

## ***ABSTRACT***

**Rifal Pahlevi 15817175**

### **GUNADARMA ESPORT TEAM STRATEGY IN WINNING THE MLBB CAMPUS CHAMPIONSHIP 2020 EVENT**

*Keywords : Communication Strategy, Game Online, Computer Mediated  
Communication (CMC) Theory*

*By understanding someone about the science of communication, they can organize and direct their teammates in achieving certain goals. By using a communication strategy a team can advance, be solid, and develop on its own. There are six techniques that can be learned in building a team, namely Redundancy Reception, Canalizing, Informative, Persuasive, Educative, and Coercive. These six techniques have proven successful with the achievements of the Gunadarma Esports Team in winning the 2020 MLBB Campus Championship. The two theories used in the 2020 MLBB Campus Championship are Teori Computer Mediated Communication (CMC) and Symbolic Interaction Teori. By using the Computer Mediated Communication (CMC) theory, the Gunadarma Esport team used the discord application to help him communicate in his game, while the symbolic interaction theory they used was also used to organize attacks, defenses, and guarding through terms or symbols that they understood for the sake of their smooth play.*

*Bibliography (1994 - 2020)*