

Chapter 7


Digital Games in Mobile Platforms and Archetypes: A Qualitative Evaluation on Mobile Legends Bang Bang

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ABSTRACT

Digital games experience growing demand and are available on multiple platforms such as PC, consoles, and smartphones. Smartphone-based games eliminate constraints of time and space, making games continuously accessible. This study focuses on Mobile Legends: Bang Bang, a MOBA (Multiplayer Online Battle Arena) game playable on Android and iOS devices. MOBA games involve 5v5 team battles where players select heroes with distinct roles, abilities, and backstories, aiming to destroy the opponent's main tower. The study employs descriptive qualitative analysis to examine in-game characters through the lens of archetypes, using predetermined thematic classifications to identify patterns and relationships within the data.

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INTRODUCTION

We are currently living in a world order where the traces of digitalization permeate every aspect of life. The boundary between the physical and digital realms is becoming increasingly blurred, allowing individuals to fulfill their need for social interaction in various ways. This variation refers to the effort to establish a presence in the virtual space—a pursuit that can be either individual or collective. Regardless of its nature, whether individual or collective, this pursuit is a manifestation of personal preference.

Individuals can fulfill their socialization needs within virtual spaces according to their own choices. One such domain of social interaction in the virtual environment is digital games. Digital games serve as a medium that shortens the distance between reality and virtuality, offering individuals access to an entirely new world. Within this medium, individuals may choose either to socialize solely in the virtual domain or to carry these interactions into the real world. Digital games are not solely spaces for social interaction; they also constitute environments where the past and future converge, transcending the concept of time. Within a digital game, the player may experience a simulation of the past or engage with a future designed by the game's developer. Once again, the player's agency and preferences play a central role in shaping this experience. Engaging in a digital game also involves experiencing multiple emotions either simultaneously or at different points in time. These emotions are often accompanied by a positive mental state, primarily derived from the pleasure of gameplay. This positive affect plays a crucial role in maintaining a sense of flow within the game. The establishment of flow, in turn, enables the player to become detached from notions of time, space, and physical environment.

What is a Digital Game?

Digital games have emerged as a significant phenomenon in the lives of many individuals, driven by technological advancements and the growth of the digital game industry. Frasca (2001) defines digital games as entertainment software consumed by one or more players through computers, mobile devices, or consoles, built upon images and texts, and requiring specific technological hardware and software. With the development of the digital game industry, certain stereotypes—such as digital games being predominantly played by adolescent males or containing mostly violent content—have gradually begun to diminish. Today, digital games constitute a massive global industry, boasting billions of players and followers worldwide. This industry encompasses not only the names, producers, and developers of the games but also includes brand value, technology, design, narrative, visual and auditory diversity, gaming peripherals and devices, distribution, advertising and marketing networks,

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