ABSTRACT

DWI ISMAYANTI, 2019

Communication Patterns and PUBG Mobile Gamers Leadership Styles
(Study of Faculty of Communication Science Gunadarma University Depok)

Key Words: Social Network, Leadership Style, Online Game, PUBG Mobile.
(xiii + 115 + Attachments)

       Based on the results of research conducted on the analysis of social communication networks and leadership styles in the PUBG Mobile online game, a collection that can conclude the communication structures created in the PUBG Mobile online game group that forms the wheel structure. Variable group characteristics that have group protection variables include: (1) Identifying information about the number of relations or relationships each actor receives, (2) Analyzing higher weights on actors connected with other actors, (3) Identifying the distribution data in a network or can also be called a partnership relationship in a group, (4) Analyzing the distribution of data on a network that is well connected or not, (5) facilitator. This research is a quantitative study that involves a correlational descriptive unit of analysis consisting of an individual analysis unit consisting of 32 people, as well as a group analysis unit consisting of 3 groups of PUBG Mobile online games. Data processing is done using UCINET VI devices in using communication networks. The role of the leadership network in the online game PUBG Mobile can request through the degree of centralization given by the group. A more centralized group like class 3MA05 has better group performance compared to the other two groups specifically in terms of PUBG Mobile online games. This supports the absence of obstruction in communication made by both members of the group.

Bibliography (2002-2014)