

ABSTRACT

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Public Perception of the Professionalism of Valorant Players as Athletes: Youtube Media Analysis and Public Response.

Keywords: Perception, Valorant, Youtube

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This research explores public perceptions of Valorant players' professionalism as e-sports athletes, focusing on media analysis and public response. Using a qualitative approach and constructivist paradigm, this research involved in-depth interviews with three Valorant Pro Players as informants. The findings show that personal construction of an individual's interpretive framework shaped by experiences, values and self-understanding plays an important role in the perception and development of e-sports athletes. Personal constructs are dynamic, as seen with Hisham, a former athlete who quit due to economic factors. The research identified that an individual's view of the future is influenced by personal constructs, and that Valorant's esports development can keep up with technology but is also influenced by game rules. The results confirmed that Indonesians' perceptions of Valorant players' professionalism tend to be negative, and athletes' behavior and performance can influence these views. This finding is consistent with the theory.

Bibliography (1995-2023)