


Virtual Communication Patterns in the Genshin Impact Online Game Community: Descriptive Study of the 4NEMO Player Group

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Abstract: The development of internet technology has created a new virtual communication that requires digital communication media as a means of communication. Virtual communication occurs in the online game Genshin Impact where there is a Co-op feature that forms groups of four players. 4NEMO is a group of Genshin Impact players who actively engage in virtual communication to help each other. This study aims to determine virtual communication in the Genshin Impact Online Game community with a descriptive study on the 4NEMO player group. The method used is descriptive qualitative with data collection through interviews and observation. The results of the study found that virtual communication occurred in the 4NEMO player group. The media used by 4NEMO are chat and emoji features. The purposes of virtual communication are to get information, discuss playing strategies, build personal closeness, and add relationships. There are obstacles in carrying out virtual communication, namely limited media and devices, poor signals and differences in language and use of terms. Regarding group communication patterns, the communication pattern that occurs in the 4NEMO is a circle pattern.

1 INTRODUCTION

In an era of rapidly developing technology, the internet has become the main foundation for change in various aspects of human (Prasetya & Marina, 2022). The internet, as one of the main technological innovations, has created a global network that changes the way we communicate, search for information, do business, work, socialize, and even play online games (Tayibnapis, 2021).

New media or the new media era is a direct result of advances in internet technology (Prasetya & Marina, 2022). This era describes the process of connecting various digital media via the internet network. One of the main characteristics of new media is flexibility in communication, which allows direct and interactive interaction without considering distance and time (Mondry, 2008).


One type of new media that is useful as entertainment that can be enjoyed by internet users is online games. Online games are a form of new

media that is very popular throughout the world, including in Indonesia (Winarti, 2021). The emergence of online games as part of new media has changed the way we communicate and interact in different contexts (Tayibnapis, 2021).

Online games are games played via a Local Area Network (LAN) or internet network. The rapid increase in online game users in Indonesia reached 73.7 percent of the total population or around 196.7 million people (Susanti et al., 2023). This reflects much faster growth than Indonesia's population growth of only 16.1% (Rahman, 2018). Data published by idntimes.com in 2019 shows that Indonesia ranks 17th as a country with the number of active online game players which shows rapid growth in the country (Winarti, 2021).

Human social life relies heavily on communication, and virtual communication via the internet has become an important part of social interaction (Winarti, 2021).

Virtual communication is the process of sending and receiving messages through interactive cyberspace (Tankard & James, 2014).

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Internet media is the main tool in this virtual communication. In the world of new media, online games such as Genshin Impact have become a very popular form of virtual communication. Based on data from AppMagic as quoted on Gamewrk.com, it is stated that there are a lot of Genshin Impact players in Indonesia and are even in 4th position as the country with the most Genshin Impact players in the world (Fadhil, 2022). Since it was first released in September 2022, Genshin Impact has been downloaded by 6,857,493 people, which is even higher than Japan's 6,054,229. This high number of users is because Genshin Impact has several advantages compared to other online games, including an ambitious story and world setting, an abundant character roster, and many gameplay mechanisms (Fadhil, 2023).

Genshin Impact is an online game based on free role playing games that has an open world concept (Putra, 2022). The open world concept in Genshin Impact allows players to enter the world of other players so that there is a process of interaction and communication between players. Genshin Impact also facilitates communication, both verbal and non-verbal. The way to communicate verbally in Genshin Impact is through the chat feature or live chat in the Genshin Impact application. This feature can take place in real time where chat occurs directly at the same time by simply pressing the chat feature, then writing and sending messages or information to other players (Mundogenshinimpact.com, 2023).

Non-verbal communication can be conveyed through the emoji feature available in the chat feature where players only need to choose an emoji that can describe their feelings or message, then send the emoji to the person they are talking to. Apart from that, non-verbal communication can also be done through the movements or gestures of the character being played. Virtual communication also often occurs in the context of groups of online game players (Safitri, 2020).

In the Genshin Impact game, one world can contain four accounts simultaneously. This is called the Co-op feature which functions to help each other and play together to support fun and happiness. In games played in groups, communication and cooperation between group members is very important. Player groups such as 4NEMO which consist of members with diverse backgrounds have created close relationships through virtual communication. Despite existing

language and cultural differences, virtual communication in these groups remains effective and productive. Based on the background explanation above, the researcher is interested in conducting research entitled "Virtual Communication Patterns in the Genshin Impact Online Game Community (Descriptive Study of the 4NEMO Player Group)". This research will reveal how internet technology and online games have changed human communication patterns in a virtual context. This research will highlight the role of virtual communication in forming relationships in groups of online game players, such as 4NEMO and how differences in background do not hinder effective communication in cyberspace. Thus, this research will provide deeper insight into the role of virtual communication in the new media era and how it influences relationships between individuals in groups of online game players.

2 LITERATUR REVIEW

2.1 Computer Mediated Communication Theory (CMC)

CMC is an abbreviation of "Computer Mediated Communication" in Indonesian, which can also be interpreted as "Computer Mediated Communication". The field of CMC research has only existed since 1987. Regarding the concept of "computer" in the context of "communication, media and culture", we do not just mean "PC" or "laptop"; what is meant is anything that runs on a computer, such as a PDA, smartphone, tablet, and the like. In simple terms, CMC refers to any interaction between humans that is mediated by or occurs through the use of computers (Herring dalam Budiargo, 2015).

The CMC pattern allows the communication process to take place using various computer-based means accompanied by network support and internet devices. CMC can also be implemented with digital applications that realize the activities of reading newspapers online, playing virtual online games, discussing remotely, and making long-distance buying and selling transactions (Arnus, 2015).

CMC coverage consists of a chat feature system, world wide web (www) sites, text, photos, audio video, social networks, and virtual games.

Online games or games are part of the scope of CMC because online games take place accompanied by a communication process between players which generally takes place through chat message and voice chat features (Khairunnisa, 2020).

This means that in online games there is a communication process using computer-based facilities that provide communication features. In the past, playing games with friends had to be done directly and face to face, but CMC allows playing online games together without any distance and time restrictions where communication in online games can occur anywhere and at any time as long as it is mediated by computer-based means.

2.2 Virtual Communication

Virtual Communication is communication or the process of sending and receiving messages that cannot be separated from internet media as a communication tool (Winarti, 2021).

Virtual communication is a meeting or social interaction that occurs on the internet where each individual brings a message in the form of an issue that will be conveyed or discussed virtually by involving feelings and thoughts, as well as the formation of relationships (Ananda et al., 2022).

One form of new media virtual communication is online games. In online games, virtual communication occurs through the exchange of messages between players with goals generally related to the game. Virtual communication in online games has special characteristics where every communication that occurs involves special words and terms that only player members understand (Ananda et al., 2022). Virtual communication in online games is different from direct communication because it involves unique non-verbal communication using media such as roleplayers, stickers or emoticons.

2.3 Group Communication

Group Communication is an interaction process that usually occurs when two or more people are involved, often doing so in small groups, where their individual communication styles can be observed and discussed directly. Any interaction between a communicator and more than two listeners is considered group communication (Harapan, E. & Ahmad, 2014).

In cyberspace, group communication is also called a virtual community, which is a group communication medium formed from various motives such as similar interests, skills, work, hobbies and the like. Similarity or uniformity of interests is a factor that encourages group communication so that a virtual community can be created. The aim of this virtual group communication can be to develop information, share knowledge, and for joint mobility (Nurhaliza & Fauziah, 2020).

2.4 Communication Patterns

Communication patterns are strategies for conveying messages from sender to recipient with the aim of optimizing the communication process. So that the nature of two-way communication is clear, namely for feedback or reciprocity (Ngalimun, 2018). Devito (2013) identified five different communication patterns that are commonly used to communicate in work groups, namely as follows: (1). Wheel Pattern, In this pattern, information is conveyed through one individual who occupies a central or leadership position. This leader is the person who communicates with all group members and is the main source of information. Other members must communicate through the leader if they want to talk to other members. (2). Chain Pattern, this pattern allows information to be conveyed between members in a more balanced way. Even though the two people at the end of the chain only talk to each other, information can flow more evenly. Leaders in this pattern have trust in other members to convey information. (3). Y Letter Pattern, In this pattern, the source of information initially comes from one individual (number 1), but this individual can use himself or other members to spread information to other members. This involves delegation and delegation of authority within the group. (4). Circle Pattern, This pattern is a more closed version of the continuous pattern. All group members talk to each other without the presence of a leader. Information is evaluated by the member who received the last message. (5). Star/Comprehensive Pattern (All Channel). In this pattern, all members and leaders have the same opportunity to convey messages or information. It is often used in meetings or group discussions, allowing free participation from all members.

2.5 Online Game

Online games are a type of computer game that uses an internet connection and a computer in the form of a modem and cable connection. Online games are provided as an additional service from the internet which can be accessed directly through the system provided. Playing online games can be done with other people we don't know or with our own friends. Along with advances in information technology and the internet, online games or also known as online games have become a new commodity that is increasingly popular throughout the world. Online games are games played via a local computer network (LAN) or internet network (Ahdiyati & Irwansyah, 2018). Online games are a form of digital innovation in the form of creative games that are easy to access, only requiring internet reliability (Kusumawardani, 2017).

This has also caused public interest and attention to online games to increase. Moreover, online games have a wide market and are multi-segmented, where online games target all segments of society, both men and women, as well as young people and adults (Trijayanto, 2018).

3 METHODS

This search uses a descriptive qualitative research method, namely research that attempts to collect data directly in the field. To obtain the data, observation and interviews with sources are required. That way, researchers can present and describe data regarding virtual communication in the Genshin Impact online game community carried out by the 4NEMO player group.

According to Sugiyono (2017) a qualitative research approach is a research and understanding process based on methods that investigate social phenomena and human problems. In this research, researchers create an in-depth picture, examine the respondents' views in detail and conduct studies in the natural environment. The research object is the object or topic that is the focus of the research that you want to research or that you want to study. The object studied is a group of players called 4NEMO. The player object studied was a group of players called 4NEMO and the names of the players are Haya Aisyah Nur Ramadhan, Rifda Anindya Hidayati, Fitrah Angio, and Rima. The four

4NEMO members work together to optimize the Co-op feature to help each other and play together to support fun and happiness.

This play group has been around for a year and is going well. This group is routinely active in playing Genshin Impact and collaborates in completing game missions. In fact, this playing group gets along well and has personal relationships between members, both in the game and outside the game.

According to Miles and Huberman, research analysis activities consist of three streams of activities that occur simultaneously, namely: (1). Data reduction, Selecting the data results obtained from the interview process to four informants. (2). Data Presentation, linking data results with theories related to CMC theory, virtual communication, and virtual communication patterns. (3). Drawing Conclusions, Summarize and present conclusions from research results and limiting it to just focusing on answer formula questions the problem is how to pattern it virtual communication in the community virtual Genshin Impact namely 4NEMO player group.

Qualitative research requires testing the validity of the data which can be done using several steps, namely triangulation. In this research, the researcher carried out triangulation by means of source triangulation by interviewing four informants (Abdussamad, 2021).

4 RESULTS AND DISCUSSION

Genshin Impact is a free action role-playing game developed by the Chinese Company, MiHoYo. The game has been a huge success in recent years and made significant profits in just a month after its launch. Genshin Impact offers a stunning adventure experience with very impressive graphics. The game has a variety of elements including complex combat and puzzles that allow players to choose how to face the challenges. One of the main advantages of this game is the high quality graphics and stunning visual appearance. Genshin Impact also makes things easier for beginners with a character guide called Paimon that guides players through in-game concepts and combat (Clinton, 2020).

4NEMO is a group of Genshin Impact players consisting of four people who share the same

interest in characters with Anemo powers. They have been playing together for a year, are active in the game, and have a strong relationship between the members. The group uses the Co-op feature in the game to work together to complete the game's missions. This reflects how Genshin Impact allows players to collaborate and interact in a more immersive gaming experience.

4.1 Communication via Computer (CMC)

CMC theory focuses on interactions between humans that occur through the use of computers, emphasizing the role of computer-based tools, internet connectivity, and digital platforms in communication. The application of CMC theory can be seen in virtual communication between the 4NEMO player group, where members use computer-based devices such as smartphones and laptops to play Genshin Impact and exchange messages and discussions related to the game. CMC covers a variety of digital applications, such as online games and remote discussions. In the case of the 4NEMO player group, virtual communication occurs through the online game application Genshin Impact.

4.2 Virtual Communication

Virtual communication is a form of exchanging and receiving messages that relies heavily on internet-based platforms and new media. Groups of 4NEMO players engage in virtual communication through individual or group chat features in the game, character movements, and the use of emojis or stickers in the online game Genshin Impact.

- **Virtual Communication Process**

Virtual communication in 4NEMO groups relies on internet connectivity and game features such as chat, emojis and stickers. Both verbal (chat chat) and non-verbal (emoji and stickers) communication as well as moving characters are used for their interactions.

- **Purpose of Virtual Communication**

The 4NEMO group uses virtual communication to achieve various goals, such as getting information about the game, discussing and developing playing strategies, and building member relationships and closeness. Exchanging information about game characters, tips, storylines, weapons, and battle strategies is the main goal. Strategy discussions

focus on building an effective team, utilizing character strengths, and overcoming the game's enemies.

- **Barriers to Virtual Communication**

Common barriers include limited communication tools in games, problems related to limited media and devices, poor signals and differences in language and use of terms between group members can also be barriers to virtual communication.

4.3 Communication Patterns in Groups

The formation of 4NEMO player groups occurs randomly through the game's Co-op feature, where members introduce themselves, play together, and ultimately form bonds based on the same character preferences, namely wind-powered (Anemo). Communication in groups is characterized by a circle communication pattern, where all members participate equally, and there is no formal leader-subordinate structure. The group aims to help each other and expand their social relationships, both inside and outside the game. This research describes and analyzes the phenomenon of communication in the world of online gaming with a focus on the game Genshin Impact and a group of players known as 4NEMO. Within the framework of Computer Mediated Communication (CMC) theory, this research explains how virtual communication is a key aspect in the online gaming experience that facilitates interaction and information exchange among 4NEMO players. CMC, as stated by Herring (in Budiargo, 2015), is a theory that discusses communication that occurs through computer technology devices, where messages are conveyed via digital media. This research applies the CMC concept to the context of online games with an emphasis on the game Genshin Impact. In this game, players use computer-based devices such as smartphones and laptops and interact through in-game features, such as chat rooms and emojis or stickers to exchange information, discuss and communicate with fellow players.

Genshin Impact is a typical example of an online game that provides communication features that allow players to interact in a virtual environment. The game was developed by MiHoYo and released globally in 2020, with a large number of players from various countries getting involved in its fantastic adventure in the world of Teyvat. Genshin Impact combines

elements of action, adventure, puzzles and gives players the freedom to explore the game world and interact with other players. Basically, virtual communication in Genshin Impact is about exchanging game-related information, discussing strategies, and building personal relationships between players. Understanding characters, game tips, storylines, weapons, and battle strategies are some of the goals of communication in player groups like 4NEMO. This communication involves verbal messages via chat as well as non-verbal messages via emojis, stickers and character gestures in the game. However, there are a number of obstacles faced in virtual communication. One of them is limited media and devices, poor internet signal problems, and differences in language and use of terms. The first two obstacles are limited media and devices and poor signals in the Genshin Impact game which can result in players going "AFK" or away from the keyboard, which disrupts the progress of the game, causes a shortage of players, and makes the team lose. To overcome this problem, players often have to pause the game temporarily, find alternative communication channels outside the game and cool down their devices.

Communication patterns in Genshin Impact player groups, such as 4NEMO, tend to be circular without a clear hierarchy. This means that each group member has an equal position and actively participates in communication. This pattern is in line with group communication theory which describes how communicators and communicants work together to create effective communication relationships (Oktaviana & Widayatmoko, 2019).

In order to achieve their virtual communication goals, groups of players such as 4NEMO use the features provided by the game, such as the Co-op mode and chat messaging features to work together in the game and expand their social networks. This research also shows that shared interests in games, such as liking characters with Anemo (wind) powers, can be an important factor in forming groups of players in cyberspace (Nurhaliza & Fauziah, 2020). In general, this research indicates how CMC and virtual communication play a role in the context of online gaming, with Genshin Impact as a case study. This also underscores the important role of computer-based devices and digital media in facilitating communication between players.

Challenges and strategies for overcoming

communication barriers, as well as communication patterns within player groups, are also the focus of this research.

Thus, this research makes a valuable contribution to understanding how communication through online gaming influences players' social interactions and gaming experiences.).

5 CONCLUSIONS

Based on the results and discussion of research on virtual communication patterns conducted by 4NEMO in the game Genshin Impact, it is a group that utilizes or uses computer, smartphone and laptop-based technology to carry out virtual communication processes. Virtual communication has four objectives, namely to obtain information about the game, discuss playing strategies, build personal closeness and increase relationships and close trust between members. On the other hand, there are three obstacles to virtual communication, namely limited media and devices, poor signals and differences in language and use of terms. In connection with the results of research data analysis, it can be concluded that the virtual communication formed in the 4NEMO group is a circle communication pattern. The circle communication pattern is a communication pattern where there is no leader in the 4NEMO player group in the online game Genshin Impact.

Several suggestions can be made. First, for the 4NEMO player group, it is recommended to maintain the smoothness of well-formed virtual communication and consider achieving larger goals, such as taking part in competitions, considering the potential for strong teamwork in this group. Second, for Genshin Impact developers, it is recommended to continue developing communication features in this game other than chat and emoji, such as a voice calling feature to improve the quality of communication between players during the game. Third, for future researchers, it is recommended to explore other aspects of communication in the online game Genshin Impact, such as cross-cultural communication considering that players come from various countries, as well as to make comparisons with communication in other online games to understand the differences in virtual

communication phenomena in various game.

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