

## ABSTRACT

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### **THE MAGIC GATHERS: SOCIAL PRESENCE IN COMPUTER-MEDIATED COMMUNICATION DURING COVID-19 PANDEMIC BY MAGIC: THE GATHERING COMMUNITY IN JAKARTA**

(xxi+64 pages:2 pictures)

Keywords: *Magic: The Gathering, social presence, computer-mediated communication.*

*Magic: The Gathering* (MTG) pioneered the gaming genre of trading card games (TCG), which combines elements of competition, collection, and social navigation into a single game. The Commander format of MTG is especially social in nature given its more casual play and accommodation of up to 4 players. This makes the lockdowns during COVID-19 pandemic a big hurdle for MTG players, especially those who play Commander, driving players to find other playing methods. In Jakarta, a thriving city for the TCG scene that was hit by the pandemic lockdowns, one of such methods is remote play or CMC (computer-mediated communication). While past research has shed light on social presence over CMC, none has yet looked into highly social contexts of CMC, such as a game of Commander MTG. This paper found that there are particular differences in how social presence is perceived in a remote play of Commander MTG compared to FTF play, and found other factors that may influence social presence over CMC, including duration of interaction and the social sphere of the users, among others.

## ABSTRAK

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### **THE MAGIC GATHERERS: KEHADIRAN SOSIAL DALAM KOMUNIKASI BERMEDIA KOMPUTER SELAMA PANDEMI COVID-19 BY MAGIC: THE GATHERING COMMUNITY IN JAKARTA**

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Kata Kunci: *Magic: The Gathering, kehadiran sosial, komunikasi yang dimediasi komputer.*

*Magic: The Gathering* (MTG) merintis jenis permainan *trading card games* (TCG) yang menggabungkan elemen kompetisi, koleksi, dan navigasi sosial dalam satu permainan. Format *Commander* terutama adalah format main yang sangat sosial dikarenakan kompetisi yang lebih kasual dan akomodasi yang lebih besar, mengakomodasi hingga 4 pemain. Karena itu, perintah pembatasan sosial selama pandemi COVID-19 merupakan sebuah rintangan besar bagi komunitas MTG, salah satunya di Jakarta. Para pemain *Commander* MTG mencari cara lain untuk bisa terus bermain, salah satunya melalui komunikasi bermediasi komputer (*CMC/computer-mediated communication*). Walaupun penelitian terdahulu sudah meneliti presensi sosial melalui CMC, belum ada riset yang meneliti konteks sosial tinggi seperti di tengah permainan *Commander* MTG. Penelitian ini menemukan bahwa ada perbedaan khusus tentang persepsi presensi sosial dalam permainan *Commander* MTG yang dimainkan secara daring, dan bahwa terdapat faktor yang memengaruhi presensi sosial tersebut, di antaranya durasi interaksi dan lingkaran sosial pengguna.