

ABSTRACT

RIFKI YUDA FIRMANSYAH. 16818144

Gunadarma (Tinfo) Esports Team's Communication Strategy in the Mobile Legends Student League Tournament: Bang-Bang

Keywords : Communication Strategy, Symbolic Interactionism, Gunadarma Esports, Mobile Legends Bang Bang

(xii + 47 + Attachment)

The goal of this study is to figure out how the Gunadarma (tinfo) esports team communicates in the mobile legends student league tournament: Bang-bang. The researcher bases his findings on the symbolic interactionism philosophy. This research approach is a descriptive qualitative study with 5 gunadarma esports players and gunadarma esports management using interview data gathering techniques. The findings of this study show that when gunadarma esports players compete, the communication tactics they utilize can help them gain abilities and knowledge that they wouldn't have learned in a lecture. However, gunadarma esports players have challenges when competing in order to adjust the intended gameplay, but these challenges may be solved and applied to the competition with collaboration and effective communication. When gunadarma esports players go about their regular routines, they feel that communication is very vital and quite different, but there are two sorts of communication.