

# **Studi Etnografi viturtual Komunitas Games Moblie Legend**

## **Pada Squad Mahasiswa Telkom University**

### ***Ethnographic Studies of the Virtual Community Games Moblie Legend At the Telkom University Student Squad***

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#### **ABSTRACT**

*Developing technological developments make it easy for everyone to communicate, especially easy internet use, to be one of the reasons we can communicate with other people in online spaces quickly and can be done anywhere. The internet can not be separated from online games, the emergence of various online games such as Mobile Legends that are in trend or many enthusiasts make us forget about the social environment, tend to withdraw and emit emotions into the game. One of the things that distinguishes communication in online games as other communications that use internet networks is that they have network properties. This network is not only interpreted as an infrastructure that connects computers and other hardware, but also connects individuals (see Hassan and Thomas, 2006, 2005: 16; Gane and Beer, 2008: 16). This research uses qualitative research with descriptive techniques. The purpose of this study was to find out the Virtual Ethnography in Telkom University students conducted by University of Telkom Communication Study Program students of class of 2014 while playing Mobile Legends games. The technique of collecting data in broad outlines is divided into two parts, first primary data, and second secondary data. This research uses in-depth interview techniques, Participatory Observation on primary data, and documentation on secondary data. The research subjects are Telkom University Communication Students who play Mobile Legends. Sampling techniques use Purposive Sampling with criteria (1) Telkom University students who play Mobile Legns and have Squads, (2) their playing intensity is high, with an average of more than 5 hours a day with squads, (3) they play Mobile Legends (4) Having a Squad is all Telkom University students. Data Analysis uses the Interaction of Miles and Hubberman. Data Validity Technique uses Triangulation Technique Source, time and technique. The results of the study showed that Telkom University students tended to be active in interaction with room chat, and had considerable experience in squad compositions both on campus and on campus.*

*Keywords: online games, Virtual Ethnography, mobile legends, squad / community.*