

CHAPTER V

CONCLUSION

5.1 Conclusion

This design was made as a response to the increasing prevalence of parasocial relationships and consumptive behavior triggered by the microtransaction feature in *Otome game* players aged 18–25 years. Technological advances and easy access to games through mobile devices make teenagers increasingly intensely interact with virtual characters. The popularity of the gacha system also encourages players to form an emotional closeness with their favorite characters, even to the point of spending large sums of money. This phenomenon has various impacts, both socially, emotionally, and financially, so educational media that is in accordance with today's adolescent media consumption patterns is needed. Therefore, a webcomic was designed that aims to educate and also appeal for the negative impact of parasocial relationships on *Otome game players*. *Webcomic* was chosen as the main medium because it is able to convey information in an interesting way through a combination of *visuals* and narrative, and is relevant to the habits of teenagers who like to use *gadgets* and access digital comics. The story is packed with a combination of elements of *romance*, *fantasy*, and psychological *drama* to create a more emotional reading experience that is easy to understand for the target audience.

Through the journey of the main character who experiences excessive emotional attachment to virtual characters to trigger conflicts in his social and financial life, this webcomic is expected to provide readers with an understanding of the importance of limiting the relationship between *the virtual world* and reality. In addition, a modern and interactive visual approach is also expected to be able to increase adolescents' awareness of the risks of parasocial relationships and consumptive behavior in gacha-based games.

From this explanation, this *webcomic* is expected to be an effective educational medium for adolescents aged 18–25 years to understand the negative impact of parasocial relationships and microtransactions in the *Otome game*. This design is also expected to be able to present digital media that is interesting, communicative, and in accordance with the development of digital media consumption habits among teenagers.

5.2 Feedback

The *webcomic* design regarding the impact of parasocial relationships on Otome game players still has various limitations and does not fully cover all the complexities of problems experienced by individuals with emotional attachment to fictional characters. In the design process, *webcomics* focus more on the emotional impact and consumptive behavior of microtransactions, while several other aspects of parasocial relationships have not been discussed in depth, such as their influence on the formation of self-identity, expectations for romantic relationships in the real world, loneliness, and psychological dependence.

In addition, based on the research data used in the design, parasocial relationships in *Otome game* players have quite complex dynamics. Players not only experience emotional attachment to virtual characters, but also make these relationships a form of emotional escape, a source of comfort, and a substitute for real social relationships. Some studies have also shown that parasocial relationships can affect players' perceptions of romantic relationships in the real world as well as increase the tendency to *problematic video gaming* (PVG). However, the limited time, scope of the story, and individual production capabilities cause not all of these problems to be fully visualized in this webcomic.

Therefore, further development is needed through additional research, broader observations, and trials to target audiences aged 18–25 years so that the next design is able to represent the phenomenon of parasocial relationships more comprehensively.