

ABSTRAK

Penelitian ini bertujuan untuk menganalisis atensi visual pemain video game terhadap karakter limited dan standard dalam permainan Genshin Impact menggunakan teknologi pelacak mata. Teknologi ini diketahui berperan penting dalam pengembangan karakter game. Namun, hingga saat ini, belum ada penelitian yang membahas penggunaan teknologi pelacak mata untuk memetakan atensi visual pemain ketika melihat karakter-karakter yang ada. Sebanyak 60 partisipan diperlihatkan empat karakter (dua dewasa dan dua anak-anak) dari kategori limited dan standard selama 10 detik untuk setiap karakter. Hasil penelitian menunjukkan bahwa dari empat region of interest yang kami tentukan (nama, kepala, tubuh, dan elemen), partisipan melihat regio tubuh pertama sekali dan menghabiskan waktu paling lama di regio tubuh tersebut. Berdasarkan data kuisioner yang diberikan setelah pengujian dengan eye tracking, diketahui bahwa partisipan menganggap tidak ada perbedaan kekuatan antara karakter limited dan standard. Hasil ini menunjukkan perlunya pengembangan lebih lanjut pada desain karakter, khususnya pada bagian "Tubuh" untuk karakter dewasa edisi limited.

Kata Kunci: atensi visual, desain karakter, pengembangan game, pelacakan mata.

ABSTRACT

This study aims to analyze the visual attention of video game players towards limited and standard characters in the game Genshin Impact using eye-tracking technology. This technology known plays a crucial role in character development in games. However, until now, there has been no research discussing the use of eye-tracking technology in the for mapping the visual attention of players while looking at the characters. Sixty participants were shown four characters (two adults and two children) from limited and standard categories for 10 seconds each. The results showed that participants assessed the strength of each character mainly through the "Body" area. Overall, participants could hardly distinguish the strength between limited and standard characters. However, limited category children were perceived as stronger than standard category children by a margin of 13.1%. Conversely, for adult characters, standard characters were perceived as stronger than limited characters by a margin of 4.4%. These findings indicate the need for further development in character design, especially in the "Body" area for limited edition adult characters.

Keywords: character design, eye tracking, game development, Genshin Impact, visual attention.