

## ABSTRAK

Furqon Ramadhan. 41153030130040. Makna Perang Antar Suku Dalam Game Clash Of Clans. Studi Analisis Semiotika Game Clash Of Clans pada Mahasiswa Universitas Langlangbuana Bandung dalam Pendekatan Roland Barthes.

Fokus penelitian ini adalah: Bagaimana Makna Perang Antar Suku dalam Game Clash Of Clans? Penelitian ini bertujuan untuk mengetahui Makna Perang Antar suku dalam Game Clash Of Clans. Penelitian ini menggunakan teori semiotika Roland Barthes, teori media baru Denis McQuail, dan teori ekologi media Marshall McLuhan.

Penelitian ini menggunakan metode penelitian kualitatif, dengan paradigma penelitian konstruktivisme, dan pendekatan penelitian studi semiotika. Subyek penelitiannya adalah para Gamer Perang Antar Suku dalam Game Clash Of Clans yang ditentukan secara purposive berdasarkan pertimbangan peneliti dengan tujuan tertentu. Proses pengumpulan data diperoleh melalui wawancara mendalam dan pengamatan peran serta terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, dan studi literatur lainnya, serta wawancara dengan pihak terkait.

Hasil penelitian menunjukkan bahwa Perang Antar Suku di Game Clash Of Clans terdapat semiotika komunikasi berupa tanda, kode, dan simbol saat memainkan Game tersebut. Game ini bertemakan tentang kekaisaran dan mitos. Pemaknaan pengguna tentang komunikasi visual dan pesan yang terdapat dalam Game Clash Of Clans menggambarkan kisah-kisah tentang kekaisaran, peperangan, dan mitos, melalui proses interaksi yang muncul ketika tanda bertemu dengan maknanya menjadi subjektif atau intersubjektif, hingga terjadi sebuah sistem komunikasi menjadi sebuah pesan. Pesan moral yang dimaknai oleh manusia khususnya dalam hal ini adalah Gamer, seperti menghargai waktu, berani mengambil keputusan, bersikap berani, pantang menyerah, dan jangan takut gagal.

**Kata Kunci: Game Clash Of Csans, Perang Antar suku, Semiotika.**

## ABSTRACT

*Furqon Ramadhan. 41153030130040. The Meaning of tribal war on “Clash of Clans” game. A semiotic analysis study on clash of clans game played by the students of Langlangbuana University Bandung with Roland Barthes approach.*

*Research focus: How is the meaning of war among the tribe on clash of clans game?*

*This research aims to determine the meaning of war among the tribes happened on clash of clans game. This study also uses semiotic theory of Roland Barthes, the theory of new media from Denis Mc Quail, and the theory of Marshall McLuhan media ecology.*

*This Research also uses qualitative research method combined with constructivism paradigm research and semiotic research study method. Moreover, the subject research is gamers who play the clash of clans game determined purposively based on researcher consideration with specific purposes. The process of data collection obtained through deep interview and observation as well as the role of the informant. Meanwhile for the supporting data is obtained through documentation study results of previous research and other literature studies, also interviews with relevant parties.*

*This research shows that there are semiotic communications on war among the tribes in clash of clans game in a form of signs, codes, symbol when playing that game. That game themes about emperors and myth. The user interpretation about visual communication and messages on Clash of clans game describes about emperors stories, wars, and myth through an interaction appears while signs come along with the meaning become subjective and intersubjective until communication system formed to be a message.*

*Moral value which is interpreted by humans especially in this case is gamer, like cherish the time, be brave in taking any decision, unyielding, and never be afraid of failure.*

**Keywords : Clash Of Clans Game, Tribal War, Semiotics.**