

ABSTRACT

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COMMUNICATION PATTERN COMMUNITY VALORANT INDONESIA THROUGH DISCORD APPLICATION

Keywords: Communication patterns, social media, Discord application.

(x + 53 + appendix)

The purpose of this research is to determine the communication patterns of the Indonesian Valorant Discord community through the Discord application. This research method uses a qualitative approach. Based on the results of the research that the researcher conducted from interviews with 4 informants and observations, the researcher can conclude that from research on the communication patterns that occur in the Valorant Indonesia discord group through the Discord application, there is an all-channel communication pattern. The researcher drew conclusions after conducting interviews and observations. Researchers can conclude this because all Valorant Indonesia discord members communicate from all directions and other discord members can see messages that someone is communicating, for example every day members are looking for playing partners and respond by accepting invitations from other members to play together. The all-channel communication pattern in the Valorant Indonesia discord group can be determined by researchers to be supported by the linkage of the results of researchers who have joined the discord group.

Bibliography (1993-2023)