularitas signifikan di Indonesia, khususnya di kalangan generasi muda, sehingga mendorong sebagian pemain terlibat secara intensif hingga membentuk komunitas tersendiri. Penelitian terdahulu cenderung menyoroti dampak negatif intensitas bermain gim daring tanpa menggali makna subjektif di balik pengalaman tersebut. Penelitian ini bertujuan untuk mengidentifikasi motivasi yang mendorong pemain bermain *Fish It* secara intensif serta memahami makna subjektif yang mereka bangun dari pengalaman komunikasi virtual di dalam permainan dan komunitasnya. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian fenomenologi mengacu pada pemikiran Alfred Schutz, melibatkan enam informan yang dipilih melalui teknik *purposive sampling* berdasarkan kriteria intensitas bermain minimal tiga hingga empat jam per hari. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis menggunakan model interaktif Miles dan Huberman. Hasil penelitian menunjukkan bahwa motivasi bermain terbentuk dari perpaduan motif masa lalu (*because-of motive*), seperti ajakan teman, konten TikTok, dan algoritma platform, dengan motif masa depan (*in-order-to motive*) berupa pencapaian status sosial, orientasi ekonomi melalui jual-beli ikan langka, dan produksi konten. Selain itu, *Fish It* dimaknai sebagai ruang ketiga (*third place*) virtual yang memenuhi enam karakteristik Oldenburg, menawarkan kenyamanan, kesetaraan, dan rasa memiliki bagi para pemainnya. Penelitian ini menyimpulkan bahwa keterlibatan intensif dalam *Fish It* merupakan hasil konstruksi makna yang kompleks, melibatkan motif personal, dinamika komunitas, kepentingan profesional, serta pertimbangan rasional para pemainnya.

ABSTRACT

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Keywords: playing motivation, phenomenology, virtual third place, virtual communication, Fish It

Fish It is a virtual fishing game on the *Roblox* platform that has experienced a significant surge in popularity in Indonesia, particularly among young people, encouraging some players to engage intensively and form their own communities. Previous studies have tended to focus on the negative impacts of intensive online gaming without exploring the subjective meaning behind such experiences. This study aims to identify the motivations that drive players to play *Fish It* intensively and to understand the subjective meaning they construct from their virtual communication experiences within the game and its community. This study employs a qualitative approach with a phenomenological research design based on Alfred Schutz's thought, involving six informants selected through *purposive sampling* based on the criterion of playing at least three to four hours per day. Data were collected through in-depth interviews, observation, and documentation, then analyzed using the Miles and Huberman interactive model. The results show that playing motivation is formed from a combination of past motives (*because-of motive*), such as friends' invitations, TikTok content, and platform algorithms, and future motives (*in-order-to motive*) in the form of social status attainment, economic orientation through the trading of rare fish, and content production. In addition, *Fish It* is interpreted as a virtual third place that fulfills Oldenburg's six characteristics, offering comfort, equality, and a sense of belonging for its players. This study concludes that intensive involvement in *Fish It* is the result of a complex construction of meaning, involving personal motives, community dynamics, professional interests, and players' rational consideration.