

**PERBANDINGAN PENERAPAN STRATEGI MOONTON DI PASAR
GIM *MOBILE MOBA* INDONESIA-VIETNAM PADA MOBILE
LEGENDS**

SKRIPSI

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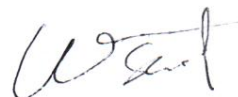
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ABSTRACT

Setia, Wingga Dwi. “Perbandingan Penerapan Strategi Moonton di Pasar Gim Mobile MOBA Indonesia-Vietnam pada Mobile Legends.” Universitas Islam Negeri Sunan Ampel Surabaya, 2025.

This research aims to describe the differences of Moonton strategy implementation in the Indonesian-Vietnamese MOBA mobile game market on Mobile Legends and try to answer why these differences occur. The method used is qualitative-comparative approach with documentation technique. The Miles & Huberman interactionist data analysis technique combined with the comparative way of Eser and Vliegthart is used in presenting the research results. The results of the study show that Moonton company implemented difference multidomestic strategy in Indonesia by opening branch offices and partnership with network operator, while in Vietnam Moonton collaborated with VNG company to fulfill local policy requirements for release. In implementing the product in Indonesia, Moonton provides customer service and local servers connected to the global, while in Vietnam the product is separate customer service and local servers with a lighter version of the product than the global version. The implementation price in both countries is different due to the influence of the domestic economy. The implementation strategy place in Indonesia uses the popular Play Store and App Store platforms, while in Vietnam there is an additional implementation place through local VNG platform. The implementation of promotion in the Indonesia market is characters with local culture, consistent esports and community, and collaborating with influencers, while in Vietnam there is language localization and collaborating with streamers as promotion.

Keyword: Strategy, Moonton, Indonesia, Vietnam, Market

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ABSTRAK

Setia, Wingga Dwi. “Perbandingan Penerapan Strategi Moonton di Pasar Gim Mobile MOBA Indonesia-Vietnam pada Mobile Legends.” Universitas Islam Negeri Sunan Ampel Surabaya, 2025.

Penelitian ini bertujuan untuk menggambarkan perbedaan penerapan strategi Moonton di pasar gim *mobile MOBA* Indonesia-Vietnam pada Mobile Legends dan mencoba menjawab mengapa perbedaan tersebut terjadi. Metode yang digunakan adalah kualitatif-komparatif dengan teknik pengumpulan data berupa dokumentasi. Teknik analisis data interaksionis Miles & Huberman yang dikombinasikan dengan cara komparatif Esser dan Vliegthart akan digunakan dalam memaparkan hasil penelitian. Hasil penelitian menunjukkan bahwa perusahaan Moonton melakukan perbedaan penerapan pada strategi *multidomestic di Indonesia* berupa membuka kantor cabang serta *partnership* dengan operator jaringan, sedangkan pada Vietnam Moonton melakukan kerjasama dengan perusahaan VNG dalam memenuhi ketentuan kebijakan lokal untuk perlisian. Pada penerapan *product* di Indonesia Moonton memberikan *customer service* dan *server* lokal yang terhubung ke global, sedangkan pada *product* Vietnam ada pada *customer service* dan *server* lokal terpisah dengan versi produk yang lebih ringan dari versi global. Penerapan *price* di kedua negara terdapat perbedaan karena pengaruh ekonomi dalam negeri. Penerapan strategi *place* di Indonesia menggunakan *platform* populer Play Store dan App Store, sedangkan pada Vietnam terdapat tambahan penerapan *place* berupa *platform* lokal VNG. Penerapan *promotion* di pasar Indonesia berupa karakter dengan budaya lokal, penggemar *esport* dan komunitas yang konsisten serta menggandeng *influencer*, sedangkan pada Vietnam terdapat lokalisasi bahasa dan menggandeng *streamer* sebagai cara promosi.

Kata Kunci: Strategi, Moonton, Indonesia, Vietnam, Pasar

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