

**COMMUNICATION EXPERIENCE OF MOBILE LEGENDS E-SPORT
ATHLETES IN BENGKULU CITY IN AN EFFORT TO WIN THE GAME**

By:

Febryan Syah, Vethy Octaviani, Sapta Sari

ABSTRACT

E-Sport as a form of online gaming competition, has attracted attention since 1980. Its rapid development around the world is driven by technological advances and the emergence of various tournaments that attract public interest. In Indonesia, e-sport is recognized as a national sport and is supported by the law and the government. Bengkulu City is also experiencing significant growth in the gaming and e-sport industry, supported by the local government. E-sport players in Bengkulu City, especially in the game Mobile Legends, have gone to a professional level and can earn income from competitions at local and national levels. Communication between players and fans and as a place of socialization is an important part of this e-sport phenomenon. The Mobile Legends game has become popular in e-sport competitions in Bengkulu City. The match involves ten players divided into two teams, and communication between team members is key in achieving victory. This research aims to explore the communication experience in Bengkulu City's Mobile Legends e-sport team and how it affects team performance. Through qualitative research methods with observation, interview and documentation techniques, this research shows that effective communication and good cooperation play an important role in achieving victory in Mobile Legends e-sport. The results found that the communication experience of e-sport athletes uses many types of stage forms in group communication, such as the orientation stage, conflict stage, emergence stage and affirmation stage and it can strengthen relationships between team members and contribute to team success. In conclusion, this study confirms that effective communication, good conflict resolution, understanding of roles and strategies, and positive team support are the keys to success in e-sport, especially in the game of Mobile Legends.

Keywords: *Communication Experience, Athlete, E-Sport, Mobile Legends.*

