

1 Preliminary

1.1 Background

In recent times, the global mobile video game industry has experienced remarkable expansion, carving out a significant niche in the world of entertainment. According to Statista (2023), the revenues generated from mobile gaming worldwide is projected to be at \$286.50 billion U.S Dollars in 2023, an impressive figure that accounts for approximately 72.2% of total gaming market revenue. Various factors have contributed to this expansion, including the widespread adoption of smartphones, enhanced internet accessibility, and the increasing affordability of mobile devices, especially in emerging markets.



Figure 1.1 Global mobile gaming market size

China's presence looms large over this sector with staggering figures revealing a predicted gaming revenue of \$82 billion U.S Dollars for the year 2023 (Statista, 2023). The Chinese mobile video game developers have seized this opportunity and ventured on an expedition to establish dominance beyond their shores, particularly focusing on Southeast Asia's largest economy – Indonesia. With its massive human capital base consisting of over one hundred million smartphone users and a burgeoning middle-class populace, it is little wonder why Indonesian markets remain among the most lucrative targets for stakeholders in this sector.

The gaming sector has experienced considerable transformation over recent decades, moving from basic, single-player games to intricate, multiplayer experiences that connect players worldwide. This

progression has been partially driven by swift technological advancements, which have allowed developers to craft increasingly engaging and interactive gaming experiences. As the gaming sector has expanded, so too has the global community of gamers. Presently, gamers can be found in almost every part of the world, and the need for localized content is at an all-time high. This demand is driven not only by the sheer number of gamers across the globe but also by the diverse cultural backgrounds and language preferences they represent.

Localization enables developers to produce games that appeal to players from different cultural backgrounds by adapting their products to address the distinct needs and preferences of each target audience. For instance, developers may modify the characters, narratives, and visual elements of a game to better conform to the cultural norms and expectations of a specific market. Furthermore, they may translate in-game text and dialogue into the local language, making the game more accessible and enjoyable for speakers of that language.

Localizing a game can be a lengthy and expensive process, necessitating that developers allocate considerable resources to research, translation, and adaptation. However, the potential benefits of localization are immense. A well-localized game can offer a more engaging and enjoyable experience for players, leading to increased user interaction, retention, and revenue. Additionally, localization can help developers penetrate new markets, broadening their customer base and extending their global presence.

1.2 Problem Statement

As the mobile video game industry continues to expand globally, localization has become increasingly important for game developers seeking to appeal to local audiences. However, research on the impact of localization on user experience and behavioral intention in emerging markets such as Indonesia is limited. While previous studies have explored the localization of video games, there is limited research on how linguistic, cultural, and technical localization of Chinese mobile video games influence Indonesian high school students' preferences, perceptions, and attitudes towards these games. Therefore, this study aims to explore the influence of Chinese mobile video games' localization on Indonesian high school students' user experience and behavioral intention, specifically in the context of linguistic, cultural, and technical localization.

1.3 Research Question

This research aim to investigate the impact of Chinese mobile video games' localization on Indonesian high school students' user experience and behavioral intention. To achieve this, the study will:

- a) What factors influence the perceptions of Chinese mobile video games and localization efforts among Indonesian high school students?

- b) How are the preferences for mobile video games among Indonesian high school students related to their experiences with localized Chinese mobile video games?
- c) What is the impact of linguistic, cultural, and technical localization on the user experience and satisfaction of Indonesian high school students?
- d) How does localization influence the behavioral intentions of Indonesian high school students?

1.4 Objectives and Scope of Study

The primary objectives of this study are:

- a) Identifying the genres of Chinese mobile video games preferred by Indonesian high school students and their experiences with localized versions of these games.
- b) Determining the types of localization, including linguistic, cultural, and technical aspects, that students encounter in Chinese mobile video games and assessing their perceptions of these elements.
- c) Evaluating the satisfaction and user experience of Indonesian high school students with localized Chinese mobile video games.
- d) Assessing the behavioral intention of students, such as their likelihood to recommend localized games, make in-game purchases, and participate in online communities or events related to these games.

1.5 Significance of the Study

This research aims to enhance understanding of localization's impact on Indonesian high school students' user experience and intention. The findings could help developers create culturally appropriate games, inform effective marketing strategies for Chinese mobile games in Indonesia, and fill an existing research gap on high school students' attitudes towards these games.

1.6 Structure of the Thesis

This thesis is organized as follows:

- a) Chapter 1: Introduction – This chapter provides an introduction to the research topic, including the background, problem statement, research questions, objectives, and scope of the study. The significance of the study is also discussed, highlighting the importance of exploring the influence of Chinese mobile video games linguistic, cultural, and technical localization on Indonesian high school students' user experience and behavioral intention.

- b) Chapter 2: Literature Review – This chapter presents a comprehensive review of relevant literature on theoretical framework, localization in mobile video games, and the relationship of user experience and behavioral intention in video games.
- c) Chapter 3: Methodology – This chapter details the research design, data collection methods, sampling and participants, data analysis techniques, and the application of theory and tools. It also explains the rationale for selecting a case study approach and describes the methods used to gather qualitative data.
- d) Chapter 4: Results – This chapter reports the findings of the study, including the localization strategies employed by Chinese mobile video game developers in the Indonesian market, the impact of localization on Indonesian high school students' gaming experiences and behavioral intention.
- e) Chapter 5: Discussion – This chapter interprets the implications of the findings and offers recommendations for Chinese mobile video game developers seeking to enhance their localization efforts for the Indonesian market. It also discusses the limitations of the study and suggests avenues for future research to further explore the role of localization in the mobile video game industry.
- f) Chapter 6: Conclusion & Suggestion– This chapter summarizes the study's main findings, their implications, and the contributions made to the existing body of knowledge. It also highlights the potential impact of the study on industry practices and future research directions in the field of video game localization.

2 Literature Review

2.1 Localization

2.1.1 The Definition of Localization

Localization is the process of adapting a product, service, or content to a specific market, language, and culture (Esselink, 2000). This adaptation ensures that the product is accessible, understandable, and appealing to the target audience. Localization is an essential aspect of globalization, as it enables businesses to tailor their products or services to cater to the specific needs and preferences of consumers in various markets. The localization process involves several aspects, including translation, adaptation of visuals, cultural adjustments, and technical modifications

In the context of the video game industry, localization plays a crucial role in making games accessible and engaging for players from diverse cultural backgrounds. The importance of localization in this industry has grown as gaming has become a global phenomenon, with players from different countries