The Context of Video Game in Social-Culture Observation in Indonesia

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ABSTRACT: The video game industry has a relatively short history if it is compared to other media industries, such as the film industry, which has a history more than a hundred years. The first video game industry is operated video game coin, Galaxy Game in 1971, this industry is forty years old. Of course, video game is developed previously, but it is not used for business transactions between providers and consumers. Research about playing video games has been widely done and is generally done by urban communities. This study is conducted to explore more information about the culture of playing video games in the perspective of the Leisure Class Midle Lower in Jember District. There are 16 informants who will be the source of data derived from militant gamers. The theory used is Leisure Class Thorsnton Veblen. The results of research, some gamers feel that playing video games initially just fill the spare time, some of them are invited by friends, but eventually playing game becomes habit. The habit of playing this video game is initially introduced by friends of elementary school age, usually on holidays or after schooling. After getting adult, they can not escape from the habit of playing video games and play the games on the phone. This fact shows that playing video games becomes part of daily activities, and filsl spare time.

Keywords: culture of playing; video game; leisure class; social-culture observation

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I.   INTRODUCTION

Video games are loved by all people, especially young people. This is because video games are the most complex toys ever made and much more responsive than any other toy ever found. Research by Ralf Terlutter and Michael L Capella mentions that the survey results conducted by Pew Internet and American Life Project is that 97% of adolescents aged 12 to 17 years old play digital games, with 99% of boys and 94% of girls according to the survey, about three quarters, teenagers play games with others (Lenhart, 2008).

Observations by Jansz and Martens (2005) on LAN (local area network) reveal that 96.5% of participants are male. The relationship formations built in video games show different numbers, Cole and Griffiths (2007) explain that boys are more likely to make friends in the digital world. In China based on research conducted by Yung Kyun Choi, games featuring audio and visual stimuli are an interesting medium, for example action video games require the audio-visual process quickly and respond more quickly. According to Detenber, Simon and Benneu (1998) assert that visual stimuli such as motion in video games that will increase the physiological passion level of video game players.

Clare Bradford's research entitled "Looking for my corpse: Video Games and Player Positioning" describes that like all forms of culture, video game games reflect the social aspects, where they are produced, shape perceptions of players and promote values implicitly and explicitly. When someone plays a video game, they do so because the embodied subject whose identity is shaped by the culture where they are, the circumstances of their life experiences, their particularities, abilities and interests. Like books and movies, video games are not a system of meaning to be opened or translated, whereas players behave like readers and movie viewers because they negotiate meanings dialectically, so no one of two game experiences are exactly same. This research is begun by the writer who sees the first phenomenon, the number of children switching from traditional games to modern games. Either children or adolescents from elementary school, junior high school until college, they sit for hours playing games online either morning, afternoon, or night. This situation is found both in urban and rural environments. Just a different way, the way of gamers to spend time playing in the context of village life is very different from life everywhere as an example, in a rural community, when we look at game rental homes, we often see one child playing while the other participate as a spectator, they enjoy each other together in playing video games. Similarly, what happens in Jember regency, this phenomenon is very different if in the city each child enjoys in his own world and does not together enjoy the game with friends around him. The second phenomenon is the emergence of internet business (internet shop) in the villages, for

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the villagers, opening the internet business is felt the easiest and cheapest with financial 10 million, they can open a internet business, as well as that happens in Jember, even though many areas that use the service of internet network hotspot, but internetbe still be favorite, it is marked by the number of internet shop visitor that is every day crowded (beritabisnis.com, 8 February 2009).

The study conducted about video game in rural area precisely in District of Ledokombo done by Triono Akmad Munib and friends (2011) shows that Sub-district of Ledokombo area is the area that are many internet shop industrie that presents modern game (video game), it is marked by internet shop SS Net, internet shop of the residence of Mr. Herman, Mr. Mulyono, and Mrs. Ginten. Many children's holiday activities are spent in the home of the Play Station. Many of them get permission to study Al-Qur'an and to take course, but in fact they play the video game. The presence of *Tanoker* only about 30 percent can reduce playing video game, this number is still very small, it means that children in Ledokombo sub district still like video game.

Another study of the *Tanoker* Ledokombo Community is conducted by Velayati (2014). Based on the results of his research, he explains that the presence of Tanoker Ledokombo play a role in social change, the it's way is by the cultural approach and carry out guidance and introduce the game *egrang* at once accompanied by musical instruments, so they can get to know the traditional games that are requirement of local cultural values. The emerging changes is usually begun from individuals such as the change of individual consciousness and the collective consciousness. As the emergence of cooperation in the family, between villagers in District of Ledokombo, and with communities outside the District of Ledokombo.

Researcher wants to describe the social and cultural conditions in Leisure Class Theory. Leisure is the activities, friends, and the means related with the activities chosen freely to achieve personal satisfaction or pleasure. Generally this activity is an activity that people need (Innurtrisniyati, 2008). This theory explains about a person's behavior in using his spare time. In its development the definition of leisure is defined as a class of "spenders", which spend a lot of cost in order to actualize the desire in the use of time. Therefore, the group called
leisure class make their lifestyle a part of their identity.

The study attempts to understand playing with two different concepts: playing is as a universal culture because it plays an important role for human nature, and plays a fun activity that refers to the motions that a person makes when playing a game. Two different things that want to be studied are playing video game with modern game device by playing with traditional game device and cultural approach with Tanoker Ledokombo community, in the middle lower society as an activity in his spare time.

II. REVIEW OF LITERATURE
2.1 *The Leisure Class Theory*
Leisure is the activities, friends and means related with chosen activities freely to achieve personal satisfaction or pleasure. Generally this activity is an activity needed by humans. Vablen (Ritzer, 2012) is critical of a class that has spare time, because of its role in wasteful consumption habits. The word leisure comes from the latin language *licere* which means permitted. From *licere* changes to French word *loisir*, which means free time, and English license, which means permission. So literally, leisure means freedom of action. The diversity of meanings of leisure commonly known (Kraus, 1971), says the word leisure has four meanings, (1) related to the classical view, (2) the concept of leisure as a function of social class (3) the concept of leisure as a form of activity and (4) the concept of free time as free time (Kando 1975: 21). Other opinions expressed by Larrabee and Mayersohn (1958) leisure can mean (1) freedom of opportunity to do something (2) opportunities afforded by freedom of choicing residence, (3) have time for self (4) deliberation (Kando 1975: 22). Berger (1962) looks at two definitions with their own traditions. One tradition comprehends leisure as a spare time, or a time is not intended to do the work. Other older classical traditions view leisure as self-development and preoccupation with higher values of life, each tradition considers that leisure is as a time not specialized to paid work, and convenience is self-cultivation and preoccupation with a higher life value.

Smigel (1963) recognizes two definitions of leisure. First, leisure is free time as freedom from need to be "busy", and second leisure is as unoccupied time. Essentially Smigel and Berger refers to the same division, Berger talks from a classical tradition that views leisure as self-breeding, meditation, as in Aristotle's theory, Smigel notes that a concept of leisure is a kind of "freedom". Essentially, the two writes refer to a classical and normative concept of leisure as conveyed by philosophers, cultural figures, reformers, they consider that leisure is as ideal. An alternative concept known by both writers is same, that is leisure. The distinction of leisure, there is the use of the term normatively or classically and there is the use of descriptive and empirical. The second use avoids philosophical promblems and only revolves around what people do in their leisure. The empirical use of this leisure word is more understandable to many people.

The difficulty in defining leisure does not stop at only this point, both Berger and Smigel recognize the vast differences that must be made between the classical and other views, they are also at loggerheads over the spare time or activity. For this reason, the discussion of Krauss's definition is one of the few complete

discussions. In addition to the introduction of the classical concept of leisure and the ancient Greek philosophical tradition, Krauss distinguishes between the concept of leisure as a form of activity and leisure as a spare time. The view that leisure is a non-working activity is a fairly common view. The example proposed by Dumazedier (1967) defines leisure as an activity other than the obligation to work, family and society, where the individual changes at will. In other words, when leisure is used to indicate activity, the term becomes more or less synonymous with recreation (Kendo, 1975: 21).

2.2 Playing and *Game*

The definition of playing is various such as leisure and recreation. The sociologist Kaplan (1960: 20) who tries to establish playing for children and recreation for adults, writes that playing can mean "action / light action, informal, making believe such as playing with children, (or) presentating more formal, having stylish, being intense and even being more serious on some aspects of life on a stage. "Psychologist Piaget tries to make a definition of playing in fundamental psychical processes. Demonstrating that human activity can range from assimilation (to environmental stimuli) to accommodation (over the environment), he argues that "playing is begun immediately after assimilation of the most influential (Peaget 1958: 71-72). Historian Huizinga (1949) traces the element of playing through age, sadly concluding that this element has shrunk and is increasingly ignored in contemporary civilization. Playing, according to Huizinga, is a universal culture because it plays an important role for human characteristics-homo ludens. This term is used by writer in the broadest sense, as the antithesis called serious activity, "fun" activity whereas playing and to play are used more narrowly, games - theoretical meanings - refers to the motions of someone when playing the game. The essence of this non-systematic definition selection is that the meaning of the concept of playing depends primarily on the analytical purpose for which it is used.

The difference between playing and game is intuitively proven when playing is compared to the famous title recently Games People Play (Berne, 1964) or with the label "game theory," both really show a very serious activity. The term game seems easy to be applied to all activities - war games, game status, live games, or more conventional ones, football games, bridge games.

The game relates to the ancient German *Gaman*, which means excitement, so the original meaning of the game is not far away from the meaning of playing, such as fun, spontaneous, not serious activity. For example, although the standard definition distinguishes playing from the game by interpreting playing as a particular example of the game (Von Neumann and Morgenstern, 1944: 49), Goffman and other sociologists tend to use the two words in turn. Playing and game games are seen as part of recreation, as a fun activity, as opposed to words of earnest activity. However, social scientists have determined that the meaning of playing and games are increasingly different. Generally the game refers to a form of activity that is highly structured, organized and arranged if it is compared to playing, which in turn it is more spontaneous, free, like a child. The distinction by Mead playing and games has been explained. Other sociologists have developed the distinction. Stone (1962), one of doing it, explains that child game involves a misrepresentation of self, which is only a fantasy, while the game involves a serious assumption of a new real identity. What these things mean is that games are generally considered more complex and more intellectual than playing. Game theory illustrates this more clearly.

2.3 *Games* in Indonesian People Context

The development of internet business (Internet shop) in Indonesia is always crowded, the majority of people who come to Internet shop is more who play games, especially online games, trend of this game began to be known in the beginning with what we call *nintendo* or playstation that does not require connected to the internet. In the 2000s online games begin to take the game industry. Online games require gadgets or PC (Personal Computer) that must be connected to the internet.

In Indonesia the public interest towards the game is so great, especially there are more than 15 million online game users and there are about 3000 developer companies and 20 online game publishers in Indonesia. At first glance online game is known as Massively Multiplayer Online Game (MMOG). Multiplayer in the context of the game is played by more than one person, while the online game is a video game and involves internet connection, so the understanding of massively multiplayer online game (mmog) is a game system like video games that do not require internet connection, but because of internet connection cause many players in the game can come from our country or another country. To play it, every player must install software from the game.

MMOG development is begun in 2001 that the emergence of *Xbox* by *Microsoft*, *Sonny* develops a *PSP or Playstation Portable*. In 2004 the *world of warcraft* emerges. Subscribers who access reach 10 million subcribers. The number is fantastic, then MMOG now offers *lets get rich* that is a program that when we play the game can be connected to the whole world and play it at the same time. When we examine from the business

side, the development of games in Indonesia is very rapid and generate opportunity of new business with the sale of new online games.

According to a survey of Indonesian Internet Service Providers Association, the number of online game players in Indonesia reaches fifteen (15) million people, six million of them are militant players, it means that people who play online games every day. Militancy of playing this online game is caused by the identification between the actual self and the virtual avatar (Suryajaya, 2014).
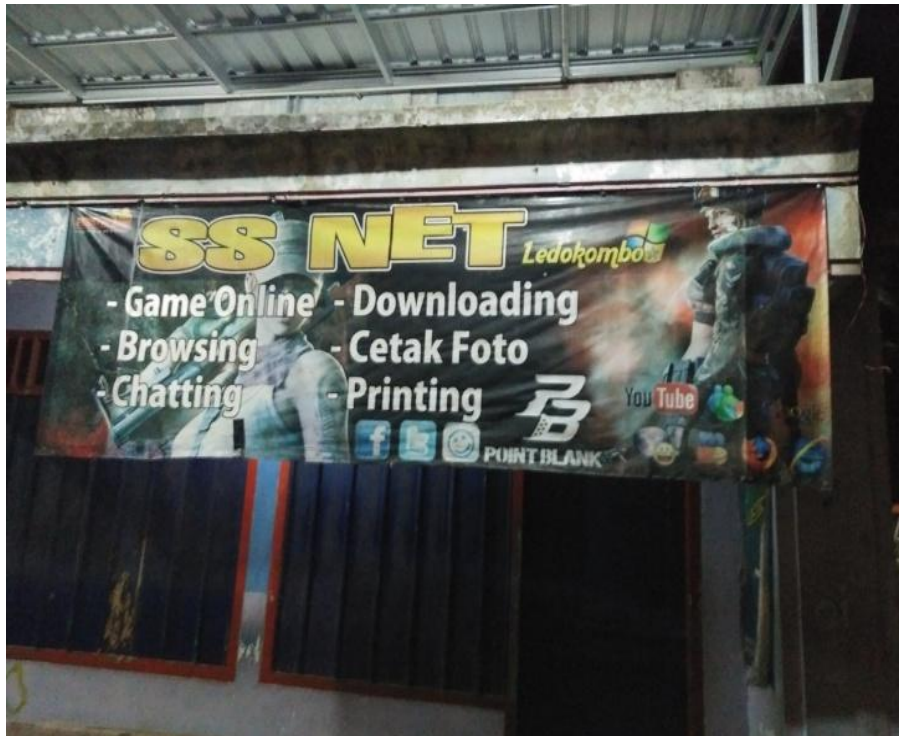
III. METHODOLOGY

This research uses ethnography method. The ethnographic research approach is used to describe, interpret and understand the characteristics of social settings with symptoms of various cultural and interpretative or expressions and adopt an emic approach, it means that researcher interpret data from the perspective of people in the researched settingculture (Flick Uwe etc 2004: 224). The use of ethnographic methods is because the theme and setting of the research match the ethnographic characteristics such as (1) playing activities by children in the modern game psychologically through observation, will illustrate the different concepts of playing, the importance of playing in the stage of life become a necessity, playing is also described as an excessively important exertion of energy, to achieve satisfaction or as a need for relaxation (Huizinga, 1938: 2). This is related to the socio-cultural phenomenon of the community, (2) the researcher conducts unstructured observation and data collection that describes the society with cultural life giving meaning to the game, and (3) data analysis based on explicit interpretation of a meaning and action functions based on emic approach, then the result of the process is a description of a social phenomenon.

Methods of data collection in this research include in-depth interview techniques, and participant observation. In-depth interviews are a series of open-ended questions used to obtain detailed or descriptive information from individuals about the research topic (Kalof, Dan Thomas Diez, 2008: 120). The researcher takes part of the situation and feels how people's feeling is in the situation, which means to unite to the reality of the people earnestly and totally unified. Operationally, in-depth interview is flexible, the questionnaire can be changed at the time of the interview and adjustable to the needs and conditions of the interview, it is possible to the interviewees to define themselves and their experience and use their own terms based on the researched phenomenon. For that, in depth interview is always strived for the subject of research not only answer honestly but also quite complete, described and encouraged to express all his feelings freely and comfortably. In depth interview in this research is important, especially to reveal life experiences that emphasize symbolic constructions (personal views) and contextual (social outlook). The group that becomes the object of this research analysis is game lovers that include militant gamers as many as 16 people, six members of the tanoker community and one companion. there are four persons of Owner of rental house. The second technique used by researcher in this research is participant observation. Participant observation where researcher immerses himself in research, regarding to the people they observe, and active (participants) in settings (Kalof, Dan Thomas Diaz, 2008: 115). The focus of the observations includes observations to enrich the information in collecting the information of this research, looking at the activities of gamers and Tanoker community. The technique of data collection or data source uses snowball. For the number of informants, at the beginning of this research, this research does not limit the number of informants interviewed, because the important one is how far the data obtained has been "saturated" and not found anymore the new things in the field.

Data analysis is the process of arranging the data sequence, organizing it into a pattern, category and basic description unit (Patton, 1980: 268). While Bogdan and Taylor (1993: 21) define data analysis as a process that details the formal effort to decide the theme and formulate what is sought. In this research, the process of data analysis is done at the beginning of the process of data collection in the field that is by doing the process of clarifying the data obtained from the documentation with the results of observation and initial interviews in the field. Each result of the analysis is linked and redeveloped with the subject of the study by going through the process of data collection continued with the research informant. To answer the focus of research, all data obtained, such as data from interviews and observation data, are arranged in transcript form. After the transcripts are completed, they are sorted on themes by searching for key words as revealed by research informants to build relevant concepts to the research theme. After the stage is completed, then categorization is done based on research concepts. The next step is to make a description of the research issues that are analyzed and interpreted based on the research focus. Then the researcher tries to construct propositions on the basis of findings / data and compares between findings and theories, previous results or information from experts. To obtain data about the dynamics of a village with its existence and become a place of the game industry, based on research perspectives initiated in this research, namely qualitative research, and ethnographic approach used, so the analysis technique used in this research is qualitative analysis techniques.

IV. DISCUSSION

Video game is a very popular game nowday. As delivered (Suryajaya, 2014), Video games, is the advanced form of pop culture now day. Unlike movies, music and comics, video game is a form of contemporary pop culture that is most capable of producing and reproducing culture and ideology in the minds of its plyers. The computer game study approach uses arranged method in cultural studies used to study popular culture. In this habit / tradition, it is generally said that popular culture is understood as an important side either circulation or its denial of dominant ideology. Cultural Studies show us the ways of thinking about media consumption, identity and fun in everyday life. This broad approach will find focus through the emerging traditions of the New Media Study. Namely media studies that take digital media as the object of research, but it is new thing where this process has the effect of reconfiguring the tradition of media review itself.

This condition is where video games is plyaed in the village of Ledokombo where it is very humid and sit without chair, they enjoy the game online of Mr Antok's rental house which is open from early morning until the night, especially on holidays starting early morning already crowded. This rental place is limited only by barriers, and the place is narrow. Besides video game online, browsing, chating, printing, photo printing, and downloading are also served in this place. The culture of playing video games in Indonesia becomes the most popular game, but this condition is full of local culture in the village like on Friday, this place is closed because they do the Friday prayers, as well as in times of prayer such as *dhuhur, asyar and magrib*.

Playing is a fun activity and playing together is a happy thing for children because their world is mostly used to play. This is the difference between playing in the village and playing in the city. One device is used by three children while the sticks are available only for two children, so there is one child who became the audience, for them fun to enjoy the game. the cost of rental will be devided by them, so the cost is cheaper, that happends in the village, the cheap cost can be enjoyed together.

The rental home of Mr. Mulyono's residence is open every day, coming to play not only children after school or on holidays, but also for adults and everyone interested in playing video games at Mr. Mulyono's house. Playstation 2 at Mr Mulyono's home is already based harddisck, so just install it and subscribe to Jember city if the device will be installed. It is quite different by using cassettes, more wasteful and bored, at Mr Mulyono's home there are two units but who holds the sticks there are four children, two more childen just watch it.

Playstation 2 game at Mrs. Ginten's home only opens on Sunday because other day children around Mrs. Ginten's house have activity studying until after sunset. After They play from morning till noon (dhuhur), Mrs.Ginten's child play the game. Mrs. Ginten's PS 2 Rental home is indeed not planned to be rented, so it does not look from outside if there are children playing video game. it is quite different to Mr. Antok and Mr. Herman, who indeed want to open rental video games. Ms. Ginten's rental house is like a regular living room and her PS device is also only one because at the beginning she just wants to buy for her child.

The context of playing video games in Indonesia generally becomes a place for children to use in their spare time. They are together as players and spectators. Holiday is the busiest day at this rental place. Playing video games becomes a new culture for children in Indonesia they play together with a single device played together. Most children get more fun and forget the time. The experience of playing video games of each person will be very different, here is the experience experienced by each informant in playing video games, his experience is as follows:

Fatoni Akbar knows Video for first time when he is child after he is circumcized as a gift and that time he knew is Playstation 1 (PS-1), while playing games is the most fun, and the kind of games like smackdown, fighting because of getting happy of the type of violence. Usually the time is spent to play is when school holidays / free time with friends. His most memorable experience is when he is senior high school student, he is catched by police while playing video game. Actually if there is a ban from parents, try to stop. For the sake of playing games Fatoni skips, but for lying he never does it and the money used to play is his pocket money although he asks to the parents. The types of games that are now preferred are smackforce, adventure and marketing. The most fun when playing is when getting win feels happy and when getting lost is just normal, just curious and there is a desire to continue to play until the win.

For Rio, his first experience playing videogames is when he is in elementary school, and the first kind of game he know is the Playstation-1 football game, GTA and others. that is felt while playing video games is a pleasure for many friends. The time spent playing video games is usually after going home with a friend although sometimes playing alone. When a ban from parents seems to be ignored, he continues to play, and the experience of skipping school has also been for the sake of playing this game while he is junior school. Rio also has the experience of lying, at that time he says goodbye from home to go to study but he goes the place of online games. The money used for the cost of playing video games from his pocket money when he is child and after he is adult, his salary is used to play video games. The types of games that are now favored are the types of MOBA, warfare and adventure. The rules in video game are usually not cheating and using of SARA. A good time is when winning in the game and when losing is very disappointed and keep trying to win. It is like there is an addictive effect pervades to the player / gamer.

First time playing video game for M. Haris Setyobudi, He is still elementary, it is kind of GTA, Naruto, Dragon Ball and others. It's nice to play sometimes quarelling and fighting, but not to continue. The used time is at the night or during school holidays with friends of the community such as NKC (Nusantara Kanto Collection). Haris has ever been forbidden by his parents because he plays video game too much. He never skip for schooling, but he ever lie for the sake of playing video game when he is junior and senior high school, school fee is used to buy equipment such as war-sword wars etc. The type of games that is now played is FEG,

adventure, strategy and DOTA. In the game there are usually rules such as can not manipulate. Feeling when getting win is happy until shout and cursing is when getting lost sometime to quarrel.

The experience of Heru Dwi, for the first time playing video games is introduced by a friend, at that time the PS 1 and Nintendo. The feeling of being in a rental place is happy despite the feelings of anxiety is caught bythe parents. It's kinds such as violent games, colossal games, war movies, football and smackdown. The time usually comes home from school. Playing the first video game is invited by friends and so on come alone. Playing video games alone is fun, but playing video game is more exciting with friends. Prohibition of the parents when he is child exists and there is no prohibition after getting older. School skipping experience has never been done and the experience of lying has been done while he is child. Money to play is usually pocket money when he is adults, he never ask to parents. The type of games that is now usually played are such as soccer games, shooting, DOTA and others. The feeling when winning is very happy and feeling sad is when getting lost and still want to play but the finance is not possible.

For Rahmat Hidayat, the first experience playing the game is when it was introduced by friends and are in the rental place he thinks that he can relieve stress. The preferred game type is PB (Point Blank). Time to play is usually a holiday, but ever nonstop for three days playing online games and parents never forbid, the important one is to remember time. Experience of skiping during school is often until the teacher comes to him. He never lie for video game, and the money that is used for the cost of playing games from pocket money although not having snack, the important one is that can play video games. Until now the type of game ever known other is PS, DOTA 2 and others. The experience felt when victorious in playing video games is happy and proud, and when losing his feelings is just plain because the game is played by group so it is felt together.

Arfian Abdul Malik feels first time playing video games at the age of 3 or 4 years and experience playing in the internet shop at the first year of junior high school. Being in a rental home is very happy and challenging. The type of game is RPS (Rirst PersonShooter) and PB (Point Blank), playing with friends of the community is called Clan Destroyer, there is a ban from parents and feel annoyed but still looking for reasons to be able to play video games. Experience of skipping during school for the game is never, but experience to lie is ever done, getting permission is to course but he goes to Internet shop. The money used to rent in the internet shop is earned from the pocket money. The rules in the game usually should not cheat for example playing bullets that are not endless bullets. There is proudness and satisfied When getting win If getting lost usulaly r is usually emotional and want to reverse the position of the opponent.

Priyo Dwi Utomo's Experience, first time Priyo Dwi Utomo knows the video game when he is 2nd grade elementry school, and play Playstation with the type of game Garen Winning Eleven. He Feels very happy to be in the intrnet shop and can challenge an expert friend in the same game. The types of games that are often played are played sports, football, and PBS. Time spent on average every day is 33 hours if the holiday is usually up to six hours, playing with siblings sometimes with cousins. If there is a prohibition parents, he always avoid and steal time when nap time is used to play games. Pocket money is always used to play. The rules of playing the game really should not cheat, and getting a win is very happy if getting lost he is disappointed and emotion.

An experience experienced by Chairil Anwar, in playing video games, at the beginning it is introduced by a friend at the age of 5 years old, the types of game such as nintendo and super Mario in the internet shop, it is exciting and challenging type of game FPS (First Person Shooter), because they do not have an activity, so he plays it every day till 6 hours and can be 24 hours nonstop for holiday with friends. There is a ban from parents but there are reasons to play. No experience of skipping during school, he has experience to lie when time to study the holy qur'an but he is in the internet shop, money used to play is from pocket money, and now the most popular game is the type of PB (point blank). The rules can not be cheat such as throwing bombs inexhaustible. If getting win he will proud and satisfied, feeling dissappointed is when getting lost and want to challege again.

Experience of Andhita Putra, first time knows video games when he is 5 years old, his presence in the internet shop to add friends and to learn to paly the game to a friend who is smarter / good. The game type is the wither. If the normal day is 6 hours and holidays can be 9 hours. There is a ban from parents, and go to the internet shop usually with relatives. Experience of skipping school is never, lie to the parents is ever done, getting farewell to recite the *holy qur'an* but the reality in the internet shop. the cost for renting in the internet shop is usually from pocket money and when getting adult is by using own money. The type of games that are now often played is the type of RPG (Role Playing Game), the rule is not to play cheats. And when winning in playing video games his feelings are happy and proud while when he loses he gets upset and excited and thinks of defeating his opponent.

The first time to know a video game for Dedi is when he is elementry school, it is known as CTR, being in the internet shop is not only to add new friend but also to form the community, and playing the game so often is DOTA2. When a normal day needs 4 hours and on holidays can be up to 12 hours with friends. Experience of skipping during school is never done and ever liying when time for taking nap is used for playing game. Money used is from pocket money and after getting adult and having job he use from salary. The favorite

game right now is MOBA (Multiplayer Online Batle Arena). The rules that often applied are not to cheat and trash talk or dirty words. When he wins, he feels happy and proud. If he is defeated, he usually correct error.

Another experience expressed by Achmad Fariz Setiawan first knows videogames when he is five years old, being in the internet shop is a fun place because there are many friends and can learn to them who are more good in playing game, at first time he loves the kind of game like type DOTA 2 and the time used to play every day usually a normal day is 6 hours and on holidays can be 12 hours. Playing it is with cousins and friends, if there is a ban from parent, there is usually a feeling of annoyance and still forced to play. He has the experience of skipping during school, when there is a class meeting he goes to the internet shop while having collage also ever skips for the sake of playing video game. The experience of lying is also experienced when there is course class but he does not go to the course place but to the internet shop instead. The money used to rent is from pocket money and is also gotten from the pockets of parents' pants to play video games. he prefers the game type Dota 2 at that time and now I like MOBA. The rules in playing game may not cheat. If he wins he feels happy, proud and has a chance to bully his opponent, and if he loses, annoyance and tries to correct errors in playing.

Mijil's experience is when he plays video games with friends, and his feelings is fun and exciting. Types of games played are off line and online such as Play station and online games. Time used to play is usually an average of 2 hours. Sometime he stops several minutes and play facebook and play game again. It is quite different to holidays such as fasting month, playing video game can be nonstop from 5 am until afternoon. Sometimes he play alone, sometime she plays with the group, the parent's ban is not ignored because he is addicted.

The experience of skipping during school is never done, but the experience of lying is ever done, as a child, he gets permission to go to study, but the reality he goes to internet shop. The money used to go to the internet shop usually is from pocket money, on the weekend Saturday and Sunday the money is used to play video games. The most preferred game is PB / Point Blank. The rules are usually from the internet shop, if playing the game may not cheat and open a pornographic site. His experience when he is victorious, he is very happy and if he lose, he is disappointed.

Alfi's experience is first playing video games introduced by a friend, playing online game is when he is junior high school. In the café his feeling is very happy because he can interact with other players and can also evolve. Types of games that are often played is RPG game that is the player as a character. The time used in playing video games usually is after school. on Saturday he play game about 2 hours to 5 hours, more that it he gets bored and lazy and play with friends or community. Sometimes the internet shop is full/crowd of the other players, so he must buy a modem and play alone but still connect to the other friends. Prohibition of parents still exists, but he only reduces time. On Saturday and Sunday he still plays games. Experience of skipping school has never done, but the experience of lying ever done, farewell to do the task but the reality is in the internet shop. The money used to play games is usually from a pocket money collected and on Saturdays and Sundays it is used to play games.

This experience is from Hendri Kencanatur Utami, the only female informant, She has been tomoy since childhood, so he likes playing with boys. She knows playstation when she is elementry school. When being in internet shop, the atmosphere is exciting, crowded and fun. The place where she play is near to Game Maxima, the famous game place in Jember. So, every going home after school is always to the that place. Now playing games is on the phone. The experience of playing alone and with friends is very different, playing with friend is more exiting and fun. Actually there is no ban of parent, the important one for parents is honesty and remember time. there is no experience of skpping during school time and the experience of lying is also never because if we lie to the parent, it makes them to be busy to look for us. The money used to play games is from pocket money to play games, so it is ok to have snack for the sake of playing video games.

The type of game liked is a strategy game / war / game process. The experience, it will be happy if the game is won, it is like getting a prize by winning the game. If losing, there is a spirit to play again and want to win, win and win again. Until right now he is still a member of the community Clash Jember Fighter, a community of gamers who forms clan and play it through android mobile phone. The form is strategy game.

From some informants above, almost all is male, and generally male is more dominant than female in playing game, only one female who plays game is Hendri Kencanatur Utami. Playing video game is more prefered by male than female, although kind of games consist such as cooking, shopping, making up, etc, but they are happier in real life while male prefers guessing game, adventure, and strategy etc. From the explanation presented, there is the experience of gamers about lying for the sake of playing game. They are driven by an incredible addiction, until anything is done for the sake of playing video games. In this study based on the answer of informans, 11 of 16 informans have experince in lying for the sake of playing game. This experience is usually done when they are elementary school and some are junior and senior high school and after getting adult, parents never forbid them again.

V. CONCLUSION

The data presented as conclusions in this research are a number of propositions that are embryos for the further development of video game culture that can be further developed from the perspective of cultural studies. Here are some of the key findings of this study as follows: First, most of the informants are 19 years old and over, this is meant at this age, they now know the development of video games emergence ten years ago, at that time they are about ten or teen years old and this industry is booming in the community. The emergence of rental homes in remote villages replaces traditional games and other habits and switches to modern games. On the other hand, they are 19-29 years old now that is the first generation to recognize the emergence of video game games such as Nintendo, and Playstation 1 (PS 1). They can feel and differentiate the first game that comes with the development of the game now like Dota2, Moba, Pokemon Go and others. Secondly, generally informants make game playground or rental / internet shop to become a favorite place although playing video game is a spare time, they are more fun and happy to play in rental house / internet shop with friends or community than to play alone. Especially when playing a game of characters like Dota 2 or Moba, when the community wins there will be excitement and fun such as getting something gained by the group, the expression is more crowded, and if you experience a defeat is not felt heavy because it is felt together, so it is normal. Like getting a prize and winning games, for militant gamers, they prefer to win games than to get a prize. Third, video game are divided into two, there are consoles game and games online. Console game players are generally located in rural areas like Playstation 1.2 or 3 type, playing it together about 3 – 5 players, while the online games are usually played more in the city and one device is usually played by one player although in this research there is one house that is rented like SS Net and its existence, no rules one device for one person, it means that it can be played more than two people. Fourth, some gamers feel that playing video games initially only fill the spare time, there is also only invited friends, but eventually it becomes addicted. The habit of playing this video game is initially introduced by friends of elementary school, usually on holidays or after school. Getting adults, they can not escape from the habit of playing video games and play them through the games on the phone. Seeing this fact shows that playing video games becomes part of his daily activities, and fills his spare time. Fifth, the type of video game played most is character game or often known as as the role-playing massively multiplayer online (MMORPG) that attracts a large audience from teenagers to adults enabling online interaction with other players. MMORPG describes a player that can use a new identity like a new dress, being someone who walks on water, heals others, and that is very different from his own experience in the real world. In other words, when acting as a character or an avatar, a player can be someone else, no one can see what he really looks like, what real achievements he has, or who he really is. This affects the individual's desire to spend more encouragement in their alternate personalities. Sixth, a strong desire to play video games makes many informants having the experience of lying to parents with various reasons such as farewell to go tutoring or studying, but the reality is in the rental, asking money for gasoline, asking money for school fee but it is misused to play video games, and so forth. What makes them lie is the ban from parents while the urge to play video games is very big, finally looking for reasons to continue playing video games. Seventh, the culture of playing video games becomes part of the daily activities of young people, and violent games are the most popular, as if it is commonplace. In some research results, mentioning that there is a positive correlation between violent video game and real life aggression.

Looking at the rental home situation in Ledokombo is the home of SS Net whose owner is Mr Antok, PS3 rental house belongs to Mr. Herman, home PS2 is residence of Mr Mulyono and PS2 (Playstation 2) home belongs to Mrs. Ginten, it can be concluded that they open internet shop at first is not as the sole foundation for livelihood, but it is addition.

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