

## **ABSTRACT**

*Games were initially only used as a hobby and as a source of self-entertainment. Until now, it has become a field of work or profession (esports). As time went on, esport competitions began to be crowded in Indonesia. Many event organizers are competing to organize their own tournament events. Esports in Indonesia itself has great potential to grow. Reporting from Newszoo.com, Indonesia itself is one of the largest video game markets in Asia Pacific, with a figure of US \$ 941 million. However, people's ignorance of esports is the biggest challenge in shaping its ecosystem in Indonesia.*

*Designing an activation esport event is an effort that the author does to educate the public about the esports ecosystem in Indonesia by designing events related to esports itself, such as workshops, seminars, and job fairs. The media used is a website media accessed from a PC, anytime and anywhere. In this design, the author hope that the audience can understand the activities carried out by esports players and can also provide insight into the prospects for the field of esports in Indonesia.*

*The method that author use is a qualitative method. This research is more analytical and descriptive in nature. This method tends to take advantage of the theoretical basis. In qualitative research, it does not focus on data but uses existing theories as clear explanations.*

*Keyword : Esport, Game, Website, Event, Education*