

ABSTRACT

The development of the phenomenon of online games in Indonesia is very rapid starting from games such as hit-hit, collision, and which is full of various traps.

Mobile Legends: Bang Bang is a MOBA type mobile game developed and published by Moonton. Mobile Legends: Bang Bang is an MOBA game designed for mobile phones.

One community that has been addicted to playing the game Mobile Legends: Bang Bang is a Casual Community of Mercury Crew found in the city of Bandung, especially in the area of Margahayu Raya Housing.

This study aims to determine the phenomenon of interpersonal communication behavior online game players Mobile Legends: Bang Bang.

The method used in this research is a qualitative descriptive method using case studies and data collection through observation and interviews with five informants who are members of the community as well as online game players Mobile Legends Bang: Bang.

Based on the results of research and discussion shows that there is a change in communication behavior in the casual crew community caused by the online game Mobile Legend: Bang Bang

Keywords: Communication Behavior, Phenomenon, Mobile Legends, Online Games.