

Exploring the role of moderation in shaping the subjective experience of Genshin Impact players in the Indonesian Facebook group

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Article History:

Received 2025-02-06.

Revised 2025-03-30.

Accepted 2025-08-25.

Published 2025-08-29.

Keywords:

Genshin Impact, Online Gaming Community, Media Social Interaction, Facebook Group.

Abstract

This research examines the subjective experiences of Genshin Impact players in Indonesia, focusing on interactions within Facebook groups. It explores how group dynamics and moderation influence toxic behavior. By interviewing moderators from two Facebook groups, the study compares toxic behavior and moderation strategies, revealing that active, effective moderation reduces toxicity, while less oversight leads to increased negativity. The findings highlighted the crucial role of community management in shaping player interactions and online group culture. Beyond presenting practical implications for moderators and community managers, the study also contributed conceptually to understanding the relationship between moderation practices and online social behavior. It suggested that future research should involve broader and more diverse player groups to validate and expand these insights.



Figure 1. Genshin Impact's Front Image in Epic Games (Source: Epic Games)

Introduction

Genshin Impact, developed by China's miHoYo, has become one of the most globally popular games in recent years. Zhang (2023) attributes its success largely to the rapid growth of smartphone usage, which enabled the game to reach a broad audience as a cross-

platform title also available on PC and PS4. The game's popularity has fostered the creation of vibrant online communities across platforms such as Discord, Reddit, and Facebook groups, where players discuss game content, share experiences, and shape each other's perceptions of the game. These communities can significantly influence player engagement and loyalty, as they serve as spaces for interaction and information exchange. Social media marketing further supports this dynamic by making it easier for consumers to search for and compare information about products and services (Pudjihardjo & Wijaya, 2015 in Diputri, 2022).

Rahardjo and Bintarti (2023) found that social media usage is influenced by users' access behavior—factors such as accessibility, attitudes, and habitual use—which may also shape how players engage within Genshin Impact's online communities. Although previous studies have explored social media behavior and the role of online brand communities, there remains limited research on how moderation and community management practices influence toxic behavior in gaming communities. Much of the existing literature on toxicity (Lapolla, 2020; Kowert, 2020) examines general patterns of abuse, misconduct, and poor cooperation in online games but does not link these behaviors to specific moderation practices in localized communities, such as Facebook groups.

To illustrate the scale of the Genshin Impact player base, it is important to note the game's consistently high player count. As shown in Table 1, data from ActivePlayer.io indicate that as of December 2024, Genshin Impact maintained more than 50 million active players worldwide.

Table 1. *Genshin Impact* Players for last 6 months per January 2025 (Source: activeplayer.io)

No	Month	Players amount
1	July 2024	62,810,483
2	August 2024	63,205,441
3	September 2024	65,259,618
4	October 2024	63,863,062
5	November 2024	64,670,195
6	December 2024	57,504,485

The consistent player numbers in Table 1 highlight *Genshin Impact*'s strong engagement; however, maintaining such a vast player base comes with its own challenges. One of the most significant issues is player toxicity, a common problem in major online games. This toxicity, marked by negative interactions and hostility, can damage the game's reputation, and diminish the overall player experience. Similar patterns of toxic behavior have been observed in other popular titles like *League of Legends*, *DOTA 2*, and *Mobile Legends: Bang Bang*, underscoring the broader issue of community management in online gaming.

Notable controversies for Genshin Impact illustrate the challenges of community management and player-developer relations. For example, during the game's First Anniversary, players criticized the lack of content and rewards, leading to protests through "review bombing" on unrelated applications (Alford, 2021). Similarly, the controversy surrounding the underpowered release of the character Zhongli triggered massive backlash, prompting miHoYo to implement a substantial buff in December 2020, an unusual decision highlighting the impact of community pressure (Iglesias, 2020). However, the company's slow and rigid crisis response was later critiqued for lacking flexibility in addressing player concerns (Qiao, 2022 in Lu, 2023).

More recently, the introduction of the Trading Card Game (TCG) content received mixed reactions, with many players expressing disinterest. In the Indonesian community, the recurring “mendang-mending” cycle which consists of debates comparing character strengths after each version update has also further fueled toxic exchanges within the community. These cases collectively reflect how Genshin Impact’s content decisions and responses to player feedback influence community behavior and highlight the ongoing challenges of managing user expectations and toxicity in online game communities.

This pattern of negativity aligns with broader toxic behaviors observed in online gaming communities. Lapolla (2020) categorizes gaming toxicity into abuse, ingame misconduct, and poor cooperation. Flaming involves excessive criticism and insults, while poor cooperation includes ineffective communication and unsportsmanlike conduct. Cyberbullying targets players through repeated mockery, and hate speech fosters discrimination based on gender, race, or other personal traits. These behaviors collectively create a hostile and unwelcoming gaming environment.

Another classification of toxic behavior comes from Kowert (2020), who separates it into two categories: verbal toxic behavior and toxic behavioral actions. Verbal actions include trash talking, misinformation, and verbal spamming, while griefing and sexual harassment target players through communication. Behavioral actions focus on gameplay disruption, such as behavioral spamming, inappropriate role-playing, cheating, and doxing. These actions not only impact the gaming experience but can also have real-world consequences. Another insight of destructive participation in games comes from Laato et al. (2024) highlight a wide range of toxic behaviors, including insulting and verbal abuse, friendly fire, and technical cheating. They also address disruptions like leaving early, smurfing, and breaking social norms. Raging and rage quitting, along with unfriendliness, provoking, and whining, further contribute to a toxic environment. Their classification emphasizes both verbal and gameplay disruptions that hinder a positive gaming experience.

Multiple factors contributing to toxic behavior in gaming, including community influences, attitudes, gender socialization, age, and gameplay itself (Kowert, 2020). Social Cognitive Theory explains that individuals learn toxic behaviors from their environment (DiBenedetto, Schunk, 2019), while the Theory of Planned Behavior highlights that such behaviors are driven by intentions influenced by attitudes, norms, and perceived control (Djafarova et al., 2022).

Several studies have explored various aspects of online gaming communities, particularly focusing on toxicity and player interactions. Arifah & Candrasari (2022) conducted a netnographic study on the Genshin Impact Indonesia Official Facebook community, identifying a circular communication pattern among players and moderators. They examined how players interact virtually but did not focus on toxic behavior. Lapolla (2020) identified toxic behaviors in online video games, such as flaming, trolling, and cyberbullying, providing recommendations for game developers to address these issues.

Kowert (2020) also discussed toxic behaviors, emphasizing how they manifest in online games, particularly in terms of verbal and physical violence, but focused on a broader range of games. Tang, Reer, and Quandt (2020) specifically looked at sexual harassment in online gaming, finding that personality traits like Machiavellianism and psychopathy predicted higher rates of harassment. Their research also highlighted the role of gaming communities in reducing toxicity. Finally, Pakaya, Bo’do, and Akifah (2022) examined virtual sharing practices in an Indonesian photography community on Facebook, highlighting how virtual interactions can foster community cohesion, though their focus differed from the toxicity angle explored in gaming contexts.

Despite these findings, one persistent challenge in online gaming communities is the prevalence of toxicity, which can severely damage player experiences. Anonymity in online gaming communities often exacerbates toxic behaviors such as flaming, trolling, cyberbullying, and hate speech, which can severely impact players' experiences. Research highlights that toxic behavior, including racism, sexism, and negative sexual connotations, is widespread in gaming, often affecting marginalized groups (Schäfer et al., 2020; Fox et al., 2018 in Austin, 2020). Online interactions, shaped by players' attitudes and frustrations, contribute to escalating toxicity, particularly in competitive multiplayer games. A 2019 report from the Anti-Defamation League found that a large percentage of MMO gamers had experienced abusive behavior, and the nature of these games, which prioritize competition and cooperation, further fuels negativity.

Toxicity has led some players to anticipate negative interactions, causing them to avoid communication channels or disengage from the game entirely, impacting retention and engagement (Lapolla, 2020). Games like Genshin Impact, Overwatch, and League of Legends experience cycles of toxicity that can harm their reputations, drive players away, and create internal community conflicts; recent research by Li et al. (2024) shows that in such competitive online games, proactive and timely moderation can reduce disruptive behaviors by up to 70 percent, although it may temporarily decrease participation among the most problematic players. Even games like *Yoworld* have seen similar toxicity-driven issues, which contribute to player stress and community fragmentation (Consalvo, 2019 in Bergstrom, 2021). These negative dynamics can lead to community migration, where players leave for new platforms or communities, further destabilizing online environments (Dym & Fiesler, 2020).

Addressing toxicity is critical for the stability and survival of online communities, as significant player loss can lead to the collapse of these social spaces, where players depend on interactions for emotional and informational support (Bergstrom, Poor, 2021).

The importance of social interactions in shaping gaming experiences is evident in another game that that in-game interactions in *Mobile Legends: Bang Bang* influence player happiness and loyalty to the game (Setyowulan et al. 2018). extend this by linking player loyalty to both the community and the brand, with practical and social experiences driving this loyalty (Bu et al, 2020), as pointed in figure 1 below.

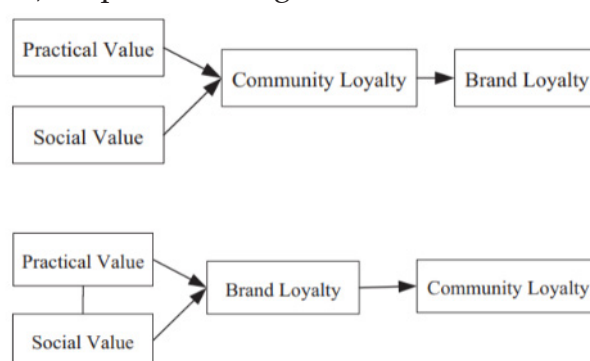


Figure 2. Bu's theoretical model of how the value of a product affects the loyalty (Source: Bu's research)

Note that frequent exposure to certain messages within player community's shapes members' perceptions (Jeffery, 2019). Media communities form because of regular online communication, driven by shared interests and needs (Arifah, Chandrasari, 2022). Online communities form through regular communication driven by shared interests and needs (Oeldorf-Hirsch, 2011 in Kim, 2020). Kim also explained that players adjust their

behavior based on perceived social norms to align with community expectations and avoid marginalization (Spartz et al. 2017 in Kim, 2020).

The Uses and Gratifications Theory (Littlejohn, 2009) suggests players engage with game communities to fulfill personal needs, such as discussing game content. These communities serve as spaces for sharing experiences. Field Theory (Burnes & Cooke, 2012) emphasizes that behavioral changes are influenced by psychological forces in one's environment, shaping attitudes and behaviors within these communities. Social Penetration Theory (Altman & Taylor, 1973) explains how interactions deepen over time, helping to understand how players influence each other's perspectives and experiences with games like *Genshin Impact*. Together, these theories offer a comprehensive view of player behavior in online gaming communities.

The researcher hypothesizes that, based on all the information above, when players join social media groups, specifically Facebook Groups in this study, they do so with a specific purpose, such as discussing or sharing their experiences within the game. Through these interactions, players are exposed to various discussions, which gradually influence their perceptions, especially towards the dominant topics being discussed. The more frequently certain messages about the game are shared, the more likely the members are to adopt those views. Ultimately, these interactions shape their gaming experiences and perspectives on *Genshin Impact*. In this study, using Facebook Groups as a virtual community, the process includes members joining, posting, how the group is moderated, and the comments made on those posts, drawn in figure 2 below.

This research aims to explore the experiences of *Genshin Impact* players within Facebook groups, focusing on how moderation and community environment influence toxic behavior. Through qualitative interviews with moderators from different groups, the study seeks to understand the role of moderation in shaping community health and provide insights into effective practices for reducing toxicity in online gaming communities. The research also examines how social media interactions affect player experiences and community dynamics.

Method

This research follows a qualitative approach with a constructivist paradigm and utilizes an exploratory and phenomenological method. The constructivist paradigm views reality as socially constructed, shaped by individual experiences and perceptions (Creswell, 2015). The exploratory method is used to investigate a phenomenon that has not been widely studied, while the phenomenological method explores the meaning of social and psychological experiences by asking participants to reflect on their lived experiences (Creswell, 2015). This research has been approved by the Ethics Committee of Bina Nusantara University.

The study explore how Indonesian *Genshin Impact* players' perceptions and behaviors change through interactions in two major Facebook communities: "Genshin Impact Indonesia Official" (over 300,000 members) and "Keluh Resah Pemain Genshin Impact" (over 100,000 members). Data was collected from experienced admins and moderators to ensure reliability. These groups' large member counts highlight their significance within the Indonesian player community, as shown in Figure 3. The research excludes 'Jual Beli' (buy and sell) groups, as they prioritize commercial transactions over community interactions, which is the focus of this study.



Figure 4. *Genshin Impact* Groups when searched on Facebook with “Genshin Impact Indonesia Official(GIIO)” as 3rd in the search and “Keluh Resah Pemain Genshin Impact(KRPGI)” 8th in the search (Source: this research)

Participants were selected through purposive sampling, focusing on administrators and moderators with at least one to two years of experience managing their communities. This ensured that participants had observed long-term developments, changes in member behavior, and shifts in cultural norms. Because each participant came from communities with different cultures and management styles, the study was able to capture a range of perspectives on community dynamics. Their sustained involvement and interactions with diverse players and situations allowed them to provide historically grounded and contextually rich insights. Compared to random sampling, which risks including participants with limited exposure to important issues, this approach increased the validity and reliability of the findings.

To further ensure data credibility, verification techniques such as member checking (where participants reviewed the researcher’s interpretations) and triangulation with previous studies and community documents were used. Data were collected through semi-structured interviews and non-participant observations, providing both in-depth accounts and contextual insights. Thematic analysis followed Braun and Clarke’s framework, with codes iteratively refined and organized into broader themes such as “toxic behaviors,” “community support mechanisms,” and “rule enforcement styles.”

The study initially aimed for at least two informants from each group, but due to limited voluntary participation, only one informant per group was included. This adjustment maintained the integrity of the findings and avoided overrepresentation while preserving reliability and validity. The final data provided a detailed understanding of how social media interactions influence player behaviors, community dynamics, and perceptions within Indonesian *Genshin Impact* communities.

The research aims to provide a deeper understanding of the social dynamics within these groups and how they influence player behavior and perspectives. Findings from this study will inform future research and potentially guide policy decisions on managing online gaming communities to mitigate toxicity and improve player engagement.

Results and Discussion

Researchers conducted interviews with two admins and moderators from different Facebook groups: Dika Adi Pranata from *Genshin Impact Indonesia Official* (GIIO) and Dandy Yoga from *Keluh Resah Pemain Genshin Impact* (KRPGI). Interviews were conducted through Facebook Messenger voice messages for GIIO and Zoom for KRPGI to ensure reliable communication with informants. The information of the informants is provided in table 2 below, with this information is shared with their full consent for scientific purposes only.

Table 2. Informant Profile (source: this research)

No	Name	Group	Position	Duration
1	Dika Adi Pranata	Genshin Impact Indonesia Official (GIIO)	Admin	2+ years
2	Dandy Yoga	Keluh Resah Pemain Genshin Impact (KRPGI)	Ex-Admin	1+ year

The interviews aimed to compare player dynamics in the two groups by examining posting, commenting, moderation, and other activities, highlighting differences in interactions within Indonesian Genshin Impact communities (see Table 3).

Table 3. The Summary of the Findings (source: this research)

Categories	Answer from GIIO's Informant	Answer from KRPGI's Informant
Purpose of joining	Seek Information, discuss in game content, share fanmade works	Become a place where players can channel their frustrations about certain in game contents, or blaspheme their characters
Common Post Content	Discussions about <i>Genshin Impact's</i> content	Complaints about specific in game, comparing characters("mendang-mending")
Moderation and Rules	Controlled posts and comments with active moderation by 7 admins and 7 moderators. Rules frequently changes to adapt to group's conditions.	<div style="border: 1px solid black; padding: 10px;"> <p>The group has only 3 active moderators, with 12 others mostly passive. Members can freely discuss anything except player's "economy" and "Raiden Shogun" topics (explained below). The "Reborn" group limits posts on certain game content to prevent spam.</p> </div>
Member Behavior	Usually neutral, or becoming neutral over time after interacting in this group, less amount of "White Knights" and "Black Knights"	Higher presence of "Black Knights" and very toxic members (more toxic than the rest of the group) known as "Harbringers"
Unique Case	Moderators' Debate on fan art posting in their own group chat, showing their adaptive nature of moderation	Internal conflicts led to a doxxing case and a "Raiden Shogun" rule forbidding criticism of the character, due to a moderator's favoritism.

Categories	Answer from GIIO's Informant	Answer from KRPGI's Informant
Changes in Group Dynamics	The stigma that "Genshin Impact plagiarizes Breath of the Wild" has faded, with members' views becoming more positive and neutral over time.	Members' views on Genshin Impact show no significant change and are surprisingly less toxic when they are in other groups.
Similar Findings	Acknowledging: "mendang-mending" cycle of character comparisons, the impact of Genshin Impact's First Anniversary, debates around Dehya, the roles of 'Black Knights' and 'White Knights,' bans on economy discussions, cosplayer issues, disinterest in the Trading Card Game, and frequent talks about artifact and primogem farming alongside the gacha system.	
Other Findings	GIIO once did Voice Acting competition and Low Budget Cosplay Competition	After the internal conflict over the "Raiden Shogun" case, the group split into KRPGI and KRPGI "Reborn," formed by moderators who were expelled, while the original KRPGI was sold to another party by the "corrupt" admin.

The comparison of Genshin Impact Indonesia Official (GIIO) and Keluh Resah Pemain Genshin Impact (KRPGI) reveals two sharply contrasting approaches to community tone and moderation, each with distinct consequences for member experience. GIIO encourages collaborative discussions of game content and fan works, supported by structured, active moderation that ensures a respectful and supportive environment. KRPGI, with fewer active administrators and less consistent enforcement of rules, allows more open-ended conversations that often take the form of complaints, character debates, and sarcasm, creating a more critical and competitive atmosphere. This difference reflects the Uses and Gratifications Theory (Littlejohn, 2009), which holds that individuals choose platforms that meet their personal needs. GIIO draws members who seek information exchange and creative sharing, while KRPGI appeals to those who wish to express frustration, engage in debate, or post satirical commentary.

Both groups prohibit personal finance discussions, yet KRPGI enforces an additional restriction by banning criticism of the character Raiden Shogun, a rule shaped by moderator preference. Member interactions differ not only in tone but also in form. In GIIO, posts are often clearly labeled with hashtags to indicate their topic, as seen in Figure 5, where a member asks about the use of the character Sigewinne and refers to her as "this loli character." In KRPGI, posts frequently take the form of memes or sarcastic images, such as the example in Figure 6, which jokes about Ayaka's forehead, reflecting the group's tendency toward mockery and playful provocation. These stylistic differences illustrate the influence of moderation practices on shaping communication norms within each group.

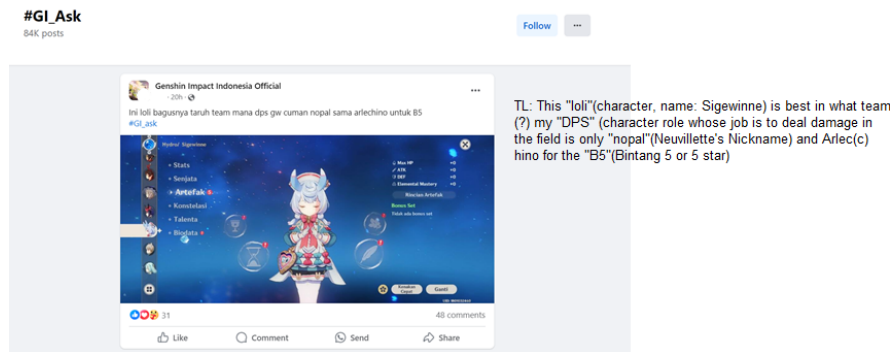


Figure 5. One of GIIO's post regarding discussing units (Source: GIIO)

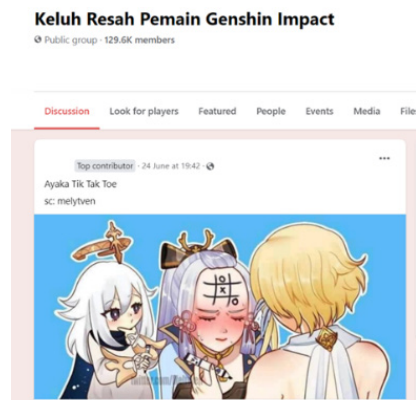


Figure 6. One of KRPGI's "Character Blasphemy" meme post for one of *Genshin*'s character named Ayaka (Source: KRPGI)

Behavioral patterns further reinforce these contrasts. In GIIO, members often maintain a neutral tone or shift toward greater neutrality over time as they engage with the community. Social Cognitive Theory (DiBenedetto & Schunk, 2019) explains this as a process of observational learning, where individuals model the constructive behaviors of others, which in turn reinforces positive norms. KRPGI, on the other hand, hosts more toxic member subgroups, such as the so-called "Harbingers" and the disruptive "Black Knights," whose influence normalizes criticism, character ranking debates, and personal attacks. The difference in internal governance also plays a role. GIIO has faced internal debates over the handling of fan art, but these discussions have remained contained and have served to refine group rules. KRPGI has experienced more severe conflicts, including a doxxing incident and accusations of favoritism, which ultimately led to a split in the community and the sale of the original group to a third party. Field Theory (Burnes & Cooke, 2012) helps explain this divergence. GIIO's flexible but active structure creates positive social forces that encourage collaboration, while KRPGI's weaker rule enforcement and partiality toward certain members produce negative forces that intensify conflict.

Moderation in these groups functions not just as a technical process of rule enforcement but as a force that defines the power structure and emotional tone of the community. In GIIO, inclusive and consistent moderation promotes a sense of shared ownership, where members feel that their contributions matter. In KRPGI, uneven power dynamics and moderator favoritism undermine trust and create conditions for factionalism, as seen in Figure 7, which depicts the post by a moderator accused of corruption that triggered one of the group's major conflicts that leads to the "KRPGI Split". There are some other conflicts like doxxing and some cosplay drama but, none of them are as large as this one "No Raiden

Badmouthing” incident. The differences in governance styles demonstrate how moderation can either strengthen or destabilize online communities.

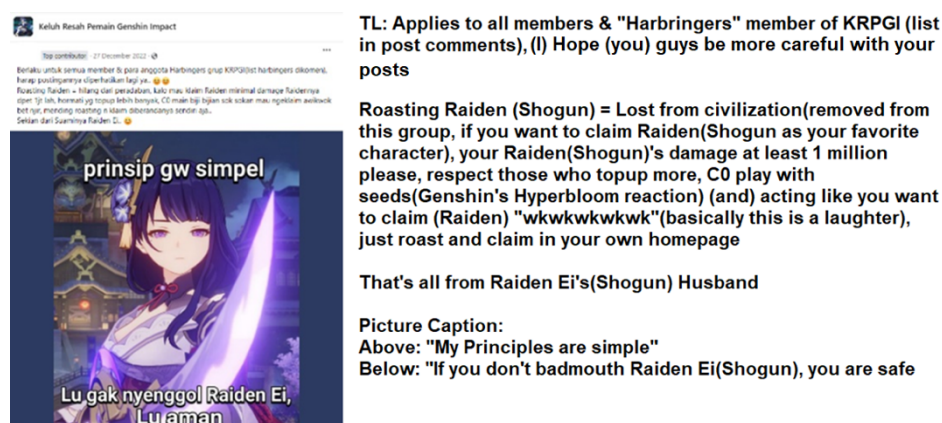


Figure 7 – The alledged post by the “corrupt” moderator that became the beginning of KRPGI’s conflict (Source: KRPGI)

Despite these differences, certain shared patterns emerge. Members in both groups participate in the “mendang-mending” cycle, a common Indonesian online habit involving constant comparisons between characters or game features. Both communities expressed dissatisfaction with Dehya’s gameplay and showed little interest in the game’s TCG content. Cosplayer controversies, discussions about artifact farming, primogem accumulation, and the gacha system are recurring topics in both spaces. Yet the way these topics are approached differs. GIIO addresses them in a constructive manner, while KRPGI’s tone often magnifies dissatisfaction and conflict.

Community activities in GIIO, such as “Sulih Suara” and “Low Cost Cosplay,” play an important role in fostering a collaborative culture. According to Social Penetration Theory (Altman & Taylor, 1973), deeper and more personal exchanges lead to stronger relationships over time. These events provide opportunities for members to build trust and rapport, reinforcing positive interaction patterns. KRPGI, in contrast, maintains a culture of competitive one-upmanship, marked by humble bragging, targeted criticism, and repeated “mendang-mending” debates. The Theory of Planned Behavior (Djafarova et al., 2022) helps explain why such patterns persist. GIIO’s active moderation creates clear social norms and accountability, increasing members’ perceived control over maintaining civility, whereas KRPGI’s weaker norms reduce perceived control, enabling toxic behaviors to flourish.

Toxicity in KRPGI aligns closely with Kowert’s classifications, including Trash Talking, Verbal Spamming, and Grieving. The group’s critical style and meme-driven culture perpetuate these behaviors, and the “mendang-mending” cycle becomes a recurring trigger for conflict. Additionally, incidents such as the doxxing case and favoritism disputes reflect behaviors linked to a Lack of Adherence to Social Norms and to Provoking and Taunting. These behaviors damage group cohesion, reduce member satisfaction, and increase turnover. GIIO’s emphasis on constructive interactions and active event organization reduces the prevalence of such toxic dynamics. While both communities face challenges such as harassment and the need for content moderation, GIIO’s proactive governance helps to contain negative interactions before they escalate.

The relationship between moderation and community health is supported by previous findings that constructive environments enhance engagement and satisfaction (Griffith & Hussain, 2014). Active moderation in GIIO creates a sense of stability, safety, and inclusion, while KRPGI’s looser approach allows destructive patterns to take root. In Indonesia, where Facebook groups serve as central community hubs for fans, moderation has an even greater

impact on how members fulfill their social and emotional needs. Styles of communication such as “mendang-mending” debates or humble bragging are deeply embedded in local online culture, reflecting the influence of peer norms and digital subcultures (Jeffery, 2019; Kim, 2020).

KRPGI’s entrenched negativity supports findings from Meriläinen and Ruotsalainen (2024), which show that persistent toxic behaviors can destabilize communities and lower retention rates. In less regulated spaces, aggressive posts and sarcastic humor serve as behavioral models for newcomers, reinforcing the same patterns over time. GIIO’s approach works in the opposite direction by making constructive dialogue the norm, which is consistent with both Social Cognitive Theory and the Theory of Planned Behavior. Changes in GIIO’s perception of Genshin Impact, from viewing it as a copy of *Breath of the Wild* to developing a more nuanced appreciation, illustrate how attitudes can evolve in a supportive environment. In contrast, KRPGI’s persistent critical stance demonstrates how entrenched social norms can resist change even as other aspects of the game evolve.

Overall, these findings show that moderation is not merely an administrative function but a cultural force that shapes emotional tone, community values, and perceptions of belonging. In the Indonesian context, GIIO’s structured and collaborative moderation reflects wider cultural values of harmony, respect, and mutual cooperation, similar to norms in formal offline settings. KRPGI’s tolerance for sarcasm, humble bragging, and toxic humor reflects a different set of values, shaped by the chaotic, meme-oriented tone of Indonesian digital subcultures. As Gongane (2022) argues, moderation often receives less scholarly attention than content detection, yet its absence or ineffectiveness can magnify tensions and undermine platform health. The divergence between GIIO and KRPGI reveals not only contrasting administrative strategies but also different visions of what a digital community should feel like, underscoring the role of moderation as both a reflection of and a shaping force for Indonesian media culture.

The contrast between GIIO and KRPGI ultimately illustrates how digital spaces are never neutral; they are shaped by the invisible hand of moderation, which determines whether a community becomes a place of support or a breeding ground for conflict. In Indonesia’s vibrant but often chaotic social media ecosystem, where humor, critique, and “mendang-mending” comparisons are cultural norms, moderation functions as both a safeguard and a cultural architect. GIIO’s active governance shows that positive norms can be cultivated even in spaces where disagreement is inevitable, while KRPGI’s *laissez-faire* style reveals how neglecting moderation can harden toxic behaviors into the fabric of community life. These dynamics suggest that moderation is not merely about suppressing bad behavior but about setting the stage for the kind of social world a group wants to build—an insight that holds implications far beyond Genshin Impact fandoms, touching on the health of Indonesian digital communities as a whole.

Conclusion

This study provides key insights into the dynamics of two Genshin Impact Facebook groups, GIIO and KRPGI, and highlights the significant role of group moderation in shaping player experiences. The findings show that players join social media groups to discuss and share their in-game experiences, and the interactions within these groups greatly influence how they perceive the game. GIIO’s structured and active moderation fosters a collaborative and supportive environment. Events such as *Sulih Suara (Voice Acting)* and *Low-Cost Cosplay* contribute to a positive atmosphere and enhance player satisfaction. This moderated space encourages constructive discussion, helping members develop and maintain positive behavioral norms. In contrast, KRPGI’s passive moderation, with fewer active administrators and minimal enforcement of community standards, allows toxic behaviors such as flaming, criticism, and excessive complaints to persist, which can reduce engagement and member retention.

The comparison emphasizes that proactive moderation is the key factor behind the contrasting dynamics of these communities. Improvements for KRPGI should focus on strategies that reduce toxicity while keeping the freedom of expression which made KRPGI become the place for the players to vent about the in-game activities of Genshin Impact. These include increasing active moderator participation, implementing clearly visible and consistently enforced community guidelines, using automated tools to manage high-volume discussions, and hosting positive engagement activities modeled after successful examples from other groups. Scheduled moderation shifts and periodic member feedback can help reinforce community norms and encourage healthy interactions. These measures would not only mitigate negative behavior but also foster a healthier environment for sustained engagement.

This study has some limitations. Its focus on only two Facebook groups may not capture the full diversity of online gaming communities. The findings are based on qualitative data, which could introduce bias, and the limited timeframe restricts the identification of long-term trends. Future changes in these and other global Genshin Impact groups are not considered, which limits understanding of evolving player behaviors.

Future research should examine a broader range of gaming communities and adopt mixed methods to strengthen the findings. Longer longitudinal studies could provide deeper insights into community evolution, while focusing on everyday player interactions would offer a more complete understanding. Overall, this research shows that moderation is not merely administrative but serves as a form of community governance that shapes player norms, satisfaction, and loyalty. By applying thoughtful moderation strategies, communities like KRPGI can transform competitive and toxic spaces into supportive and sustainable environments.

Acknowledgements

This research was assisted by the Bina Nusantara University's Binus Graduate Program (BGP). The authors would also thank everyone involved and help in this research, Dika Adi Pranata as an admin Genshin Impact Indonesia Official (GIIO) at the time of interview and Dandy Yoga as one of the former admins in Keluh Resah Pemain Genshin Impact (KRPGI). We thank partners, respondents, and resource persons who have provided a lot of data, both primary data and supporting data.

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