

# **FAKTOR-FAKTOR YANG MEMPENGARUHI POP-UP ADVERTISING VALUE MOBILE GAME DI INDONESIA**

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## **ABSTRAK**

Pada saat industri pariwisata dan ekonomi kreatif lain sedang mengalami penurunan karena adanya pandemi *Covid-19*, industri *video game* justru mengalami kenaikan yang signifikan. Pengembangan *video game* dari *game developer local* memberikan sumbangan besar terhadap perekonomian negara. Dalam *mobile game*, *pop up advertising* adalah salah satu strategi periklanan yang efektif dengan tingkat konversi yang tinggi. Melihat pertumbuhan ini para *publisher game* menggunakan *pop-up advertising* di *game mobile* untuk iklan. Penelitian ini tentang *advertising value* dari *pop-up advertising* dan pengaruh terhadap status *inspired gamer* yang masih langka. Penelitian ini bertujuan untuk menyelidiki faktor-faktor yang menentukan *advertising value* di Indonesia. Berdasarkan data survei terhadap 202 *mobile gamer*, penelitian diuji menggunakan metode AMOS. Studi ini menunjukkan bahwa *incentives*, *entertainment*, *creadibility*, dan *personalization* secara signifikan membuktikan bahwa mempengaruhi *advertising value* yang terkait dengan *pop-up advertising game online*.

Kata Kunci: *Informativeness, Entertainment, Irritation, Creadibility, Incentives*,.

**FACTORS INFLUENCE POP-UP ADVERTISING VALUE  
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**ABSTRACT**

*At a time when the tourism industry and other creative economies are experiencing a decline due to the Covid-19 pandemic, the video game industry has experienced a significant increase. Video game development from local game developers makes a major contribution to the country's economy. In mobile games, pop up advertising is an effective advertising strategy with a high conversion rate. Seeing this growth, game publishers use pop-up advertising in mobile games for advertising. This research is about the advertising value of pop-up advertising and its influence on the status of inspired gamers which is still rare. This study aims to investigate the factors that determine advertising value in Indonesia. Based on survey data of 202 mobile gamers, the research was tested using the AMOS method. This study shows that incentives, entertainment, credibility, and personalization significantly affect the advertising value associated with online game pop-up advertising.*

*Key words: Informativeness, Entertainment, Irritation, Creadibility, Incentives*