

## The Meaning of Friendship with Dirty Swearing Communication Style of YouTube Mobile Legends Online Game Streamer

Dian Marhaeni Kurdaningsih<sup>1</sup>, Muhammad Dzakhirul Maula<sup>2</sup>,  
Anis Turmudhi<sup>3</sup>

<sup>1,2</sup>Sultan Agung Islamic University,

<sup>3</sup>Totalwin Economic Science High School,

**ABSTRACT :** YouTube game competition is getting more and more competitive. Various techniques with distinctive characters are deliberately created to gain favor, including deliberate commenting through dirty swearing. A sense of solidarity is built through harsh swearing, creating closeness, familiarity, and excitement. This paper aims to find out the representation of friendship in the swearing communication style of Mobile Legend Online Game Streamers on YouTube Channels. The study is descriptive qualitative, with documentary data collection and content analysis by Hsieh and Shannon. The results showed that online game streamers have two communication patterns used in two different phases in the Mobile Legends game. Aggressive communicators often issue orders, ask questions rudely and fail to listen to others. This communication style displays an open communication relationship without being overbearing. Assertive communicators can express their needs, wants, ideas, and feelings while considering the needs of others. Communication represents relationships of closeness, familiarity, and friendship. The development of game studies from different perspectives is open to research.

**Keywords:** *Communication Style, Online Games, and YouTube*

### INTRODUCTION

YouTube Games is a highly sought-after gaming site. Some games are used for brand placement and personality (Ingendahl et al., 2024). The design also attracts children's products (Smith et al., 2020). Games are a finding as a marker of communication transformation that makes it easier to complete life (K. R., 2018). One of them is in advertising by utilizing game facilities to create advertising appeal to increase marketing (Han et al., 2023). It can even affect consumers and brands (Hakkarainen & Colicev, 2023). Therefore, advertising gamification is often used to synergize the promotional mix (van Berlo et al., 2023).

Mobile Legends is a YouTube game that provides communication features that can be done virtually by its users; virtual communication is the process of communicators conveying messages to communicators in the scope of cyberspace; this game is thriving and has become a phenomenon among children, teenagers, and adults. Mobile Legends can have a very severe addictive effect on its users because this game makes its players feel excitement and a deep sense of curiosity for the younger generations. The players of this game can also remember the activities around them that should be communicated with them, but these are even ignored because of the presence of this game. This game provides features that make it easier for players to understand how to play it, which has an addictive effect on the players (Yourlanda, 2023).

However, game manufacturers compete to make games that can attract the wider community, and one of them is to make games that are connected to the internet and are better known to the public, namely online games. The players will usually become the same thing the same as the mobile game legends, especially if there is a competition or war game; the integrity of the game increases in the number of players in the frequency and intensity indicators (López-Fernández et al., 2024). This situation causes communication in the environment to become hampered; communication is cured with coarse and dirty language to minimize feelings of offense, anger, misunderstanding, and cyberbullying (Trudgett-Klose & McLinton, 2024).

In journal learning, the language thrown out simultaneously is words that make fun of or interrupt a person and create a sense of bitterness if they want to make fun of a word or interrupt it. The Reseach Yourlanda is in the humor, cynicism, and sarcasm in Harian Kompas with the title. Learning in Jurnal Indonesian Language and Literature points out that sarcastic language violates the principle of politeness: high wisdom, high

compassion, high hospitality, and high empathy. The similarity of this research is in the study of words and sentences, which is the technique used; this research is the technique of document and recording (Yourlanda, 2023).

Swear communication can be related to religious norms; abusive words are similar to the word sarcastic, which is insults, insults, and sarcasm. The factors that are important in pronouncing rude words in the context of the initiative are also used in jokes, imitations, spontaneity, jealousy, and factors of the Legends Mobile Game (Yourlanda, 2023). Some of the dirty swear communication behaviours are exemplified by rude words such as "stupid", "stupid", and "dog", which can be described as sarcasm, disrespectful and insulting, rude behaviours used by listeners who play Game Mobile Legends on the YouTube channel. This phenomenon has encouraged the public to have a wrong opinion of the game, thinking that the game hurts the community (Durrheim et al., 2022).

This positive impact can make a YouTuber or Streamer who get appreciation from social media because the content can attract viewers and is attributed to hundreds of thousands or more people. It will automatically get material income from the YouTuber (Tariq et al., 2024). On the other hand, YouTubers always think about the negative impact of each content uploaded or held on their YouTube channel. It is challenging for online game players to learn from Streamer or player mobile legends to create interactive game content suitable for viewers (Vo Duy, 2024).

## II.LITERATURE REVIEW

The communication style combines human beings talking or expressing thoughts of motivating feelings, pity, and impatience to convey the message so that the government is heard (Liliwari, 2011:308). Rayneis defined the communication style as a mixture of oral and illustrative communication. The verbal that is called for communication is expressed in a particular word, which implies the communication style. This is the tone of the voice, the volume of all the messages uttered (Liliwari, 2011:308). The communication style can be seen as a way of raising interpersonal behaviour and getting responses in the communication process (Evi, 2018). Each human has its communication style. In creating and implementing the personal communication style as his characteristics, the humanities combine the most dominant communication style with the most dominant communication style.

Style is how people behave when conveying communication and when people receive a message. Social media communication styles are very varied, different, and always dynamic. YouTube presents a style of social communication that is always popular among its users (Fitriani et al., 2020). The interpretation style is the communication style used by actors in verbal (verbal or writing words) or non-verbal (not direct or by body action). The self-guided communication style explains how we are affected when sending and receiving messages. Because communication messages will continue to evolve following the development of media technology and people's behaviour (Liu et al., 2023).

Each person has a unique communication style, and if we understand each person's communication style, we can balance the integration and relations between the people to achieve effective communication. This communication style alone combines a mixture of oral and non-verbal communication. The level of communication can be seen and observed in the manner in which each person communicates, either in the way of verbal (oral) or nonverbal (expression of the face, the vibrancy of the body, the shaking of the hands, the motion of other members of the body language). Therefore, the power of communication style can build positive appreciation (Seerig et al., 2024).

Steward L. Tubbs and Sylvia Moss (2018) have a history of understanding the initiation of a leader. First is the controlling style (restraint), which is the controlling style that others use to see what they have done. However, this style influences other people, and it is not uncommon to be negatively suggestive, as well as the response obtained by negative. People who aspire to this style of communication are called one-way communicators. Second, the Equalitarian Style (Equality) is a style that has a spinner experience, namely equality. The existence of a two-way traffic of communication can mark this. Communication in this style is carried out very formally, meaning that each member can express their ideas in a relaxed, relaxed, and informal way. Third, Structuring Style (structured). This structured communication style benefits the verbal message through oral or written communication.

In this communication style, each person can formulate instpeople's instructions, op the questions, understand the problems, or influence the answers to each of the questions that are built. Fourth, Dynamic Style: This communication style intends to influence or encourage the message received. A dynamic communication style has an aggressive attitude. Fifth, Relinquishing Style (Suggestion). This Relinquishing Style style conveys the willingness to make suggestions, suggestions, or ideas of others, compared to the desire to rule and control others. Messages in this style of communication will be effective in the same way as those of people who are experienced, meticulous, responsible, and experienced. And sixth, Withdrawal style (withdraw), this communication style can be said to divert all topics. The inevitable consequence if this style is adopted is that there will be no obstacles or problems faced by the people, and only a few people will want this style of communication to be used by others (Sari et al.,2023).

### III.METHODS

This study uses the qualitative content analysis of Hsieh and Shannon from text documentary data in the form of speech from game designers. Meanwhile, Rachmat Kriyantono emphasized the analysis of the content in the systematic technique of being, the study of the equipment of the observation, and the analysis of the content of the communication process from the selected communicator (Ahmad, 2018:2). The document as a research sample was obtained with a purposive criterion basis on Oura Gaming's content entitled High-Level Gameplay Full of Skill!! Lose to me!! - Mobile Legends and Woi Dyrroth Dark system!! The first time I met this emotion in Public!! – Mobile Legends from creator Eko Yuliyanto. Darksystem!! The first time I am meeting the Public!! – Mobile Legends for creator Eko Yulianto.

### IV.RESULT AND DISCUSSION

#### 1.Verbal Communication Style in Mobile Legends

The communication style described in this section is aggressive because it is very aggressive.

Table 1. Dialog 1. The communication style described in this section is aggressive because the assertive communication style is very aggressive

Dialog 1	The Visible Message (Manifest)	The Unvisible Message (Latent)
Cok I am be plating dogs, I am left by dogs	The findings of this dialogue can be understood when the Oura gaming team is playing at the beginning of the game to add anger. This is the same as the rude and dirty word in the face of the absence of the verb. In this dialogue, the person who sees (manifests) is the main person in the world.	The findings of this dialogue are that the patient conveyed by Oura gaming is the joy of facing the game at the beginning that the team has left behind. In this case, latent is the leading indicator of the degree of interest.

Source: 2024 research data

The communication style indicated in this section is Kareina Ceindeiruing's aggressive communication style, which dominates the competition in front of her co-star.

Table 2. Dialog 2

Dialog 2	The Visible Message (Manifest)	The Unvisible Message (Latent)
Uh... Alay so much dog, ah stupid very cok in often plating me	Our Gaming can understand the findings of this dialogue to see its opponents being targeted by the always	The findings of this dialogue are conveyed by the latent to inform the leaders of the mobile legend so that they do not have to be afraid of the same and must take the wise wisdom of the people. In this case, the latent of the remembrance indicator

Source: 2024 research data

The communication style indicated in this section reflects the aggressive communication style of Eko Julianto's comment about the opponent's play.

Table 3. Dialog 3

Dialog 3	The Visible Message (Manifest)	The Unvisible Message (Latent)
Empty. Empty. I'm sorry to play with the dog; how many times does he play like	The game designer can understand this dialogue in a condition where the game is all messed up, and he is so nervous that the rest is not good.	In the first two years of this dialogue, the latent that was conveyed was to give information that the team did not play as opposed to the opponent who did not imitate step by step in the mobile legend game. This is a latent indicator.

Source: 2024 research data

The communication style is directed at assertive communication where the designer Juliyanto cannot express his impression that his beliefs are dead in the opponent's.

Table 4. Dialog 4

Dialog 4	The Visible Message (Manifest)	The Unvisible Message (Latent)
Dog. Dog. You know, not my friend. I am dead	The finding of this dialogue can be understood by the designer of the give, knowing that his faith died in the out because of the light of his opponent.	In this dialogue, the latent conveyed is the disappointed model of their friend, the team, which should be able to influence even if there is no action to minimize misunderstandings. This is the first time the indicator of the

Source: 2024 research data

The communication style is directed at assertive communication, where the designer cannot express his feelings that he will eventually die because of the opponent.

Table 5. Dialog 5

Dialog 5	The Visible Message (Manifest)	The Unvisible Message (Latent)
He's an idiot, but he's dead, isn't he? Well, he's a dead dog, so a lot of people are dead, you moron.	In this dialogue, it can be seen that the designer feels angry because when the opponent is fighting, it is because the opponent is not good, so the others die.	In this dialogue, the implied (latent) message conveyed is mental distress towards the opponent because it causes the game to become uncondusive. This statement is an indicator of mental illness.

Source: 2024 research data

The communication style indicated in this section reflects the aggressive communication style because Eko Julianto gives information related to the opponent's play.

Table 6. Dialog 6

Dialog 6	The Visible Message (Manifest)	The Unvisible Message (Latent)
Dog ... a dog is an annoying person in that rich, how do you want to fight, well dog shit dog popol I should be able to return this to me.	In this dialogue, it can be understood that the designer is complaining about the game of the opponent who attacked Popol, where the way of playing is not careful and is very rash.	In this dialogue, the implied (latent) message is a form of disappointment with someone who plays incorrectly to make him feel disadvantaged. This message includes disappointment.

Source: research data 2024

The communication style shown in this section is aggressive swearing because the designer comments on his opponent's game using a hero that he is not good at.



Figure 1: Picture Oura Mobile Legend ScreenShoot

Table 7. Dialog 7

Dialog 7	The Visible Message (Manifest)	The Unvisible Message (Latent)
Children of the devil, see ... see, it is a dog. Why not close the piglet? I'm not playing this hero anymore.	In this dialogue, it can be understood that the designer is furious about his opponent's behavior, who does not close his heroine hole.	In this dialogue, the implied (latent) message conveyed is a form of disappointment from his opponent, who played well. This message is an indicator of disappointment.

Source: research data 2024

In this section, the designer is furious with the behavior of his opponent, Ali, for taking several forest monsters and meeting with his opponent, who uses the hero granger. The communication style shown in this section is aggressive because it comments on his opponent's game, making him uncomfortable.

Table 8. Dialog 8

Dialog 8	The Visible Message (Manifest)	The Unvisible Message (Latent)
This Ali is evil at playing the basic egg bastard ...	In this dialogue, Eko Julianto is defeated by his opponent, who uses the hero Granger, and here he utters some harsh words.	In this dialogue, the implied (latent) message conveyed is a form of disappointment in oneself for not being able to pass the attack from the

		opponent, which resulted in him experiencing defeat in fighting; this message is an indicator of disappointment.
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Source: research data 2024

In this section, the designer always gets a targeted attack from his opponent by taking his hero so that it makes him upset. From the harsh words that are thrown, the communication style shown in this section shows the aggressive communication style because it is related to the opponent's game and makes him uncomfortable in this game.

Table 9. Dialog 9

Dialog 9	The Visible Message (Manifest)	The Unvisible Message (Latent)
Dog .. I played him cok, pretentious times he you think you're playing other people. Ali Jarot's basic dog	In this dialogue, we can understand Eko Julianto feeling annoyed by his co-stars because he feels like he is playing in this game.	In this dialogue, the implicit message is not to have one-sided desires. This can make the other party feel uncomfortable. This message is an indicator of disappointment.

Source: Research data 2024

The communication style shown in this section is aggressive because the designer comments on his opponent's game, which makes him uncomfortable.

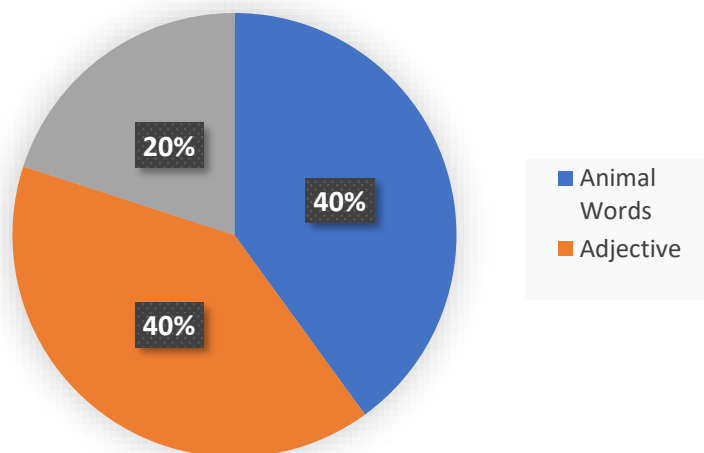
Table 10. Dialog 10

Dialog 10	The Visible Message (Manifest)	The Unvisible Message (Latent)
Piglets, piglets sleep lo dog dongo Cok play	In this dialogue, it can be understood that Eko Julianto is experiencing frustration and cannot stand the harsh words shown by his co-stars.	In the dialogue, the implied (latent) message conveyed is the feeling of resentment towards his opponent, who plays the game arbitrarily. This message includes the indicator of not accepting the situation.

Source: research data 2024

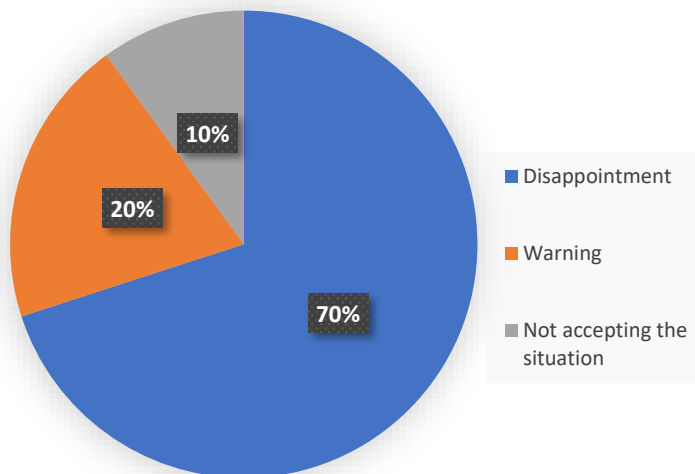
In these two mobile legends online game content, there are a lot of expressions - expressions of dirty and harsh words uttered by the designer as recognized by the content creator, which corresponds to the types of harsh and dirty words found, namely: using animal names, using human body parts, using adjectives, using nouns, using verbs, a person's state. Through the explanation of the content and dialogue contained in the series of online game content on Eko Julianto's YouTube account it can be grouped as next:

### Types of Harsh and Dirty Words in Oura Gaming Content



Based on the data findings, harsh and dirty words are used as animal names, namely dog and pig. Dogs and pigs are animal names that are usually used to refer to swearing among Indonesians. Generally, the words dog and pig are natural if spoken when seeing these animals, but this can be considered swearing if spoken to people by using a high tone intonation at the mention. Rude and dirty words using adjectives found in the content are stupid, stupid, and so Stupid. Foolish has the same meaning, namely stupid, but these words are harsher than stupid. Verbs used in the content are bastard, son of the devil, and pretentious. The word is a form of harsh words. This is not natural if spoken in Public.

### Visible Messages (Manifest) and Implied Messages (Latent) in Oura Gaming Content



Based on the research findings, there are 3 types of visible and implied messages from the content. The message of disappointment contained in the content includes seeing the findings of a team that played incorrectly, did not get the game's results to expectations, and was defeated by the opposing party. The warning message contained in the content is an action triggered by a sense of anger because it gets inappropriate or unpleasant treatment from the opponent or the findings of one team. The indicators of not accepting the situation found in the content are not admitting defeat by the opponent, not accepting the findings of one team for specific reasons, and rash player actions. From all the data obtained by the researchers, based on the primary informants' statements, harsh and dirty words can affect interactions in the Mobile Legends game and verbal violence in the Mobile Legends game can also affect the style of an individual's social interaction.

Based on the nature of humans who act based on the experiences they have experienced, this phenomenon of verbal violence can occur if we are in the wrong environment and do not limit ourselves when in that environment, as explained in the syringe model where we as individuals can be influenced slowly without us realizing the impact that has happened to us and what changes have happened to us. With this phenomenon, individuals will become wiser when interacting with their social environment, using new media, or playing online games. With this phenomenon, individuals will become wiser when interacting with their social environment, using new media, or playing online games. With this phenomenon, individuals will become wiser when interacting with their social environment, using new media, or playing online games. With this phenomenon, individuals will become wiser when interacting with their social environment, using new media, or playing online games.

## 2. Communication Style Streamer Game Online Mobile Legend Pada Channel YouTube Oura Gaming

The YouTube game content is the most essential thing in the game to create a bond of interest in the game of Mobile Legends. They can balance familiarity, understanding each other, and balance the relations deep in the person's circle. As a participant in the Mobile Legends group, it has a strong social bond and self-identifies as a member of an exclusive group in the Mobile Legends game contest. They can miss each other, be the same, and consider the typical communication in trying to play together as a solid team. In addition, researchers found that in-game content, there are two communication patterns used in two different phases in the Mobile Legends game. The first communication style is an aggressive one that dominates or controls others by blaming, intimidating, criticizing, threatening, or attacking, which are some of the ways that aggressive communicators use when communicating.

Balancing the message in this communication pattern depends on previous communication. This condition also illustrates that different aspects of a communication process can change occasionally (Septiono, T., & Kartiko, R. 2019) Aggressive communicators often issue orders, ask questions harshly, and fail to listen to others. However, aggressive communicators can also be considered leaders at certain moments and gain respect from those around them.

The research results also show an assertive communication pattern, where the assertive communication style is considered the most effective form of communication. This communication style displays an open communication relationship without being arrogant. Assertive communicators can express their needs, desires, ideas, and feelings while considering the needs of others. Assertive communicators aim for both parties to win in a situation. They are balancing one's rights with the rights of others.

In communication theory, the sender has complete control over what is conveyed, and the receiver is considered a passive party who receives the message without being actively involved in the communication process. In this view, if the stimulus or message is not sent, then no response will occur. However, it should be noted that communication theory has several limitations. First, this model needs to consider the importance of feedback in communication. Feedback is a response or response from the receiver that provides information about their understanding and interpretation of the message received. With feedback, the sender can judge the effectiveness of their message and correct any misunderstandings that may have occurred.

The analysis of the points above shows that Eiko Julianto's content uses nonverbal communication as an intuitive way to communicate and express their emotions, feelings, and thoughts during the Mobile Legends game. Facial expressions and gestures become an intuitive means of understanding each other among players, helping them communicate effectively without using words. This nonverbal communication can provide additional information about the mood, intensity of the game, and the efforts made by team members to achieve common goals. In the Mobile Legends game, competitive and tense situations occur. These play experiences can trigger emotions and frustration, which may lead to using swear words as an intuitive mechanism to release these emotions.

The swear words uttered are an efficacy of the game's intuition, where each game is like a competition that requires the team to win. The competitive climate then creates the characters of the Mobile Legends game players, who are also increasingly ideological and toxic (Firmansyah, 2022), understanding that the use of swear words results from high game intuition and the desire to win every match. They see competition as a factor that encourages harmful and toxic behavior in communication. This shows an awareness that the competitive gaming environment can affect gamers' character and behavior, including profanity. This understanding also suggests that they are aware of the negative impacts of toxic behavior (Ingendahl et al., 2024).

Mobile Legends game has very diverse players. In Indonesia, this game is played by players from various regions, languages, cultures, and environmental backgrounds of each player. This difference is a factor in the multiple forms of words used by players when they are doing verbal violence. Based on the content of the researcher, it can be concluded that mobile legend players use different verbal violence sentences (Daradkeh et al., 2024).

Common swear words uttered by Mobile Legends players when they are committing verbal violence against other players. Words that are inappropriate to be uttered in social interactions with other people quickly appear in this game. Although there is an intuitive language system in this game, several sentences are rude, but there are still swear words not sorted by the Mobile Legends game system. The use of virtual violence can be reported to the system in this game with the report feature; however, the debris reporting system still lacks effectiveness in intuitively reducing the use of virtual violence. This can happen because of the Mobile Legends game system's lack of sanctions. This game's sanctions apply if a player commits a violation, such as committing violent acts, and is reported by another player to the Mobile Legends system. The player will be unable to play for 30 seconds. This light sanction does not hurt Mobile Legends players.

Based on the informant's opinion, the essence of verbal violence in the Mobile Legends game is very diverse based on the data obtained by the researcher above. Because the differences in the habits of each player create very different terms. The sanctions imposed by the system in the Mobile Legends game also have less of a deterrent effect on the players. So that the perpetrators and victims of verbal violence in this game are increasing day by day, and new players can follow and enter this phenomenon. Swear words represent closeness, intimacy and friendship, shown in a relaxed, happy and entertaining language even though the communication is decorated with dirty curses—the positive game to support increased market (Ingendahl et al., 2024). Gamers also do not show emotions, are offended, and have sensitive feelings; they are sincere, and there are no elements of hurt, debate, hostility, or quarrels. The communication style of YouTube online games can create an egalitarian and democratic communication situation. User participation can be explored to support programs useful for the community (Paliyawan et al., 2024).

## V.CONCLUSION

YouTube mobile legends online game content uses elements of profanity to create attractiveness in garnering likes. There are two communication styles used: aggressive communication and assertive communication. Using these two communication styles helps reflect their awareness of the importance of effective communication achieved through intimacy, closeness, and friendship. Using rude and dirty curses makes the content more attractive and distinctive. The shortcomings of this study are that researchers who analyze qualitative data need to be narrower and more profound. The meaning of friendship, representing closeness and brotherhood, is built with swear words that show sincere friendship and a sense of belonging. This study is limited to the online game mobile legends; further studies are open to the fun content of its players.

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