

## **Service Innovation Process Digitization on Gran Turismo Indonesia Discuss Club: How Netnography Explains Downloadable Contents to Motivate Online Gaming Activities**

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### **A B S T R A C T**

*The aims of this study is to explain both comprehensively and holistically about the SIPD practice, digital communication, online gaming culture, and Internet of Things. This research uses netnography as the newly form of ethnography. Netnography recalls the aforementioned classic to bring out the state of the art of online community. Netnography adopts the classic to examine the online community with recent updates. This study finds out the management aspect of digital communication to its gamers. It is the one of the most recent gaming marketing on the Play Station Platform, namely Gran Turismo. In line with the consumer's attitude, there is one of the online gaming communities in Indonesia, namely Gran Turismo Indonesia Discuss Club. Such online community has been communicating internally onto each other to establish their gaming activity. It should have been noted that the Downloadable Contents (DLCs) is the advanced product to associate both management aspect and online community's newly communication. The span of this research has been limited only to one community, because it is under the care of ethnographical framework. This study has been held for a consideration to give the constructive critics of prior study. If the prior study focuses on the locating both structural and cultural aspects of aforementioned online gaming community theoretically, thus this study focuses on the both management and communication aspects under a praxis way.*

**Keywords:** *digital communication, service innovation process digitization, virtual gemeinschaft*

## INTRODUCTION

The human relationship is basically established from human interaction. It is defined as social interaction, based on academic or scientific purpose. On the classical thought, it was the whole purpose of humanity itself to gain their happiness of life (Agusyanto, 2007). On the other hand, if an individual being wants to gain his or her ultimate happiness, thus he or she needs help from his or her surroundings. It is because that the individual can't do that alone to gain such happiness because of his or her weaknesses. On the other side, his or her surroundings have the ability or strength to cover the prior weaknesses. Henceforth, it was born the articulation of social or cultural group (McRae & Terraciano, 2005).

It was the Alfred Reginald Radcliffe-Brown's profundity, which had been heavily influenced by the analogical thought of atomic physical laws. His theoretical backgrounds discourse is under the stimulus of Boyle's paradigm, thus he deliberately conducted the ethnography in which gave the direct analogy from "primitive" social interaction onto the atomic nodes (Radcliffe-Brown, 1922) (Radcliffe-Brown, *Structure and Function in Primitive Society: Essays and Addresses*, 1952). This magnum opus of ethnography had been established by the complexity of fieldwork on Andaman Islanders of 1922 AD, which now has been classified as *The Sentinels of India or British Colonials* from 1987.

Based from the Anthropological thought of British Classic, such primate cultural group had been established by 3 credos. The first credo is to examine the social organization. Social organization is the distinctive categorization under several concepts, mainly the language, modes of life, and environmental aspect. The language is the main tool for its communication, which is the activity to implement the message from one individual to another (Thompson, 2005). Modes of life are how the group gives its common consensus by having a mutual communication internally (Swann, 2005). Basically, modes of life are the equivalent concept to the social interaction. Environmental aspect is how the group gives its care to cultivate the surroundings in order to survive, especially to cultivate the natural environment surroundings (McAdams, 2001). The second credo is to examine the group's sentiment. Group sentiment is the aforementioned collective's social value. Its value ought to be held together internally, thus it should be the most abstract in common for the group in order to gain the long-lasting social interaction (Biocca, Harms, & Burgoon, 2003). The third credo is to examine the group's custom. Radcliffe-Brown (1922) separates the last credo, which are: (1) Moral custom that is the traditional ritual to punish those who defies the sentiment; (2) Technical custom that is the ritual to fulfil the biological need such as hunting, gathering, and even intimate relationship or sexual relationship to produce the next generation, and; (3) Custom of the third kind that is the miscellaneous form of other ritual besides the prior two (Randall, 1981).

Nowadays, the complexity of social interaction is gaining its revolution. One of the issues is economy institution. It was said that economy institution is, "... That accomplishes the production and distribution of goods and services within a society." (Light, Keller, & Calhoun, 1989, p. 419). Radcliffe-Brown (1952) argues that the primate economy mode is

how the group does the technical custom only to fulfil its needs. The products and consumption were simple and traditional. Such economic activity is only limited into few acts such as eat, drink, sleep, and housing or hut. On the other hand, Light et al. (1989) claim that the most recent society has the other acts and doesn't only take the economy to fulfil its needs, but to fulfil its wants.

It begins its journey right from the industrialization of both Manchester and Liverpool cities from United Kingdom. It is defines as 1.0 industry of 1800 – 1889 that is characterized by the vast-founding enterprises of factories. Whilst, the other cities from another states such as Bavaria of German, Moscow of Russia, Paris of France, and so on are following and improving through such similar endeavour. This first step allows the introduction of technology to bring out the greatest assistance onto fulfilling the economic needs of humanity at that time. The automotive industry was initially being introduced only to higher social class. It is aimed to assist the high class societal group by doing the ultimate riding experience that is more suitable for both speed and safety mobility, even better than horse carriage. Thus, the game industry was non-existent (Lynch & Stretesky, 2003). The second step is defined as 2.0 industry of 1900 – 1959. The massive factories of automotive are being oriented to fulfil both needs and wants of World War Series (Kumar, Rahman, & Kazmi, 2013). Thus, it begins the era of war-mobile machine such as military logistic supply truck, mobile artillery, and tank. Again, the game industry was non-existent.

The 3.0 industry from 1970 to 1990 finally has the sophisticated technology on both automotive and game industry. The automotive is being introduced to almost all the societal classes and has several purposes other than only to fulfil the needs and wants of higher class. The introduction of game industry is to give its consumer a happiness of playing funny toy, should the consumer is called as "gamer". The game industry is introduced with first computerization to direct plug in, called LAN or Local Area Network. In this time, the maximum capacity of gamers on one monitor of playing activity is limited only to 4 gamers. Finally, the 4.0 industry from 1991 until now releases the most sophisticated technology ever. The automotive is not only massive, but it has the next generation of green automobile namely EV or Electric Vehicle in which doesn't need to emit any fossil fuel unlike its predecessor. The game industry is assisted by the Internet of Things (IoT), thus enables it to give the gamers over the world the chance to play at the same platform as long as they have wireless internet (Dangelico & Volacelli, 2017).

Based from the aforementioned discussion, the most recent peak performance of 4.0 industries produces the most complexity of social interaction. Nowadays, the gamers are doing the interaction with almost everyone they know remotely from their home. The social engagement – as the newest form of social interaction based on IoT's term – has been the everyday life of gamers. One of the most examples on this context is online game community. They are doing such social engagement to fulfil their needs to play the game on the most extendable situation. On the other side, the producer of game or the entrepreneur is doing

whatever it takes to implement such situation in a most sophisticated way (Nagy & Koles, 2014). Thus, this paper introduces the online game community as virtual *gemeinschaft*, which is Gran Turismo Indonesia Discuss Club (GTIDC). This collective has its automotive driving simulator game, respectively named as „Gran Turismo (GT), to implement their own social engagement onto playing the most artistic automotive life ever. With the help of micro transactional model from the enterprise called Polyphony Digital (PD), the gamer should only pay a few cents or even take it as free merchandise under the update instalments. The micro transactional model is called in everyday life as “downloadable contents” or “DLCs”. On the other side, DLCs are defined on the scientific term as service innovation process digitization (SIPD).

Prior research for aforementioned study had been done the netnography method to explain how the GTIDC is being discussed as virtual *gemeinschaft* (Pritadi, 2018). Netnography as the newest method of ethnography on the context of online community – explained how such virtual *gemeinschaft* had the social structure with the same paradigm on Radcliffe-Brown (1952) (Wellman & Giulia, 2011) under the derivation of community’s or *gemeinschaft*’s theoretical aspect (Tonnie, 1922). Yet, there is no explanation about its digital communication management to influence managerial implication for aforementioned enterprise. Thus, this research seeks to bring the state of the art under such complicated discussion. The foreshadowed problem of this research recalls about it. Finally, there are two research questions: (1) How the GTIDC as a virtual *gemeinschaft* possesses SIPD from the online marketing service of GT? Thus; (2) How the online marketing service of GT implements its SIPD for GTIDC?

## **RESEARCH METHODS**

### **Netnography: Ethnography on the Internet**

Prior to the conduction of netnography, there’s exist a method in which called as ethnography. Ethnography is a qualitative method of research that investigates human relationship, actions onto each other, and how the abstraction is imbued beneath them. It means that ethnography seeks how the emotion, idea, and motives can give the pattern of their own actions and relationship. Those credos are called as text. This detailed approach might only be established with participant observation that is to join the whole activity of subject’s everyday life in order to gain fully understanding with total thought and empathies. On the other side, these credos are called as context. The purpose of ethnography is to conduct meticulously real time narrative right from its subject, namely “thick description”. Henceforth, this thick description is concluded as Culture (Geertz, 1973).

Netnography is the next generation of ethnography (Addeo, Paoli, Esposito, & Bolcato, 2019). This type of ethnography has been existed since 1991 with several events of dialectical debates. Such dialectical debates have been stopped since 2010, especially when Robert Kozinets as the expert of this method puts it into a final consideration. To put it in a most concise way, netnography is the ethnography on the internet. Netnography conducts the

investigation onto online communities. Online communities can only be supervised with Computer Mediated Communication (CMC) as both text and context, thus the IoT on that context ought to be defined as online culture. The social engagement in this life is done fully by the help of the internet. There is no the clear definition of this form of interaction as primary interaction or direct social action onto the digital interactivity. (Gai, Xu, & Pelton, 2016). There is no distinctive differentiation between the avatar and account as subject's second life, thus no segregation between the offline life and online life. It means that the investigation of netnography can only be done via online site. (Kozinets, 2015).

There are 6 steps of doing a netnography. The first step is to limit the research questions. This first step brings out the state of the art of upcoming investigation. Every critical observation on researcher's mind is called as "foreshadowed problem", because the world or site is "alien". To not become an alienated person, the researcher ought to ask and solve it indispensably (Malinowski, 2002). The second step is to choose the online fieldwork with 6 principals, i.e. (1) relevant or specific (2) active or have the online life with minimum posting activity of once per month (3) interactive or digital interactivity, that is the subjects are having no issues regarding on building effective communication online (4) substantial or have a distinctive discussion beneath the other online communities (5) heterogeneous or have a vast identity of sociocultural background such as ethnicity, and (6) data rich (Hammersley & Atkinson, 2007). The third step is to access to the online fieldwork. There are 4 principals too, such as (1) Do the active rating, comment, emoji or emoticon; (2) Reading chats in real time reply or immediate engagement; (3) The usage of identified account by email or the other clear feature, and (4) Involving the self to the online community's activity (Morton, 2001).

The fourth step is to do the information collection. The similar equivalence to the ethnography itself is jotting or scratching notes. In this context, the researcher can actually download the threads if necessary. Yet, those threads themselves can be edited anytime. It is safe to recommend that all of those online accounts are not the final option. Again, the researcher's participation, the other subject's online action, and also the relevant topics, are the "Culture" on this context that ought to be investigated as thick description (Bilgram, Bartl, & Biel, 2011). The fifth step is to do the coding, theming, or categorization. In qualitative approach, coding can only be done by do the noting on field note's unique features. There are 2 actions: theming can note it by define the main idea of paragraph in an everyday language, and categorization can note it by define the main idea of paragraph in a scientific term that is analytical point (Puri, 2007). The last step is to do the conclusion. The last task of netnographer or researcher is to put it all into the nutshell by recognize how the "online culture" on the "online community" ought to be explained (Salzano, Addeo, Napoli, & Esposito, 2017).

## **Gran Turismo: The Ultimate Automotive Simulation Game**

GT is the modern game which was born in Tokyo, Japan of 1997 from PD. That creative technological company latter becomes a social business itself with the prior of pure business feature. This Series are the games that have the content about the car and racing simulation. The simulation is very detail that the gamers could even compare them into real life situation. PD has always been making and selling the game series until now because the improvements were success to the point that its fans or gamers always demand in return. The game series had being successfully declares their product since 1997 until 2017 over the world with globalization (Tesauro, 1998).

GT begins its first series in December, 22nd 1997. This first instalment has the majority amounts of JDM (Japanese Domestic Market) and the minority of USKDM (United States/Kingdom Domestic Market) such as Chevrolet, Dodge, TVR, and Aston Martin for total amounts of 140 cars, top notch for total amounts of 12 circuits, and even has the most realistic simulation contents which had never been done by the other games respectively. GT2 from 23 December 1999 has the further improvement over its predecessor even better because it adds more manufacturers of the European and American line ups. Both GT and GT2 are the games which have to be played only in Play Station (PS One) console exclusively. Both of games could be played with only two gamers, too (Rutherford & Cole, 2010).

The next level for PD is in the second console, which is PS2. The third instalment is GT3 of 10 June 2001 in which even has the better quality from before with the basic same principium. It has the 567 total of cars and 101 total amounts of circuits. The next instalment is GT4 which had been established in December, 28th 2004. It has certain power such as enhanced graphics of 720p, over one thousand cars including Ferrari, over two hundred circuits, real life endurance race event of 24 hours, and the first unique feature: photo mode which enables its gamers to do a selfie with his cars on the certain tourist destinations in the world. The last unique feature of photo mode could be brought by the flash disc. These games could be played up until four players in total (Abe, 2013).

The third generation of console had the same effort: PD produced the two instalments on this context. In this PS3 console, PD had produced GT5 in November, 24th 2010. With the High Definition Rate (HDR)'s force of 1080p to enhance graphical qualities, this GT5 has even more features over its predecessor such as total of 1200 cars with – at last – over 250s of them has the detailed of interior: has certain amount of newly addition of manufacturers such as Lamborghini, McLaren, and KTM, 400 circuits, even more detailed modifications, could be played both online and offline with up until twenty four gamers, the newly addition of racing gears, compatible with the Logitech G27 Racing Wheel in order to enhance the realistic experience of driving closer to real life situation for its gamers more than just joy sticks, and even more detailed of simulation such as realistic car damage on certain locations: engine problems, body and paint problems, and the car's longevity issues just like in real life situation.

The next instalment is called GT6 as the improvement series of GT5 which had been produced in December, 5th 2016. This series had been starting its social capital business like Nissan Gran Turismo Academy and Ayrton Senna Foundation. The first social capital business is being segmented for educating gamers who wants to be a professional race driver in the real life. The latter social capital business is a covert-yet-virtuous effort from the PD's Director into realising the legendary Formula One race driver's dream. He was Ayrton Senna himself which has the dream to give the scholarship tuitions in the world for them who can't pay their school's educational expenses. Ironically, Ayrton Senna was ended his life in 1994 on Imola Circuit because of menacing and obvious racing accident (Pan, 2020).

The latest generation of GT is Sport (GTS) and GT7. Both of them had been introduced since October, 17th 2017 and December, 26th 2022 exclusively for PS4 and PS5. Both of them could take the picture more than 1080p so enable it to capture the colour differences just same as the human's eye capabilities, could be played in Virtual Reality (VR) with the three legged screens and even the real simulation of suspension's progressivity, could be played with the enhanced and most recent Logitech G29 Racing Wheel, has Porsche, Fittipaldi, and Pininfarina Licenses, thus even could be played with more than twenty four gamers in online case. Both GTS and GT7 have been improving recently, because of update patches even in the future to make it into perfection (Gran Turismo Sophy, 2022).

### **Gran Turismo Indonesia Discuss Club: The Gran Turismo Indonesian-Based Online Community**

GTIDC is a virtual community of Facebook which has the basic feature of closed- group one. It means that this virtual community is exclusive for everyone who has certain criteria such as, is an Indonesian, is hobby to play GT, and ready to discuss over sharing contents within good manners. This virtual community had been established by the Two Admins, namely Rizky Putra Okky and Muhammad Agit Kurniawan in April, 4th 2014. Those two young men established this group in order that all of Indonesian GT gamers could exchange their discussion on the context of its gaming matters deliberately. This online community has the total amounts of 528 accounts (or gamers) until January, 9th 2023. Nowadays, the group is actively discussed about the gaming experiences on the classical playing (GT 1 – GT 4) and online playing or micro transactional benefits (GT 5 – GT 7).

The Two Admins gave 4 main rules. The first rule is that the newly accounts are recommended to introduce themselves courteously. The old accounts are recommended to reply them with open-minded ways. The second rule is that the accounts in fact could speak about the other topics besides gaming matters. But, they must drive it eventually into the gaming matters. For example, if someone wants to speak about a certain car in the other games, then in the end it must be compared into GT respectively. The accounts should not discuss other out of topic such as their family condition, their personal matters about their friends at school, their personal issues about the life, and so on. The third

rule is the accounts have to make the sharing content without ever talk about racism and bullying. The racism is prohibited because this community doesn't talk back about ethnicity. In fact, everyone in this community ought to introduce where are they coming from and the community itself must respect him.

The last rule is the accounts are allowed to give the impression about this virtual community. The fifth rule is the accounts should not discriminate each other. They want the accounts to give their clear thought each other without the feel of superiority or inferiority. The accounts don't have any privilege for it, and vice versa. The reason being is the accounts have had their own gaming experience: to the point that everyone in this context is so special. Should the accounts dare to infringe such rules, then they would be kicked out by Two Admins (Okky & Kurniawan, 2014).

## **RESULTS & DISCUSSION**

### **Fun Culture: A Virtual Gemeinschaft's Generalized Reciprocity**

This research agrees with the Pritadi (2018) account: that is, whenever the study seeks the unique characteristic of GTIDC, the investigation should see it as virtual gemeinschaft. Basically, virtual gemeinschaft is a virtual community or online community that has been established via application, especially from social media (Wellman & Giula, 2011). Virtual gemeinschaft is an online community that have two main characteristics. The first characteristic is have a sentiment in which called as generalized reciprocity. Excerpt below would like to give such noted example:

*Okky says,*

*“—I,,ve had a really long absence since two months before this thread post... Please pardon too, because I want that this group remade its golden age...*

*Well, it couldn,,t be helped since we are the two kids whom love dearly about GT. One of them could only be stuck forever until the fourth installment. The other one could follow it until the fifth and sixth installments.*

*[He shares the brief story about the Second Admin and himself].*

*Then it is our very passion! We should create our own marks in here, as much as we want! Don,,t let anything of it to be bounded ,,coz I believe that we have such limitless passion and creativity! Not only to get closer even though we are so distanced each other in real life... And even to anticipate any other of our very differences that are awfully rich... But we could unify ourselves with hobby, passion, and spirit in both inner and outer of this great and legendary game!*

*This is ours! We are one! We love cars! We are GTIDC! Gran Turismo Indonesia Discuss Club!”*

That is the testimony which had been written by the First Admin from Bogor himself. Just about half an hour aftermath, the several accounts namely Davenius from



Banjarmasin, Hafizh from Padang, Irfan from Palembang, Enggar from Yogyakarta, Alfi from Jakarta, and Adit from Cirebon give „like.’ Alfi then comments it with the picture of eagle that brings the inscription which says „victory.’

(Friday, December 23rd 2016).

Henceforth, aftermath first excerpt this section would like to give the first analytical point. Then after, generalized reciprocity is how the virtual *gemeinschaft* rules the group internally in order to survive the life on online monitor. The main indicator on how an online community is alive is to quest the intensity of discussion. If the intensity is heavy, thus the group will enjoy the long- lasting life. If the intensity is light, thus the group will decrease its own lifespan. The aforementioned excerpt just mention on how the Admin wants to make the group even livelier.

There are four characteristics in the GTIDC’s generalized reciprocity. The first one is the discussion activities or thread posts have the clear social interaction between accounts. It must be explained with several excerpts that have active feedbacks. The second is to note that GTIDC has a single common interest that is has its members to discuss their own driving and playing experience on GT. The third is to note that GTIDC doesn’t has any limit of dimensions about such discussion. The consequence is that the members could give feedbacks anytime as long as they can. Lastly, the fourth is to note that GTIDC has its own sociability in the form of members’ supports to create single identity. So, not only that GTIDC has such single common interest, but it has the clear single identity to be ingrained by the members. These four characteristics of GTIDC’s generalized reciprocity could sustain its survival ability over the internet world.

The second characteristic of virtual *gemeinschaft* is how the group have a common interest that is fun culture. Fun culture is basically the direct derivation of the prior characteristic. Note that it is the own characteristic of such online community. It is bounded by the term of culture. This means that the other online communities ought to have another culture. Excerpt below will give the second example.

This discussion speaks about the collection in the PS4 instalment. Thread Starter (TS) or Wisnu from Brebes claims that he only has four cars in his garage. He also gives the evidence in the form of photo feature: hence the photo shows his recent garage condition which only has four cars namely Honda GD3 Jazz/Fit 2007 (red maroon), Nissan BNR34 Skyline GT-R 1997 (cobalt blue), Nissan ER34 Skyline Nismo GT-R 2003 (special edition of snow white), and Enzo F60 Ferrari 2002 (championship red). Note that this game is being emulated by the Personal Computer’s PS2 Rigaux Emulator.

Wisnu uses his laptop to execute it,

“—Gran Turismo PS4.

These are my only cars.

Maybe you guys have the other favourite? Feel free to share her with me.”

Nas from Bandung says,

“... I love the Honda GD3 one. She’s really simple, compact.” Kevin from Pontianak claims,

“Hmm... Godzilla, please [He refers to Nissan BNR34].” Aceng from Medan gives another commentary,

“I love the Prancing Horse! [He refers to Ferrari F60].”

Lastly, Merton from Jakarta as the last account who wants to discuss this shares even another claim,

“I want to have the other car. I would like to drive BMW E92 M3 GTR Race Car 2001.” The researcher, who is came from Banten... Claims another idea,

“Why ask only for these four if I have my lovely Honda NA1 NSX?” Wisnu closes the discussion aftermath,

“Alright, folks! That’s it. Thank you for such funny and lovely discussion. You are all so stupid! (laugh emoticon). No. Don’t take it seriously. No hard feelings, okay? Do not report this as a „bullying’ to our dear Admins!”

(Thursday, February 23rd 2017).

This phenomenon is the main function of digital game that enables its account to establish a *fun culture*, which is:

*“Digital games hold a significant promise for enhancing the lives [...]. A growing body of research supports the notion that digital games can have a significant positive impact on the older person,,s mental and physical health and well-being [...] to have a positive contribution to perceptual-motor and cognitive functioning, greater constructive use of leisure time, increased feelings of success and achievement, improved self-esteem, and enhanced well-being.” (Nimrod, 2010, p. 228).*

*Fun culture* is an uneventful practice for aforementioned gamers which are being valued altogether. The reason is because the discussions which have been existed over the online world could even enable its accounts to share anything positive activities. The accounts can give their happy leisure time because of the several reasons such as don’t give any harm physically and mentally: even can give such healthy activity if the players play the game with simulator wheel, just like automotive racing in real life, gain the adversity skill or give the accounts confidence to participate into game, and gain the social cohesion to integrate their collectivism (Nakamura, 2009). So, fun culture is a social behavior system in the virtual world that being practiced altogether for the sake of such aforementioned reasons (Nimrod, 2010). To put in a nutshell, fun culture is the concrete evidence for GTIDC to prove its generalized reciprocity.

### **Downloadable Content: Gran Turismo’s Approach to its Online Community**

GT always provides it’s gamer to the maximum sophistication. The first – fourth instalments have the evident that GT provided extended content. It means that GT has the maximum capacity rather than its competitors.

This discussion talks about one of the most recent car that could be played in GTS, which is Fittipaldi EF7 Pininfarina. This car is a hypercar concept from Italy that yet being produced in real life until now. For such matter, GTS provides her to become playable as a downloadable content.

Alfi from Jakarta is the account whom gives us this show off. He gives us a video that displays about his experience of driving her with offline gaming mode. He then uploads that recording into this group of discussion, making it into a single thread post. He gives a statement,

—Replay model

FITTIPALDI EF7 Pininfarina Vision Gran Turismo

(Gr. X) [Read: number grid 10 of initial position]

in Nurburgring Nordschleife.

Multazam from Madiun gives „like „to this thread post. Multazam answers, “I like her lovely voice.”

Alfi gives „like’ to that comment. Alfi then answers,

“Yup! Now, PD claims that they must focus on the car,,s noise. This one is clearly greater than before (read: just like VACUUM CLEANER).

Multazam replies, “Hehee (laugh). Yes the noise is clearly better than before. Her design from Ferrari Vision is great. Only PD that knows how to improve it with the care of automotive,,s beautiful art! :D

Alfi then corrects him,

“She doesn,,t came from Ferrari, dear Brother! But from Fittipaldi (laugh. emoticon).”.

Multazam then says,

“Oh my! Just because that the name is „so Italian,’ then she actually is not came from Raging Horse (the middle name of Ferrari)! Her sound is really like Ferrari V-Engine, too, IMHO (In My Honest Opinion) ... (laugh emoticon).. Sorry (big smile emoticon).

Alfi closes this show off with, “It,,s really alright, Brother! Slow... Don,,t mind it at all!

:D :D :D (big smile emoticon). (Tuesday, February 13th 2018).

The reference of capacities are the beautiful graphic, neat environment, realistic simulation design, detailed design of car in which close up to 97% on its real life counterpart, unique merchandise, and ultimate experience. Beautiful graphic refers to how the game provides realistic view. Neat environment refers to how the game provides the detail on such graphic. Realistic simulation design refers to how the game provides close reality on car’s physics. Unique merchandise refers to how the game provides additional supports for its gamers. Ultimate experience is how the game provides to its gamer the most sophisticated playing feel. Now, to do that aftermath fourth instalment, GT must provide DLCs, which are the enhancement of those capacities to another next level. (Spence, 2008) (Rheingold, 2005) (Abe, 2013).

Here’s the last excerpt on this sub chapter. In this context, there is a „cute gamer’ who explains her experience to the researcher about her micro-transaction. Micro-transaction is the definition of „unique merchandise.

The researcher meets this girl from the private message. He knows it from sorting out the list of community members. After seven years later of research, he finally finds out the only girl on this community. Albeit being unsure initially, he latter decides to „say hi’ to this cutie.

“Hi, Rinka. Happy New Year of 2023. My name is Ardi. I am from Banten. Thirty years old. I love Gran Turismo since I was kindergarten. It was 1998, it was the second instalment. Do you know Gran Turismo 2?”

The girl replies it!

“Hi, Big Bro Ardi. Happy New Year and nice to meet you, too. My name is Rinka from Solo. Still fifteen years old, at her middle school. I know this product from my father. My father bought GTS as my birthday’s gift. Do you think that is cool, Big Bro?”

The researcher answers,

“Of course it does! Wah, I want to play that, too. Recently, I only play GT6 with G27 Steering Wheel. Last time, I’ve got the both micro-transaction of 15th anniversary and downloadable contents of Ayrton Senna Foundation. I had the special colour for Honda NA1 NSX and the private confirmation of the current donation on scholarship’s tuition fees.”

Rinka gives her idea,

“Oh, what an experience! Now I remember that I’ve got the micro-transaction from GTS, too.”

The researcher asks it, “What is that?”

Rinka answers it innocently,

“The umbrella that has Gran Turismo pattern (big smile emoticon). I thought that it was so uncool, unlike you, Big Bro! (smirk emoticon).”

The researcher comments it,

“Of course, it wasn’t. It was... Rather unique. I think that it is so cute that Gran Turismo gave you umbrella as merchandise. It will protect you from the rain, of course.”

Then, Rinka presents laughing emoticon. (Wednesday, January 4th 2023).

## **Service Innovation Digitization Process: The Most Recent Service of Online Game**

SIDP refers to how the entrepreneur or the company gives the most sophisticated advantage for its customer (Kitsious & Kamaritou, 2019). There are three ways on how to do SIDP. The first way is to cultivate the resources and skills. It means that the employers of PD ought to be innovative at any time. The second way is to do the knowledge management process. It means that the employers of PD ought to do intensive research and development. The last way is to do the community engagement, which is to give the time for gamers to enjoy directly the service from PD.

To conclude those three ways, PD with its GT product should do the intensive micro-transaction or DLCs. Micro-transaction is a technique to do an extender-capability progress in almost zero stealth expense (Tomic, 2017). This micro-transaction has been offered for its dear customer with the lowest price tags. Even more so, sometimes the enterprise also sells with no price tags or free. Such free event comes from certain particular condition such as the day of gamer's birthday, the anniversary of game (December, 25th), and the manufacturer's special event such as the anniversary of Lamborghini (read: Urus Concept as DLCs for GTS on November, 23rd 2021 ago).

There are three credos of micro-transaction in an automotive simulator game such as GT (Chua, Kainama, Adji, & Feranita, 2019). The first credo is cosmetic. Cosmetic is an enhancement for game's environmental condition. It doesn't affect the car's performance, but affect the detail of beautiful graphic, neat environment, and car design or livery. For instance, on the day of gamer's birthday, GT will give its dearest gamer one of his or her favourite car with his or her favourite livery. The second credo is additional contents. It dictates the distortion for the gamer who doesn't want to update the patch. It's because the GT only provides such supplementary playable content onto those who update the patch. For instance, GT6 provides the additional online championship event with the next level of both challenge and reward for the patch 1.26, unlike the prior patches. The third credo is the prototype car purchase. The prototype car purchase can only be bought with credit card of PAY PAL's note.

## **CONCLUSION & SUGGESTION**

Note that this netnography should be analyzed as a tool to give the in depth picture about the detailed phenomenon over a virtual gemeinschaft. This research concludes that the fun culture is necessary to give the life on such monitor or virtual context. Yet, the life itself shouldn't enjoy a long-span history if the game itself doesn't provide anything beneficial for its gamers. Thus, the first suggestion is the managerial implication. GT should keep its DLCs to satisfy its online community or even its gamers as individual. To anticipate the weakness, the research suggests that GT should ask these gamers about their exact needs or wants precisely. The second suggestion is for the virtual gemeinschaft itself. The community ought to keep or even increase the discussion activity. If the community can't start the topic, the research suggests starting the nostalgic topic such as the golden age of fourth installment at least for

this unit analysis. The last suggestion is for the next research: the netnography of marketing research are strongly suggested to apply this research's methodology onto other online communities.

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