

## **CHAPTER I**

### **INTRODUCTION**

The first chapter offers an overview of the background of study, which is followed by the research questions and objectives. The next section in this chapter discusses the significance of this study. Then, essential concepts related to the study are explained in the definition of key terms. The chapter continues with a review of previous studies that give context and support for the current study, followed by the research design utilized to assess the qualities of “Genshin Impact” as a learning aid. This chapter concludes with the writing outline that will be used throughout this text.

#### **A. Background of Study**

Computer games are becoming increasingly popular in classrooms (Elaish et al., 2019). This means that games can be an additional pedagogical strategy. Elaish et al., (2019) Also mentioned that games are helpful resources for learning particular techniques and topics, as well as for acquiring understanding, boosting motivation, and enhancing academic results. Additionally, games affect people's perspectives on education. With games, many people realized that English is a necessary language for modern individuals. English is used to convey information, goals, and also knowledge, because English is an international language that is used in this era. As an international language, English is also utilized in the majority of games. Many

people start learning English to enhance their enjoyment of gaming. In line with what Elaish et al., (2019) state that the additional benefits of enjoyment and involvement in the learning process are provided by new game-based apps. Thus, game-based learning is utilized to assist students in their learning processes, in part by raising their level of intrinsic motivation.

The researcher agrees to the statement above, a game can be a new method in learning implementation. As time goes by, learning methods also progress. so that everyone can learn with a method that suits each individual. If we relate this to religious teachings, we have followed the word of God as stated in Surah An-Nahl, verse 125, which reads:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۚ وَجِدْ لَهُم بِالَّتِي هِيَ أَحْسَنُ ۚ

إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۚ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

The sentence (وَالْمَوْعِظَةُ الْحَسَنَةُ) means good advice. Advice is a practice that attempts to direct someone. Similar to the word advice, “teach” also means the action of telling someone about something. One of the requirements for a teaching to be considered good is the use of appropriate methods. An effective method is the one that aligns with the learner. In this era, there are many methods to choose from. We can find several methods that suit a learner’s needs. Thus, if we use these methods to teach, it means we are practicing good

teaching, which aligns with God's word above.

"Genshin Impact" is an online game with the Massively Multiplayer Online Role-Playing Game (MMORPG) genres which refers to an online game in which many organic (non-computer/AI) individuals participate at the same time. The game was released in September 2021, making it two years old now. More than 10 million players worldwide have downloaded the game, which was voted the greatest game of October 2021 for the MMORPG genre. "Genshin Impact" is a game that has dubbing in various languages, one of which is English. As a game that can be used with the English language, this game can be a medium for English learning.

"Genshin Impact" as a game that can be used in learning has been studied. the research was conducted by Muhammad Farhan (2022) in his thesis entitled "Students' Perception Towards Usage Of Online Games "*Genshin Impact*" For Vocabulary Acquisition". The study resulted in the students acquiring new vocabulary while playing "Genshin Impact". This survey also found that all of the student participants were familiar with the game and had spent a significant amount of time playing it to discover its attraction. As a consequence, individuals were able to express their opinions on many areas of the game. This is because they use English as the application language that is used in the game, and also they find new friends from other countries. Farhan's study recommended that the next researchers conduct more research on the "Genshin Impact" and its use in educational research, with an emphasis on

improving several crucial linguistic features. Therefore, the researcher took a different approach in this study, focusing on the game to identify features that can be used to develop listening skills

Based on research conducted by Fidelia & Rohmah, (2023), students admitted to being less enthusiastic in learning English because the material was boring. Meanwhile, one student admitted that learning English as a routine activity was boring. Another student admitted to being uninterested in learning English because he got bored easily. However, one student did not feel less enthusiastic in learning English because he enjoyed learning it. This shows that interesting listening material attracts students' attention and interest in learning the language. As a result, one solution to this challenge is to investigate the use of the game "Genshin Impact" as a learning listening medium using a gamification approach. This game's audio features provide a genuine and relevant listening experience. This research seeks to investigate the efficacy of these qualities in increasing students' listening abilities. This study is intended to yield novel solutions that incorporate technology and entertainment into English education, making it more exciting, relevant, and successful for students.

Based on the background above, the researcher is interested in conducting a research entitled "Gamification For Learning English: An Analysis Of "Genshin Impact" Features For Learning Listening" and it employs a qualitative technique using content analysis. This study investigated several

features in “Genshin Impact” that can be implemented particularly for listening. Thus, through this research, it is hoped that it can increase the methods that can be applied in the English language learning process.

## **B. Research Questions**

The researcher investigated the research questions as follows:

1. What are “Genshin Impact” features can be use in learning listening?
2. What are the advantages of implementing “Genshin Impact” features for learning listening?
3. What are the drawbacks of implementing “Genshin Impact” features for learning listening?

## **C. Objectives of Study**

Considering the research questions, the study intended to look into the following:

1. To find the features of “Genshin Impact” which can be implemented for learning listening.
2. To find the advantages of implementing “Genshin Impact” features for learning listening.
3. To find the drawbacks of implementing “Genshin Impact” features for learning listening.

#### **D. Significance of Study**

This study's results are expected to deliver significant advantages, both practical and theoretical, such as follows:

##### 1. Theoretically

The results of this study are expected to provide significant contributions and important insights in the field of English language teaching. This study specifically presented a discussion on how game features, especially from "Genshin Impact", can be used to improve listening skills in language acquisition. This study also contributed to current research on gamification in education by providing new insights into the use of immersive and interactive learning technologies in educational techniques. Furthermore, these findings will form the basis for future research on the effects of gamification on students' engagement, motivation, and language competence.

##### 2. Practically

This study aims to provide practical benefits for educators, students, and future researchers. For educators, this study offers creative ways to incorporate game-based components into their teaching techniques, resulting in more engaging and inclusive learning environments. It also provides tools for educators to accommodate different learning preferences and styles, resulting in participatory classroom environments. For students, this study highlights the power of games to encourage self-directed learning and

improve listening skills through interactive and context-rich language exposure. Finally, this study aims to serve as a reference for future researchers investigating gamification as an educational tool, guiding them to investigate new aspects of its usefulness in language acquisition.

### **E. Definition of Key Terms**

To prevent misunderstandings, a few research-related words are defined.

1. Gamification is a process of incorporating game components into non-gaming contexts in order to replicate the motivational elements of games (Deterding et al., 2011).
2. Feature is a characteristic that sets something apart. It means features in the game in the form of audio such as dialogue or stories (Francesca & Deqi, 2023). The features that were analyzed in this research were : Quest Stories, World Quests, NPC Voice, dialog and character conversations, and cinematic scene.
3. “Genshin Impact” is a popular role-playing game (RPG). MiHoyo is the name of the Chinese firm that made this game (Seventilofa, 2022). “Genshin Impact” is playable on Windows (PC), PlayStation 4, and iOS and Android cellphones.
4. Learning listening is an educational process for developing one of the English language skills, requiring students to listen to English sounds (Putri,

2017). "Genshin Impact" has features in the form of English audio that can be used for learning listening. This study explores the potential of these features as learning listening media because many words and sentences from the audio can be identified and understood. In other words, this research focuses on identifiable and comprehensible words and sentences in the listening audio as learning media.

#### **F. Review of Previous Studies**

There have been previous studies regarding the use of "Genshin Impact" in English instruction by other researchers. First, Farhan (2022) conducted research entitled "Students' Perception Towards Usage Of Online Games "Genshin Impact" For Vocabulary Acquisition." As an outcome of the study, students learned new language while playing "Genshin Impact". This is a result of their usage of English as the game's application language and their discovery of new international acquaintances. Hence, they utilize English to speak with one another.

The next research was investigated by Seventilofa (2022). This article entitled "How Genshin Impact Online Game Impacts Player's English Skill" found that it is unknown how much of an impact playing the online "Genshin Impact" game has on users' English proficiency. The majority said that while they were improving, it was not happening quickly. This is due to the fact that



not every research participant playing the “Genshin Impact” game uses English as the game language

The last research which entitled “College Students’ Perception Toward English Learning Through Genshin Impact”. This study conducted by Andriani & Rahmawati (2022). They concluded that all respondents were driven, interested, passionate, and fond of the process. because learning English with “Genshin Impact” is enjoyable and doesn't feel like learning. Additionally, it is more engaging and simple to access than formal listening instruction. They can improve their English for numerous reasons by using “Genshin Impact”, including: 1) It helps students comprehend what to say and when in a given situation; 2) It has clear audio and well-pronounced words, which facilitate comprehension and help with listening skills 3. Since some of the new words are not used frequently in daily speech, it aids in their vocabulary learning.

The current study is similar to Farhan's study which focuses on the use of “Genshin Impact” as a medium for learning English, with the aim of assessing the potential of in-game components to help language skills. However, there are quite significant differences in the topics discussed, research methodology, data collection procedures, and analysis. The current study examines games as a medium to help improve listening skills using a qualitative approach and content analysis without involving human participants. This study focuses on analyzing the criteria for effective media in games to see how these features can be used to improve listening skills. On the

other hand, Farhan's study is a study to see the development of vocabulary acquisition for students who play this game. Farhan's study uses a quantitative approach with participants, such as surveys to examine students' perspectives and vocabulary tests to assess their abilities. The instruments of the two studies are also different, this study using observation notes and documentation of in-game vocal performance, whereas Farhan's study used questionnaires and SPSS software for data analysis. Despite their differing methods, both studies demonstrate that "Genshin Impact" has enormous promise as an innovative learning tool for several parts of English.

This research, like Seventilofa's, uses "Genshin Impact" as a medium to develop English language abilities. Both studies employ qualitative methodologies and concentrate on examining aspects offered by the game to aid English language acquisition. However, there are disparities in the abilities tested, data gathering techniques, and research tools employed. The current research employs a content analysis technique to investigate listening abilities. The researcher does not directly include human participants, instead observing linguistic exchanges in the game, such as character conversation and plot, to see how these features help enhance listening abilities. The instruments utilized are observation notes and audio recordings from the game. In contrast, Seventilofa's study focuses on the impact of Genshin on reading and writing skills. She conducted interviews with human participants to acquire a thorough understanding of player experiences and the game's impact on their English

language abilities. The primary tool utilized is interviews, both in person and online, which provide data based on the player's own experiences. Based on these distinctions, it is possible to conclude that the first research focuses on investigating game features internally to enhance listening skills, whereas the second study focuses on players' subjective experiences in building reading and writing abilities through game engagement. These two techniques contribute to a better understanding of “Genshin Impact”'s potential as a complete English learning medium.

This study also has similarities with the study conducted by Andriani & Rahmawati in focusing research on “Genshin Impact” as a medium for learning English and using a qualitative approach to explore the potential of this game. However, there are considerable differences in the topic's focus, methodologies, and research instruments. This study analyzes aspects of “Genshin Impact” that are significant to listening abilities using content analysis approaches that do not involve human participants. The tools employed are observation notes and audio recordings of linguistic aspects in the game. In contrast, Andriani and Rahmawati's study uses a qualitative descriptive technique to investigate students' impressions of learning English using “Genshin Impact” in general. Structured interviews with students were used to collect data and better understand their experiences. Thus, this study gives technical insight into the language features in the game, whereas Andriani and Rahmawati's study investigates users' perceptions of the game's usefulness as a medium for

learning English. The combination of these two methodologies gives a more complete view of “Genshin Impact”’s ability to help English learning

## **G. Research Method**

### **1. Research Design**

Content analysis is a research approach that uses contextual information to make conclusions that can be duplicated (replicated) and reliable data (Krippendorff, 1985). material analysis is the systematic study of written, spoken, or visual communication material using a set of criteria or principles. These rule-based methodologies enable academics to detect patterns, themes, or trends within the text, therefore revealing underlying meanings or messages. Content analysis may be used in a variety of fields, including media studies, psychology, sociology, and marketing, to provide insights on communication patterns, attitudes, or behaviors found in the examined material. Overall, content analysis offers a disciplined and rigorous framework for analyzing textual material and extracting meaningful conclusions from it. According to Shava et al., (2021), qualitative content analysis is a method that condenses raw data into categories or themes using reasonable inferences and interpretations. For this sort of research, the content analysis approach is highly helpful since it makes systematic observation and discussion of the linguistic and aural elements of “Genshin Impact” possible. This fits with the study objective

of analyzing the game's potential as a learning resource by making it possible to identify features that are relevant to learning English without needing direct player engagement.

For a number of reasons, content analysis is an excellent approach for studying “Genshin Impact” in relation to listening comprehension. First, researcher can identify patterns and themes in the accessible audio content by using the methodical methodology provided by content analysis to examine communication elements inside the game in an organized way. Second, this approach makes it easier to examine particular aspects of “Genshin Impact”'s conversations and storylines, which can help players better comprehend the English language. Furthermore, content analysis explores the underlying meanings of game interactions, including linguistic subtleties and social settings that might affect listeners' comprehension. This method's usefulness in education is further demonstrated by its effectiveness in analyzing instructional materials and interactions in learning situations. Finally, content analysis enables in-depth qualitative study of individual learning experiences, which is critical for understanding how players improve their listening skills by interacting with audio aspects in “Genshin Impact”.

Elo et al., (2014) describes the phases in qualitative content analysis study as follows:

- a. Preparation phase

The initial step in this phase is to find the best data gathering approach for analyzing the “Genshin Impact” game's characteristics as sources for English listening. The approaches available include evaluating audio/dialogue material in the game, witnessing gameplay, and gathering associated documentation such as dialogue scripts and game guides/reviews. The unit of analysis is then established, which might be phrases or samples of English speech from the game. The sampling strategy stage is unnecessary because this study does not include human participants.

b. Organization phase

After the data is obtained, the coding process begins by giving codes/labels to each line, conversation, or game component that is significant to learning English listening. These codes are then classified into major groups. Abstraction is then carried out by finding the primary themes/concepts associated with game characteristics that may be used to teach listening. To provide trustworthy findings, the classification should be validated using methods such as expert opinion or multi-coder.

c. Reporting phase

In the last step, the analysis results are given as categories/themes of aspects in the “Genshin Impact” game that may be used to improve English listening skills. These findings are backed by

quotations/examples of discourse or feature descriptions from the studied data. Furthermore, the analytical method is described in full so that readers comprehend each stage. Finally, the reliability of the outcomes is explored using criteria such as believability, transferability, and others. In the last step, the analysis results are given as categories/themes of aspects in the “Genshin Impact” game that may be used to improve English listening skills. These findings are backed by quotations/examples of discourse or feature descriptions from the studied data. Furthermore, the analytical method is described in full so that readers comprehend each stage. Finally, the reliability of the outcomes is explored using criteria such as believability, transferability, and others.

## 2. Research Subject and Object

In the research entitled “Gamification for Learning English: An Analysis of “Genshin Impact” Features for Learning Listening,” the following are the subject and object of the study:

- a. Subject of the Research: The subject of this research is “Genshin Impact”, an online game that is used as a tool for learning English, specifically in developing listening skills.
- b. Object of the Research: The object of this research includes the features within “Genshin Impact” that can be utilized to enhance

English listening skills. This encompasses elements such as character dialogues, story narration, and other audio features present in the game.

### 3. Data

Data are facts that describe certain properties of an observed thing. Qualitative data might take the form of observation notes, interview transcripts, literary texts, conference minutes, historical documents, memoranda and memoirs, or documentary videos (Kusumastuti & Khoiron, 2019). The study's research question pointed towards a particular unit or units of analysis. “Genshin Impact”, being an interactive game, may be classified as a program since it is an application that provides a play experience via certain characteristics. “Genshin Impact” has features such as character interaction, tale narration, and voice-over components. As a result, these characteristics may be employed as data in content analysis research, particularly in the context of learning listening.

The data in this study collected through screen recordings of the “Genshin Impact” game, which captured visual and auditory game features that have potential for learning listening. After data collection, a validation process conducted by comparing the recorded features with relevant academic literature, including scientific journals, textbooks, and other scholarly works in the field of language learning and educational



technology. This validation process aims to ensure that the features identified from the screen recordings have a strong theoretical and practical basis for use in learning listening. By integrating empirical data from the game with existing academic knowledge, this research seeks to build a strong and reliable argument regarding the potential of “Genshin Impact” features in improving English listening skills.

#### 4. Technique of Data Collection

This study uses a methodological approach that forgoes direct player interaction in favor of systematic observation and documenting in order to conduct a qualitative analysis of gaming content. The primary method of collecting data is the careful analysis of voice acting in the game, which places the researcher in the role of an involved spectator exploring the vast virtual environments of “Genshin Impact”. The main focus of this observation is the deliberate and thorough recording of voice exchanges inside the game, which recorded and analyzed to uncover the subtleties of players' listening comprehension difficulties.

Immersed in the complexities of the storylines surrounding the main characters and antagonists, the researcher devotes several hours to gameplay. A comprehensive exposure to a wide variety of conversational scenarios, from character-driven talks to crucial times of conflict, is ensured by this deliberate journey through the tales. The research attempts

to offer a thorough grasp of the listening comprehension difficulties that players frequently go into during their “Genshin Impact” experience by purposefully choosing a variety of settings.

Through methodical observation, where the researcher closely examined speech patterns, linguistic subtleties, and contextual factors that either help or impede comprehension, the depth of the gameplay material is investigated. This comprehensive analysis covers a wide range of topics, such as the variety of character voices, the intricacy of language employed, and the influence of distinct story settings on players' auditory comprehension abilities. Using this procedure, the research aimed to identify the little but noteworthy elements that impact the efficiency of listening comprehension in the dynamic gaming setting.

In essence, careful observation and documenting of voice performances across long periods of playtime serve as a strong data collection approach. The immersive and dynamic aspect of the game environment is captured by this technology, which also makes it possible to analyze linguistic components in-depth. The study aimed to provide insightful information on the potential and problems related to listening comprehension in the particular setting of “Genshin Impact” through this thorough investigation, providing a nuanced viewpoint on the interaction between language learning and gaming material.

## 5. Research Instrument

- a. Observation: This study used observation as the instrument to collect the data. It aimed to answer two research questions addressed in Chapter I. Table 1.1 shows the research instrument to answer each research question (RQ).

Table 1.1 Research Instrument

| No | Statement   | Checklist |    |
|----|---|-----------|----|
|    |   | Yes       | No |
| 1  | The game has subtitles in several languages (Hosogoshi, 2016).  |           |    |
| 2  | The game uses high-definition audio, allowing speech, sound effects, and background music to be heard well without interruption (Kang, 2015).                     |           |    |
| 3  | The game includes visual components including character motions, facial expressions, and backstory that enhance speech and storytelling (Ariani & Ujianti, 2021). |           |    |
| 4  | The game has audio and video playback functions (Roldán-Mora & Cárdenas-Claros, 2024).  |           |    |
| 5  | The game offers speech in several dialects, exposing players to a diversity of intonation (Vo & Cao, 2022).   |           |    |

- b. Documents: Apart from using observation, the researcher also use documentation to collect the data. This documentation is done by taking

photos or recording the screen while playing the Genshin Impact game. This process aims to collect data in the form of visual captures of features that support listening learning. With this documentation, the researcher can reanalyze the data in detail and ensure that each relevant feature is clearly identified. This method also helps the researcher to provide real evidence that supports research results.

## 6. Data Analysis

Miles & Huberman (2014) provides comprehensive guidance on the design and creation of matrix and network displays for qualitative data analysis. It emphasizes the importance of systematic organization and condensation of data, the design of effective displays, and the synthesis of findings to draw meaningful conclusions. Below is the explanation of the steps of analyzing data based on Miles and Huberman's analysis:

- a. Data Reduction: Miles & Huberman (2014) emphasize the need to condense and organize data systematically to facilitate analysis and interpretation. This aligns with the research's focus on analyzing the features in "Genshin Impact" to understand their potential for facilitating English language learning, particularly in the context of listening skills. The process of condensing and organizing data is essential for identifying patterns and drawing

meaningful conclusions about the game's impact on language learning.

- b. Data Display: Miles & Huberman (2014) provides detailed guidance on the design and creation of matrix and network displays for qualitative data. It emphasizes the importance of accompanying text to explain the displays and make conclusions explicit. This aligns with the research's objective of analyzing the features in "Genshin Impact" through visual displays to understand their impact on learning listening skills in English. The use of matrix and network displays can help in presenting the condensed data in a systematic way, allowing for meaningful analysis and interpretation.
- c. Drawing Conclusion: According to Miles & Huberman (2014), Descriptive and explanatory conclusions can be provided as feedback for verification and revision. Currently, a reporting format on site, based on the research questions, as well as interim results, has been prepared. The report in the case was written, then revised based on respondent feedback. Hence, the researcher makes a conclusion based on the previous process, so this is the final process carried out. After the data is explained and detailed, the researcher describes the results obtained based on the data source. In this final process, the researcher has found valid data.

## **H. Writing Outline**

This research consists of five chapters as follows:

CHAPTER I INTRODUCTION, this chapter consists of the background of the problem, research questions, research objectives, research significance, definition of key terms, previous studies, research methods, and writing outline.

CHAPTER II TEORITICAL REVIEW, this chapter consists of theoretical review of this study. The theoretical descriptions portray gamification, “Genshin Impact”, advantages and drawbacks, and learning listening.

CHAPTER III GENERAL DESCRIPTION, this chapter consists of an explanation of the “Genshin Impact” and the features in the game.

CHAPTER IV FINDINGS AND DISCUSSION, this chapter explains the research results and discussion on the analysis of the “Genshin Impact” Features.

CHAPTER V CLOSURE, this chapter is the closing chapter which consists of conclusions from the research and constructive suggestions.