

CHAPTER I

INTRODUCTION

This chapter aims to give information regarding the background of study, research problems which points the issue discussed in the research, the main purpose or the objectives of study, the significance of the research both technical and theoretical, and also the limitation of the study.

A. Background of Study

As time progresses, every aspect of necessity become more and more accessible by almost everyone. There are many different groupings category of necessity but, this research will divide into two; primary needs like food, water, air, attire and roof, secondary needs like entertainment, leisure, and other personal sense of fulfilment.

Entertainment media is one of those easily accessed necessity in secondary category. It's readily available in many forms and through different many platforms. The most major example would be television, console, computer, and the internet.

The problem with this availability is there are many media which may or may not suit the moral standard of a person, group, or even a country. Thus, the rating system like Motion picture content rating system which differs from country to country (in Indonesia they're called *Lembaga Sensor* Indonesia) and Entertainment Software Rating Board (ESRB) were born to help potential

customer to decide if the media they're about to buy suits their age and genre and personal preference.

Despite that, it's common for customer to ignore or doesn't care about rating and sometimes things that are questionable in its content may got a pass in screening and got aired in television. Another problem could be how it depict a certain group or demographic which makes it banned or scorned in certain community.

Some examples would be Video Games which became more popular as time progress. Video games offer multiple form engagement in one hefty package. Certain genre of video games entertains its consumer with graphic, music and storytelling. The story sometimes involves real place, event or character figures.

Despite the fact, video games are one of the most looked down entertainment media as they're seen as childish and senseless fun. While some are made to be casual and fun, some are made with intense storytelling or narrative. An example is the cult classic Vampire the Masquerade: Bloodlines.

The media above (Narrative heavy video game titled with Vampire the Bloodline: Masquerade) received M or Mature (17+) rating by ESRB standard due to its content such as the amount of blood and gore displayed in the media, the intensity of strong language usage (profanity, slurs, etc.), intense display of violence, the implication of alcohol and drug usage, and the implication of suggestive themes.

Compared to ESRB's rating, the government uses different system (mentioned above). The difference lies on the recommended age of the media. First, the content blood and gore, violence, and reference to alcohol and drug, profanity, and suggestive themes will net the media with at least 17+ or young adult rating. Second, the amount of said criteria is quite staggering, especially with the profane language and violence involved, with that in consideration, the media will definitely receive 21+ (Adult) rating but won't be banned since there are no explicit display of suggestive theme and the drug usage only implication of it. The media is strongly similar in nature to action movies which played during the reserved night time (between 23:00 to 03:00) on various national channels. Although, further censoring process would probably be done if it was released officially here.

This research will try to learn from literature stand point to an entertainment media which is similar to interactive story. Specifically, its moral lessons, character's influence on the narrative, and it's culture by taking a look at its setting and reference. The result was brought descriptively in context of the story and comparative to the reference. Because, in essence of literature and art, a work always has messages or visions which meant to be expressed from the writer or creator to their audience. This research will take a look, observe, and learn the value and messages from video game narratives.

B. Research Problems

- a. What are the moral values which could be learnt from the related narrative?
- b. How much can the players can affect the narrative based on their actions?
- c. How much can we learn about the culture behind the narrative of video game (Vampire The Masquerade: Bloodlines) based on literature standpoint?

C. Objectives

- a. Learning the moral values of the narrative.
- b. Learning affective values of the participant's action on the narrative progression.
- c. Learning cultural values from the narrative of the game based on literature point of view.

D. Significance

- a. Theoretical Significance

Theoretically, the result of the research could be used to help reader into decide whether they should approach a certain narrative media format or not. The research also gives a glimpse of technical ways of learning moral, influences or affective value, and culture of a media, although the research won't be able to be an end all solution for learning from related media.

b. Practical Significance

Practically, the information gathered in the research is limited to the media titles used for research as different media has their own structure, content and values but, the technical application should be able used for another research for different titles and form of media.

E. Limitation

The research revolves heavily in moral, influence, and culture which prone to be biased due to many factors from both external and internal struggle of moral. Also, things that may considered to be questionable in this country standard might be okay in others and vice versa. Another aspect of consideration is the source of cultural references as the source might be hard to come by. So, in order to avoid going too extreme on the media used for this research, a specific touchstone for morals, influence and culture references will be used instead.