

EXPLORING THE EMERGENCE OF ONLINE GAMES AND THE IMPACT TO OTHER CONVENTIONAL GAMING PLATFORMS IN MANADO**MENGEKSPLORASI MUNCULNYA GAME ONLINE DAN DAMPAKNYA TERHADAP PLATFORM GAMING KONVENSIONAL LAINNYA DI MANADO**

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Abstract: In this era of technology, Online Game is getting famous because gaming are hobbies for people. Exploring the emergence of Online Games and the impact to the other gaming platform, why they want to play online games rather than the other conventional gaming and could give information to marketer, developer, and publisher in order to improving their business. This research was conducted to identify the immersion attributes for Gamer in Manado City. This research gathered data from 100 respondents, which were taken by using Purposive Sampling method. Correspondence analysis is applied in this research to analyze the immersion attribute and to measure the inertia; in this research the inertia value is 0.152 which is the row-column association is considered significant. Five immersion attributes were found as the important factors in this research. Those attributes are Accessibility, Price, Enjoyment, Social Interaction and Achievement. From the result of data analysis processed by Statistical Product and Service Solution (SPSS) Version 24, Correspondence measurement indicates that the immersion attribute have strong correlation between conventional gaming platforms and immersion attribute using perceptual map. Based on the results of Correspondence Analysis, Accessibility is closely associated with PC game, Price with Mobile Game, Enjoyment with PC game, social interaction with Mobile Game, and Achievement with Console game.

Keywords: accessibility, price, enjoyment, social interaction, achievement, mobile gaming.

Abstrak: Di era teknologi ini, Game Online semakin terkenal karena game adalah hobi bagi orang-orang. Menelusuri kemunculan Game Online dan dampaknya terhadap platform game lainnya, mengapa mereka ingin bermain game online daripada game konvensional lainnya dan dapat memberikan informasi kepada pemasar, pengembang, dan penerbit untuk meningkatkan bisnis mereka. Penelitian ini dilakukan untuk mengidentifikasi atribut immersion untuk Gamer di Kota Manado. Penelitian ini mengumpulkan data dari 100 responden, yang diambil dengan menggunakan metode Purposive Sampling. Analisis korespondensi diterapkan dalam penelitian ini untuk menganalisis atribut perendaman dan untuk mengukur inersia; dalam penelitian ini nilai inersia adalah 0,152 yang merupakan asosiasi baris-kolom dianggap signifikan. Lima atribut perendaman ditemukan sebagai faktor penting dalam penelitian ini. Atribut tersebut adalah Aksesibilitas, Harga, Kenikmatan, Interaksi Sosial dan Prestasi. Dari hasil analisis data yang diolah oleh Statistical Product and Service Solution (SPSS) Versi 24, pengukuran Correspondence menunjukkan bahwa atribut immersion memiliki korelasi yang kuat antara platform game konvensional dan atribut immersion menggunakan peta perseptual. Berdasarkan hasil Analisis Korespondensi, Aksesibilitas terkait erat dengan game PC, Harga dengan Game Seluler, Kenikmatan dengan game PC, Interaksi sosial dengan Game Seluler, dan Prestasi dengan game Konsol.

Kata Kunci: aksesibilitas, harga, kenikmatan, interaksi sosial, prestasi, mobile gaming.

INTRODUCTION

Research Background

In this era of technology, when almost every person uses a smartphone to carry out daily activities such as ordering public transportation, buying food, business, visual entertainment, promoting goods, shopping, and much more, rapid technological development influences lifestyles that are increasing so fast. Nowadays, there are so many activities, transactions, business, daily routine including entertainment are happened digitally or based online and finally, everything becomes easier, faster, more efficient and effective. The growth of the mobile gaming industry has also given way to the completely new and emerging classes of gamers in addition to driving up time spent and play frequency from previously existing demographics.

The video game is the running of specialized applications known as electronic games or video games on game consoles like X-box and Playstation or Personal Computers (PC). Nowadays, gaming is self-entertaining activity gaming is a way to relieve stress. Gaming activity is very useful for improving brain activity. Online video games are now popular among children especially junior-senior high school students in many towns in Indonesia. In Manado South Sulawesi, in the afternoon, after students getting back from school, up to late-night a lot of junior-senior high school students playing online video games in internet cafes (*warnet*).

Many people play online games, some play because of their hobbies, some people make online games a business tool, some play online games to compete in tournaments. Online games are games in which users play simultaneously with each other in a virtual environment. The success of online games relies on the repetitive visits of players, and thus on the very personal experiences of players (Yong, Sangjo and Heejin, 2005). Conventional game is a kind of game which has found its place in folk culture including not only the games requiring irony, intelligence, capacity of agility in a time when entertainment facilities and choices were much fewer which were played all together and brought along more sincere relations, sharing and solidarity, but also the video games (Kara and Ozturk, 2014).

Research Objective

The objectives of this research is to know the relative perception of game consumers' regarding the emergence of online games based on immersion attributes.

THEORETICAL REVIEW

Marketing

Marketing is a way of promoting products and services to increase the selling. According to Kotler (2009), the marketing concept emerged in the mid-1950s. The concept shifted from product-centered philosophy to the consumer-centered philosophy and 'sense-and-respond is consumer-centered. Kotler (2009) also stated that marketing can be found almost everywhere. People and organizations in a various number of activities that bring them all together called marketing. Currently, good marketing is a vital ingredient for a success of a business, and marketing had profoundly affected our day-to-day activities.

Consumer Behavior

To further understand consumer's preferences in preferring access over product ownership, we need to have the basic understanding of consumer behavior and their purchasing decision. Kotler and Keller (2015) defined consumer behavior as a study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

E-Business

E-business introduces new opportunities for organizations to compete in the global marketplace enhancing the competitiveness of an organization by deploying innovative information and communications technology throughout an organization and beyond, through links to partners and customers (Chaffey, 2007).

Gamification

Now will discuss the theory of gamification. Gamification as a concept and practice is explained and a distinction to advertisement in games is established. The theory of games and motivation is tied together and discussed in the context of using them together to create a gamified experience to customers. The most important

parts of the theory are highlighted and in the end a framework for designing a gamification-based system is presented. Computer games have already been used for marketing purposes and many companies have been using games as a medium for their advertisements (Mau, 2008).

Previous Research

Nathan Edge (2013) "Evolution of the Gaming Experience: Live Video Streaming and the Emergence of a New Web Community". The research found that eSports and the live online broadcasting that follow with it are an emerging Internet community and marketplace with a vast and dedicated following.

Jeffry Babb and Neil Terry (2013) "Comparing video game sales by gaming platform". The results indicate Nintendo's Wii and DS are the top selling game platforms, Xbox 360 is in a second tier, multiple Sony PlayStation platforms are in the third tier, personal computer games are in tier four, and the retired sixth generation Nintendo GameCube is the lowest sales tier.

Travis Peyton (2012) "Game Console vs Personal Computer: Design, Purpose, and Marketability". The next generation of consoles will have the greater computing power, but they will also need something unique about the gameplay in order for them to compete with personal computers, smartphones, and other portable devices.

Conceptual framework

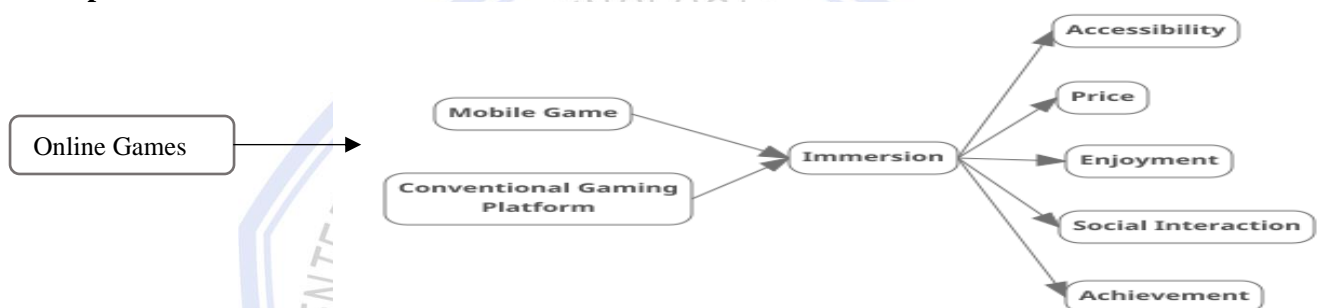


Figure 1. Conceptual Framework
Source: *Theoretical Framework (2021)*

Figure 1 shows that the purpose of this research is to see the relative perception of Game consumers to Conventional Gaming Platforms towards immersion attributes. In this study researcher, determine immersion into five attributes, which are Accessibility, Price, Enjoyment Social interaction, and Achievement.

RESEARCH METHOD

Research Approach

This research used quantitative method. The method used in this research is Correspondence Analysis and SPSS version 24 as the analysis tool.

Population, Sample, and Sampling Design

Since this research is conducted in Manado and the purpose is to assess the perception of gamer towards digital era of technology product based on nowadays trends. The target population that is relevant in this research is the gamer who are engaged in mobile gaming and those who download and own a digital gaming product, and those who have knowledge about these products and services. This research will use non-probability purposive sampling technique, with samples drawn using a specific criteria specified by the researcher. In this type of sampling, items for the sample are selected deliberately by the researcher. In this type of sampling, items for the sample are selected deliberately by the researcher. In purposive sampling the researcher choose the particular units of the population for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole (Kothari, 2009).

Data Collection Method

In this study the information was collected using a questionnaire. The design of the questionnaire is influenced by a number of factors, including the type of research being conducted and the way in which it will be conducted (Proctor, 2000). Designing the questionnaire involved identifying the specific information needed to accomplish this study's objective, the correct phrasing of the questions, the sequence in which the questions would be arranged, and the layout that will best serve the research objectives (Zikmund, 2003).

Operational Definition and Measurement of Research Variable

1. Accessibility is define as the condition to be, met by environments, products and services to be understandable, usable and workable for all people.
2. Price as the amount of money expended by the buyer to the seller in exchange for any product and service, that is, the amount charged by the willing seller for a commodity is refer to as its price, which includes cost and the profit margin.
3. Enjoyment has been extensively, shown as a strong determinant of the intention to use hedonic information systems.
4. Social Interaction is Encourage positive social to among players are beneficial to social skills development and overall socialization.
5. Achievement is divide by two definitions, from the perspective of the achievement system, an achievement appears as a challenge consisting of a signifying element, rewards and completion logics whose fulfilment conditions are define through events in other systems (usually games). From the perspective of a single game, an achievement appears as an optional challenge provided by a meta-game that is independent of a single game session and yields possible reward(s).

Data Analysis Method

Correspondence Analysis

Correspondence analysis is an interdependence technique for dimensional reduction and perceptual mapping. CA examines the relationship between categories in a contingency table, the cross-tabulation of two categorical (non-metric) variables. CA can be applied to any contingency table and portray a perceptual map relating the categories of each variable in a single perceptual map.

RESULT AND DISCUSSION

Result

The data for this research were acquired by distributing questionnaires to 100 respondents as a sample that randomly picked among mobile gamers in Manado city. Then the raw data from all those respondents are gathered and processed to find the measurement of Correspondence analysis.

Correspondence Analysis Results

The purpose of this study is to explore the preference of Gamers in Manado city towards Mobile games and conventional Gaming Platforms. Therefore, this study used correspondence analysis to see the correlation between Gaming Platforms (Mobile games, Console games, and PC Games). Five types of attributes (Accessibility, Price, enjoyment, Social Interaction, and Achievement). The sample in this study consisted of a total of 100 respondents. In terms of gender, the samples consisted of 84 (84%) males and 16 (16%) females.

Table 1. Types of Gaming Platform Product, Attribute and Sub-Attribute

Gaming Platform Product	
1. Mobile Game	
2. Console Game	
3. PC Game	
Attributes and Sub-Attribute	
Accessibility	
1. Easy Access	Easier access.
2. Account Security	Better and more practical security login.
3. Location	Needs certain location to access the game.

Price

- | | |
|----------------------|--|
| 4. Micro-transaction | Cheaper or free access game but have more expensive in-game purchase such as skin, accessories, DLC. |
| 5. Pay to Play | Games are more expensive (deluxe edition) however, once paid and players are free to enjoy in-game features and DLC. |
| 6. Affordable | More affordable hardware/device prices. |

Enjoyment

- | | |
|------------------|---|
| 7. Comfort | Comfortable when played for a long duration. |
| 8. Feature | More game features and a wide selection of variations. |
| 9. Visualization | The game is attractive and has good visualization, control and comfortable. |

Social Interaction

- | | |
|------------------|--|
| 10. Community | More in-game interactions with new people. |
| 11. In-Game Chat | Easily interact with other in-game players |
| 12. Information | Can exchange information in certain game events. |

Achievement

- | | |
|-----------------|---|
| 13. Entertain | Satisfaction in playing the latest games. |
| 14. Earning | Can get material benefits from playing games. |
| 15. Competitive | Get achievements in tournament events. |

Source: Data Processed

Table 2. Overall Summary of Correspondence Analysis

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Standard Deviation	Singular Value Correlation 2
					Accounted for	Cumulative		
1	.382	.146			.931	.931	.010	.035
2	.080	.006			.069	1.000	.010	
Total		.152	112.160	.000 ^a	1.000	1.000		

a. 28 degrees of freedom

Source: Data Processed

The inertia can be considered the amount of (correlation) correspondence between the data points of the variables in the analysis. Higher inertia means the themes in the analysis are highly related and that correspondence analysis can obtain an acceptable solution. Recall that a minimum threshold for an inertia value for an acceptable solution is 0.15.

Correspondence analysis decomposes the overall inertia by identifying a small number of dimensions that represent all the locations of the data points well. The decomposition process involves using the row and column profiles of a two-way frequency table to display the correspondence (similarity or association) of objects (Gaming Platform) and a set of descriptive characteristics or attributes (Immersion).

Number of Dimensions

For this application, 100% of the inertia was explained by two dimensions. This is shown in Table 3 (bottom of cumulative column = 1.000), which indicates that two dimensions capture 100% of the inertia. Hair et al (2009) recommend retention of CA dimensions until the total inertia is greater than 0.15. Inspection of Table 3 shows that the sum of inertia of dimensions 1 and 2 is 0.152 thereby satisfying the rule of thumb.

Table 3. Interpretation of the two-dimensional solution

Gaming Platform	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		Total
					1	2	1	2	
		Overview Column Points ^a							
Mobile Game	.340	.396	-.108	.082	.518	.142	.980	.020	1.000
Console Game	.343	-.027	.231	.065	.003	.655	.050	.950	1.000
Personal Computer	.317	-.395	-.134	.006	.480	.203	.970	.030	1.000
Active Total	1.000			.152	1.000	1.000			

a. Symmetrical normalization

Source: Data Processed

Before inspecting the perceptual map, we need to establish which points are satisfactorily displayed in the two-dimensional perceptual map. First, look at the last three columns of Table 4 (right side of the table). The columns labeled 1 and 2 are the inertia values for dimensions 1 and 2. The far-right column, labeled as Total, is the total of the values in the columns for dimensions 1 and 2. The entries in the columns can be interpreted as an indication of how well a mobile game product (first column) is represented in the two-dimensional perceptual map. In contrast, smaller numbers, particularly those below 0.5, indicate a particular theme is not well represented in the solution. Since all the total values are 1.000 then the attributes are well represented. The same criterion is also used for representing the attributes in the multidimensional perceptual map.

If you calculate the square root of the inertias, it can be interpreted as a measure of the extent to which the company is correlated with the dimension under consideration (represented by a particular column). A general rule of thumb is that inertia of 0.5 (square root = .7) or more is a strong association, and inertia of 0.4 (square root = 0.63) is a moderate association. Using the suggested rules of thumb leads to the conclusion that Mobile Game and PC Game is closely associated with dimension 1 while Console Game is closely associated with dimension 2.

Table 4. Overview Row Points

Attribute	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		Total
					1	2	1	2	
Access	.067	-.403	.108	.021	.105	.028	.981	.019	1.000
Security	.065	-.491	-.108	.011	.152	.027	.987	.013	1.000
Location	.066	.203	-.224	.008	.026	.118	.751	.249	1.000
Micro-transaction	.059	.470	.099	.009	.127	.021	.988	.012	1.000
Pay to Play	.067	.045	.180	.006	.001	.077	.813	.187	1.000
Affordable	.056	.663	-.397	.003	.239	.316	.911	.089	1.000
Comfort	.065	.281	.265	.009	.050	.163	.906	.094	1.000
Feature	.071	-.278	-.039	.015	.054	.004	.995	.005	1.000
Visualization	.074	-.310	-.078	.011	.069	.016	.983	.017	1.000
Community	.063	.377	.035	.017	.087	.003	.998	.002	1.000
In-Game Chat	.070	.072	.056	.015	.004	.008	.859	.141	1.000
Information	.068	-.325	-.201	.001	.070	.099	.806	.194	1.000
Entertain	.072	-.094	.088	.015	.006	.020	.807	.193	1.000
Earning	.070	-.071	-.029	.008	.003	.002	.957	.043	1.000
Competitive	.067	.103	.203	.007	.007	.099	.513	.487	1.000
Active Total	1.000			.152	1.000	1.000			

a. Symmetrical normalization

Source: Data Processed

A value in excess of 0.5 in the Total column (see Table 4) is considered evidence that the theme is well represented in the solution we can also see that all the attributes are well represented in the multidimensional solution. The total value of dimensions 1 and 2 for all the attributes is 1.000 thereby satisfying the overall rule of thumb of 0.5. All the attributes have a strong association with dimension 1 with Feature (1.000) and Entertain (.1000) being the highest. All of the attributes have a weak association with dimension 2.

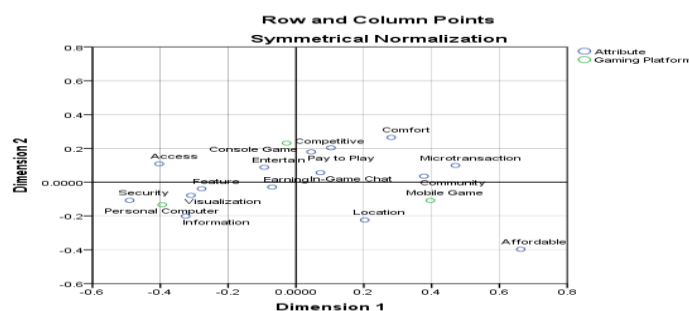


Figure 1. Perceptual Map of Gaming Platform and Immersion Attributes

Source: Data Processed

We can conclude that the results from Comfort, Competitive, Pay to play, and Entertain are the closest to the console game. This shows the similarity between Comfort, Competitive, Pay to play, and Entertain which has a strong correlation with the Console Game.

For example, Console Games have many competitive individuals that are very popular and very entertaining. The last is the result of Security, Visualization, Feature, and Information, which is closest to Personal Computer. This also shows the similarity between Security, Visualization, Feature, and Information, which is a strong correlation to the Personal Computer. For example, there is a lot of information about Personal Computer game events that can be shared if there is a PC game release event that is popular and eagerly awaited.

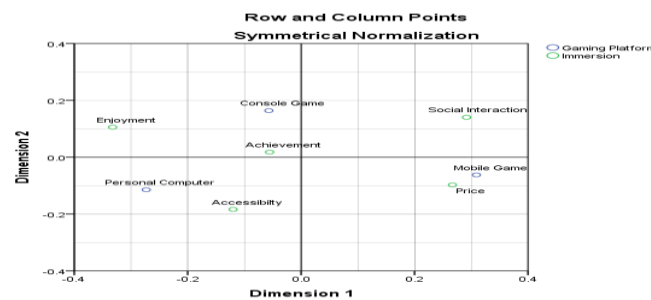


Figure 2. Perceptual Map of Gaming Platform and Immersion

Source: Data Processed

From figure 2, we can see that Personal Computer is positioned closest to Accessibility, and Enjoyment. Console Game is positioned closest to Achievement. And Mobile Game has a relatively close position with Price and Social Interaction. Based on the perceptual map (Figure. 2), we can conclude that PC Gamers have a strong interest (Immersion) in Accessibility and Enjoyment. Console Gamers have a strong interest (Immersion) in Achievement. While Mobile Gamers have a strong Interest (Immersion) in Price and Social Interaction. One of the ways to evaluate the results of the correspondence analysis is by looking at the value of the inertia contribution given by the main axis.

Discussion

Based on the data gathered from 100 gamers in Manado city, the researcher found that Gamers in Manado city has a relatively high Interest (Immersion) in two Gaming Platform, which are Mobile Game and Personal Computer Game, while Console Game on the other hand has a very low degree of Immersion on all five Immersion Attributes. This is evidence that Respondents (Gamers) has low Interest for Gamers in Manado city compared to Mobile Game and Personal Computer. This finding also shows that the Emergence of Mobile Game able to dominate the Immersion of gamers in Manado city compared to conventional gaming platform (PC game and Console Game) this research also shows that the stereotypical gamer has changed.

Accessibility

In this study, Accessibility is break down into three attributes to match the context of this research. These attributes are Access, Location. Based on the results of Correspondence Analysis, the study found that Accessibility is closely associated with PC Gaming (Figure 4.5). PC Gaming has the highest score in Security. This can be attributed to the fact that PC Gaming has better account security in comparison to the other gaming platform for example Steam (Game Market) has better security and account protection, but it is only available on PC.

Price

Price is breakdown into three attributes to match the context of this research. These attributes are Micro-transaction, Pay to Play, and Affordable. Base on the results of correspondence analysis the study found that Price is closely associated with the Mobile Game Platform. The mobile game has the highest score in Affordable. this can be attributed to the facts that mobile Game is a platform that affordable to all people, this can be proved that people have Smartphone, and most of their smartphone is compatible to popular games such as Free Fire and Mobile Legends.

Enjoyment

Enjoyment is breakdown into three attributes to match the context of this research. These attributes are Comfort, Feature, and Visualization. Based on the results of correspondence analysis, the study found that Enjoyment is closely associated with PC Gaming. Personal Computer Gaming has the highest score in Visualization. This can be attributed to the facts that PC Gaming is a gaming platform that has better graphic quality in comparison to other gaming platforms, also many games run smoothly on PC gaming instead of another game platform, and as claimed by the developer that video game in PC gaming is quite easy in optimization in comparison to other gaming platforms, Optimization in other hand is minimalize Bug and Glitch in-game. It is because PC Gaming has better specifications (Chipset, graphic card, RAM, and Memory) than other Gaming Platform.

Social Interaction

In this study, Social Interaction is breakdown into three attributes to match the context of this research. These attributes are Community, In-Game Chat, and Information. Based on the results of correspondence analysis, the study found that Social Interaction is closely associated with Mobile games (Figure 4.5). Mobile Game has the highest score in Community Attribute. This can be attributed to the fact that Mobile Gamer has the biggest Gamer Community in comparison to other Gaming Platforms. In Indonesia, such as Mobile Legends Gamer Community that is the biggest gamer community in Multiplayer Online Battle Arena (MOBA), PUBG Mobile and Free Fire Gamer Community are the biggest gamer community in Battle Royale genre, and Genshin Impact gamer community are the biggest gamer community in Multiplayer Massive Role Playing Game (MMORPG) genre. All of this gamer community are only available in Mobile Games.

Achievement

Game achievement is divide into two definitions, from the perspective of the achievement system an achievement appears as a challenge. In this study, Achievement is breakdown into three attributes to match the context of this research. These attributes are Entertain, Earning, and Competitive. Based on the results of correspondence analysis, the study found that Achievement is closely associated with Console Game. The console game has the highest score in Entertain Attribute. This can be attributed to the fact that gamers doing a challenge to achieve their objectives to satisfy them. Also, Gamer has been feeling satisfied by play exclusive game in console Game, while they playing an exclusive game on the console it can be an achievement for them, and then they pride to share their achievement to the gamer community.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussion from the previous chapter, some points can be concluded, which are:

1. Gamers in Manado city Immersion regarding Mobile Gaming Platform is strongly correlated with Price Attribute, it is because Mobile Gaming Platform is most affordable gaming platform in comparison with another gaming platform. Also, most of the popular games in Mobile Gaming Platform are free, Developer of Mobile Gaming Platform offers in-app purchase (Micro-transaction) such as Item, Weapon, Clothes, Skin, and so on, it is different with video Game on PC Game, the developer offers Pay to play for their games, and it also offers in-game purchase, so it is like we spent more money while playing PC Game than Mobile Game. Mobile Gaming Platform Also strongly Correlated with Social Interaction Attribute, it is because Mobile Gaming Platform's Players has huge Gamer Community in comparison to other gaming platforms in Indonesia, with their game popularity and their community, new player of Mobile Gaming Platform is quite easy to find other players regarding what games they play, it is different with other gaming platforms, it is quite hard to find a player that wants to play with, it is because of their gamers community not huge like Mobile Gamer community.
2. Gamers in Manado city Immersion regarding Mobile Gaming Platform has a moderate correlation with achievement Attribute, along with technological advances, Mobile Game Players can stream their gameplay into Gaming Community Social Media such as Twitch, Facebook Gaming, Youtube Gaming, Microsoft Mixer, or general social media such as Instagram, Facebook, Youtube. They can stream their gameplay to gain fans (Followers, Likes, Subscribers), or they can stream their gameplay to earn money (Donation, Item,

- Membership). Even Console Gamer and PC Gamer can stream their gameplay before, the emergence of Mobile Gaming platform can change the market streaming platform.
3. Gamers in Manado city Immersion regarding Mobile Gaming Platform has a relatively low correlation with Accessibility Attribute. Even Mobile Gamer can play anywhere they but they need an internet connection so it is not like anywhere they want, as they have an internet connection they can play the game. And then Mobile Gamer has not got access more like PC gaming it is because of their size of the game itself or lack of gameplay exploration, it can look on some Game genre like Open World genre. Besides, Mobile Game has lack Account Security it can be seen that on the internet that many Scams, and cyber espionage case. It appears that Mobile Game is not a secure gaming platform. The relativity low correlation with enjoyment can be caused by lack of feature that offered to mobile games compared to other conventional gaming platforms, then mobile gaming platform is not comforting enough comparing to other conventional gaming platforms, also Mobile Games graphic quality that is not qualified enough comparing to other conventional gaming platforms

Recommendations

Based on the results of the study, here are some recommendations, which can be applied:

1. For Mobile Game developers, it should be noted that to improve their game's Account Security. It should minimize Scams and Cyber Espionage cases, to give Mobile Gaming Platform's players more security so they do not need to worry about making an in-app purchase for their game.
2. For Mobile Game Developers, even though they have developed a great and smooth visualization in a certain game but they have to add an extra feature to maximize the experience and the enthusiasm while playing the game. After they are done with it, they have to make it balance with optimizing the game so that it can be played in the medium-end specification of smartphone devices.
3. For Mobile Game Publisher, even their game has huge community such as Professional Player and Streamer, it should be noted that to give support to the community like in-game vouchers or items for better community environment, and give beneficial for game Publisher and Community

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