

Based on the analysis and discussion can be concluded that there are 5 elements in a game is as many as 34 pairs of perceptions. But the valid and reliable perception is 4 elements with 29 pairs of perceptions.

Cluster analysis formed respondent in to 3 clusters. The users on cluster 1 and 2 tend to choose positive *kansei words* compared with cluster 3. The number of respondents in cluster 1 and 2 is greater than the cluster 3. It can be concluded that the affective aspects perception/desire in cluster 1 and 2 can be used as the aspects the vital aspects to be noted in developing future online games, especially for game developers or designers in Indonesia so the games will be preferable and known by the wider community, given the opportunity and great advantage in the development of online game industry.

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Include author bio(s) of 200 words or less.

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