

EVALUATION GAMEPLAY ON FREE FIRE GAME USING MECHANICS, DYNAMICS AND AESTHETIC FRAMEWORK

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ABSTRACT

Free Fire is one of the most popular battle royale games among players around the world. As a game that continues to develop, evaluating gameplay is important to ensure an optimal playing experience. This study aims to evaluate gameplay in the Free Fire game using the Mechanics, Dynamics, and Aesthetics (MDA) Framework. The MDA Framework allows structured analysis of gameplay elements, from mechanics (basic rules and features), dynamics (player interaction with the system and other players), to aesthetics (player emotional experience). This study uses a descriptive approach with survey methods and qualitative analysis. Data were obtained through gameplay observations, reviews from the player community, and questionnaires distributed to 100 active Free Fire player respondents. The results of the study show that the mechanics in Free Fire have been designed to support competitive gameplay, but require improvements in weapon balance and map variations. The dynamics of the game show interesting interactions between players, although they are often disturbed by toxic behavior and the use of cheats. In terms of aesthetics, Free Fire has succeeded in creating a satisfying visual and audio experience, although optimization on devices with low specifications is still a challenge. The conclusion of this study is that Free Fire has succeeded in creating a competitive and engaging gaming experience, but developers need to focus on improving the quality of mechanics, preventing behavior that disrupts dynamics, and improving aesthetics to reach more players. This study also provides recommendations for game developers and serves as a reference for further research that wants to evaluate battle royale games using the MDA Framework.