p–ISSN: 2723 - 6609 e-ISSN: 2745-5254
Vol. 5, No. 8 August 2024 http://jist.publikasiindonesia.id/

Communication Accommodation Analysis of Mobile Legend Online Game Player Group at Telu Esports

Putri Shalsa Bil Balqis[1*], Ratih Hasanah Sudradjat[2]
Universitas Telkom, Indonesia
Email: tubagus205@gmail.com
*Correspondence

Keywords:
accommodation, communication, group.

ABSTRACT

Communication accommodation is by definition a form of a person adapting himself or in other words the adaptation made to the person he is speaking to. This research will discuss the analysis of group communication accommodation for mobile legend online game players on Tel-u Alpha. This research aims to determine the group communication accommodation that occurs among mobile legend online game players on Tel-u Alpha. This research uses qualitative methods by collecting data through interviews with focus group discussions conducted with Tel-u Alpha. In this research, Giles uses CAT theory or Communication Accommodation Theory. The research results showed that there were adjustments made by each member of the Tel-u Alpha team because adjusting their way of communicating, would make it easier for the team to achieve common goals. This can happen because communication accommodation aims to equalize perceptions to reduce conflict that will occur in a group.

Introduction

According to www.databoks.com data from internet users in Indonesia is increasing every year. From the latest data obtained, there are 213 million people from Indonesia who have used the internet. With the number of internet users in Indonesia, many changes have occurred in people's daily lives, especially in the field of communication. Communication is now not only carried out face-to-face as before but there is a new way where new media emerges by providing convenience for its users.

Communication is the definition of communication as a relational process that occurs to create and interpret messages so that in the end they get a response from the message (Turner, Vasu, & Griffin, 2019). Communication can occur in various existing media such as oral and written communication, both direct and indirect. So with the development of technology that occurs, the form of communication that occurs also develops.

As a form of adaptation to the development of online games and technology in Indonesia, many esports communities have sprung up. The esports community itself is also a curriculum and extracurricular in several schools and universities in Indonesia. One

of the universities that has an esports community is Telkom University, there is a student activity unit called "Telu Esport" which accommodates students who are interested in online games. As an active community in online gaming, Telu Esports participates in various types of online gaming tournaments. There are various types of online games under the auspices of Telu Esport such as mobile legend, PUBG, and valorant. In the online game system, you play with a team, where one team has five players. So that in the game there will be group communication that occurs so that the strategy in the game can run effectively.

Playing online games can be done together or in teams, or played alone. Playing online games is not only a means of entertainment but there is also communication or interaction that occurs. Communication that occurs when playing online games usually aims to equalize the goals of the team to achieve victory (Irwanto, 2023). So online games are now not only a means of entertainment for their users but also a medium of communication for their fellow users.

There is previous research that is relevant to the research that will be carried out by the researcher entitled "Communication Patterns of the Uwu Lurd Squad Group in the Mobile Legend Game: bang bang" by Endra Bagas Tri Wardana. In the study, it is explained that accommodation communication occurs in this group because of the desire of group members to reduce the conflicts that occur so that a group is stable.

The explanation above describes how accommodation communication provides a role for each individual in the group, adjusting himself to other members of the group. Accommodation communication is needed to reduce tensions or conflicts within the group. So this research to be carried out, it will take the title "Analysis of Communication Accommodation of Mobile Legend Online Game Players in Telu Esports". This research is hoped that it can provide an overview of the communication accommodation of mobile legend online game players in Telu esports.

Teori komunikasi akomodasi pertama kali dikemukakan oleh Howard Giles yang menjelaskan bahwa individu akan beradaptasi terhadap kecepatan bicara, jeda bicara, senyuman, perilaku verbal maupun nonverbal dari lawan bicaranya, dengan kata lain teori ini menjelaskan bagaimana individu melakukan penyesuaian interpersonal pada saat berbicara (Mukarom, 2020).

(Harwood, Giles, & Bourhis, 1994) Littlejohn also gave their view that accommodation theory is a communication behavior that tends to imitate the behavior of the interlocutor and they center or equate perception to avoid conflict. Meanwhile, (Sari & Rahardjo, 2019) explained that accommodation communication is an attitude adjustment activity in communicating, because in communicating in daily life sometimes there are cultural differences that appear in individuals such as the speed of speech, applicable norms about the regularity of speech, and others.

In addition, West and Turner also divide the strategy of accommodation into three parts, namely convergence, divergence, and excessive accommodation. The following is an explanation of the three sections:

1. Convergence, convergence, is usually a strategy carried out by a culture or group that does not have power. Therefore, in convergence West and Turner explain that sometimes individuals who feel powerless will tend to hide their identity.
2. Divergence, divergence is a strategy of accommodation where individuals will maintain their identity. So when an individual interacts with an interlocutor who does not have the same identity, the individual does not see the interlocutor as the party in power.
3. Excessive accommodation, excessive accommodation is when a communicator is considered excessive by his communicator.

In communicating, it is not just about focusing on the interaction that occurs, but also how individuals can apply communication ethics during the interaction process. (Kalara & Pramonojati, 2022) gave the opinion that the media has a considerable impact on society, so communicators who interact must be able to convey messages that are useful, educational, and contain elements of truth. In Indonesia, which adheres to Eastern culture, there is a tendency for high-context communication, while in Western culture, it is more inclined to high-context communication (Junaedi & Salistia, 2020). What is meant by low context is communication that prioritizes verbal, while high context communication is communication that is carried out by prioritizing nonverbal aspects.

Shaw (1976) where group communication means a collection of individuals who can influence each other. In group communication, there are also group dynamics that focus on group behavior and communication processes within the group (Jarosik et al., 2011). (Rosmawati, 2010) provides the underlying reasons for an individual to carry out group communication as follows: imitation factors, suggestion factors, sympathy factors, and group communication media.

Research Methods

This research uses a qualitative method with data collection through interviews with focus group discussions conducted with Tel-u Alpha. Qualitative research also aims to understand phenomena in a social context that prioritizes the process of communication interaction between researchers and the phenomenon being studied (Hardiansyah, 2010). From the explanation above, it can be concluded that qualitative research is research that focuses on planned and systematic activities to answer questions about a phenomenon so that the phenomenon can be described academically. In this study, a qualitative method with a phenomenological approach will be used. Phenomenology is an approach that focuses on paying attention to the similarities in life experiences that occur in certain groups (MORISSAN, 2019).

Results and Discussion

Tel-u Esport is a Student Activity Unit (UKM) which is the UKM with the most members at Telkom University. With the vision of "The realization of Telkom University as an outstanding and superior university in the field of esports". In addition to the explanation above, Tel-u Esport has also achieved many awards at the national level,

namely as winners in Gemastik XII, Gemastik XIII, and Gemastik XIV. Reporting from the official website of pusatprestasinasional.kemendikbud.go.id GEMASTIK or the National Student Performance in the Field of Information and Communication Technology which is a government program in developing Indonesia student talents. So with these activities, it is hoped that they can achieve achievements and become agents of change in Education in Indonesia.

To win many tournaments, a solid team is needed in the match. There is group communication that occurs in Tel-u Esports Alpha, where this group has the same goal, which is to develop their skills in the esports world. In group communication, there is interaction that occurs in the Alpha Team. These interactions occurred in several activities such as joint training, fun matches, and also tournaments. The following is a presentation of how communication accommodation occurs in the research that has been conducted. Data was obtained that showed that there were several parts in communication accommodation. From these parts, the researcher then related the results of the data with the theory from West and Turner also divided the strategy in accommodation into three parts, namely convergence, divergence, and excessive accommodation. The following data was found by the researchers:

Communication Accommodation

From the data that has been obtained during the communication accommodation, there is an interaction focus on how each individual can adjust his communication behavior to the actions taken by the interlocutor. As explained by Littlejohn & Foss, 2009, communication accommodation is a way for individuals to adjust their communication behavior with groups or interlocutors. Giles as the inventor of the theory of communication accommodation provides division for adaptations made by individuals such as verbal behavior. Verbal behavior here means words adapted by one of the informants.

Verbal behavior means that verbal communication that occurs becomes the identity of each individual, the identity of each individual can be different because of the background due to cultural differences. (Harwood et al., 1994) Littlejohn also gave their view that accommodation theory is a communication behavior that tends to imitate the behavior of the interlocutor and they center or equate perception to avoid conflict.

So A1 who has a different cultural background makes adjustments in verbal communication with other team members. This is supported by (Turner et al., 2019) explaining that accommodation communication is an attitude adjustment activity in communication, because in communicating in daily life sometimes there are cultural differences that arise in individuals such as the speed of speech, applicable norms about the regularity of speaking, and others. In addition, (Turner et al., 2019) also divides the strategy of accommodation into three parts, namely convergence, divergence, and excessive accommodation. Here's a further explanation of the three sections:

Convergence

Convergence is by definition a strategy carried out by individuals in feeling powerless in a group. In other words, West and Turner illustrate that convergence is a condition in which individuals who feel powerless will choose to hide their identities. However, the data obtained shows that convergence is important in adjusting for group members. Adjusting means that there is an adaptation made by individuals in the group to reduce the differences that occur, in other words, convergence provides a sense of closeness within the group.

Divergence

In this study, divergence occurred in slices from the Tel-u esports group but not from the Alpha team. There was a divergence that occurred in supporting informant 2 with those who thought that adjusting was not very important in the Tel-u esports group. This is because the informant considers that if it is just to play games, there is no need for adjustments within the group.

Thus, informant 2 while playing with the Tel-u esports mobile legend group will tend to maintain their identity. This is evident in the way he communicates and interacts with other team members. Despite the pressure to adapt and adjust to the dynamics of the group, informant 2 has consistently shown a preference for maintaining a distinctive style of play and strategy that reflects his identity. This is by the theory of communication accommodation put forward by West & Turner where in communication accommodation there is also a divergence section, which in this part is a strategy for individuals who want to maintain their identity.

Excessive accommodation

The Alpha team also utilizes convergence and divergence in the communication accommodations that occur within its group. Communication that occurs in the Tel-u esports Alpha group often occurs face-to-face, so this is the opinion of Bales (2009) which provides an overview that communication is carried out in small groups where individuals interact with each other in face-to-face meetings, so that with this interaction there is an increase in relationships with each other.

Group Communication

However, in addition to the three divisions of communication accommodation that have been described above, there are also group communication factors such as sympathy factors, suggestions, and communication media that have a role in how the team works in achieving the common goals they want to achieve. Therefore, in this study, there are also group communication factors that will be attributed to (Rosmawati, 2010) providing the underlying reasons for an individual to carry out group communication as follows:

Imitation Factor

The imitation factor explains the way individuals tend to imitate in interacting with other individuals. Imitation factors can be in the form of language, ways of communicating, ways of dressing, and others. (Damanik & Dalimunthe, 2019) gave his explanation that imitation factors will not guarantee that what is imitated is a positive thing. With this explanation, it was also found in the process of searching for data during the research period. There is imitation or imitation that occurs by the informants that

occur, ranging from rude words to speaking accents during the interaction process that occurs.

In this case, the harsh words used have become a new habit for online game players. Harsh words in the form of "dog", "idiot", and "stupid" have become common for players of the mobile legend online game. Imitation can occur consciously or unconsciously in individuals, this imitation factor also has a wedge with communication accommodations. This can happen because there is an adaptation that occurs in the individuals who form the group. From the phenomenon obtained, there is an adaptation that occurs through the ethics of communication that occurs.

Suggestion Factor

Similar to the explanation in the imitation section, some individuals adapt and there will also be individuals who are imitated in the interaction process that takes place. In this study, some individuals adjusted, A1 adjusted to the way of communicating, namely the accent of most members of the group. So A2, A3, A4, and A5 indirectly provide suggestions in terms of accent, language, and verbal behavior. In line with Giles' explanation as the inventor of the communication accommodation theory where individuals will adapt to the speed of speech, speech pauses, smiles, and verbal and nonverbal behaviors of their interlocutors, in other words, this theory explains how individuals make interpersonal adjustments when speaking.

Sympathy Factor

In the feeling of sympathy, there is a discussion about the factors that encourage individuals to form groups. Forming this group aims to be able to work together in achieving common goals. In this sympathy section, it has also been clearly explained by (Damanik & Dalimunthe, 2019) that sympathy is something that can happen quickly so with this sympathy it is something that encourages a person to form a group. In the research that has been carried out and also the analysis of data through NVivo, the sympathy factor is one of the biggest factors that make Tel-u Alpha form a group. The sympathy factor is a factor that encourages a person to form a group to achieve the same goal, giving members of Tel-u Alpha the drive to be able to form a group. The goal of the group is to win matches and continue to be able to develop their skills in professional mobile legends.

Communication Media

In the part of group communication media which is a forum for groups to communicate, with, the media functions in the formation of interactions that will be beneficial for the group. The media of group communication is the part where the factors of suggestion, imitation, and sympathy have been possessed by each individual who will form a group. Of the three factors that have been explained earlier, the communication media here is a place for each group member to carry out his or her role. The communication medium used by the Tel-u Esports group is the Discord application. Which application is a means for the Tel-u Esports group if they cannot meet face-to-face. Communication media correlates with computer-mediated communication theory.

In computer-mediated communication, gives an idea that if there are obstacles in communicating directly, in other words, the disappearance of existing obstacles in communication. Thus this will correlate with the theory of disinhibition in communication. Disinhibition is the inability to control impulsive behavior, thoughts, or feelings during a person's communication (Suler, 2004). With the development of the internet, these barriers are no longer meaningful, so communication ethics are less paid attention to because there are no meaningful obstacles in the interaction process that occurs. Discord has features that can provide convenience for its users in exchanging messages ranging from chat, video calls, and other file sharing.

Conclusion

Tel-u Esport, the Student Activity Unit (UKM) at Telkom University, is known as the UKM with the most members and is committed to making Telkom University excel in the field of esports. This UKM has won various national awards, including in Gemastik XII, XIII, and XIV. This success was achieved thanks to a solid team and effective communication within the group, especially within the Alpha Team. Research shows that communication accommodation in teams involves adjusting individual communication behaviors to achieve group harmony.

This communication accommodation consists of convergence, divergence, and excess accommodation. Convergence involves adapting to reduce differences, while divergence maintains individual identities. Over-accommodation occurs when group members over-adjust. Factors such as imitation, suggestion, and sympathy also play an important role in group communication. Imitation involves imitating behavior, suggestion influences accent adaptation and verbal behavior, and sympathy encourages the formation of groups to achieve a common goal. Communication media such as Discord help Tel-u Esports members communicate even when they are not face-to-face, supporting effective interaction and cooperation. Through an understanding of communication accommodation theory and the factors that influence it, Tel-u Esports has managed to build a solid and outstanding team in various tournaments. In addition, accommodation communication supported by group communication that takes place effectively makes group dynamics adjust to each other.

Bibliography

Damanik, Sanny Aprilinda, & Dalimunthe, Syukur Kholil. (2019). Komunikasi kelompok dalam meningkatkan kualitas kerja team redaksi bidang berita lembaga penyiaran publik TVRI Sumatera Utara di Medan. *Jurnal Prointegrita*, *2*(348/PASCA-), 1–33.

Harwood, Jake, Giles, Howard, & Bourhis, Richard Y. (1994). The genesis of vitality theory: Historical patterns and discoursal dimensions. *International Journal of the Sociology of Language*, *1994*(108), 167–206.

Irwanto, Ihsan. (2023). Pola Komunikasi Antar Gamers Pada Fitur Chat (IN-GAME) Studi Fenomenologi Pemain Game Online Mobile Legends di Bandung. *Jurnal Pendidikan Tambusai*, *7*(2), 3702–3710.

Jarosik, N., Bennett, C. L., Dunkley, J., Gold, B., Greason, M. R., Halpern, M., Hill, R. S., Hinshaw, G., Kogut, A., & Komatsu, Eiichiro. (2011). Seven-year Wilkinson microwave anisotropy probe (WMAP*) observations: Sky maps, systematic errors, and basic results. *The Astrophysical Journal Supplement Series*, *192*(2), 14.

Junaedi, Dedi, & Salistia, Faisal. (2020). Dampak pandemi covid-19 terhadap pasar modal di Indonesia. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *2*(2), 109–131.

Kalara, Redana, & Pramonojati, Twin Agus. (2022). Etika Komunikasi Penyiar Pada Program OzClusive Di Oz Radio Bandung. *EProceedings of Management*, *9*(6).

MORISSAN, VIKA RAMDINA. (2019). *Analisis Proses Kreatif Produksi Program Televisi Berbasis Youtube: Studikasus Program Lol Trans Tv (Periode 2018-2019)*. Universitas Mercu Buana.

Mukarom, Zaenal. (2020). *Teori-teori komunikasi*. Jurusan Manajemen Dakwah Fakultas Dakwah dan Komunikasi UIN Sunan Gunung ….

Rosmawati, N. H. (2010). Knowledge, attitudes, and practice of breast self-examination among women in a suburban area in Terengganu, Malaysia. *Asian Pac J Cancer Prev*, *11*(6), 1503–1508.

Sari, Nadila Opi Prathita, & Rahardjo, Turnomo. (2019). Akomodasi Komunikasi Antarbudaya (Etnis Jawa Dengan Etnis Minang). *Interaksi Online*, *7*(4).

Suler, John. (2004). In class and online: Using discussion boards in teaching. *CyberPsychology & Behavior*, *7*(4), 395–401.

Turner, Kara J., Vasu, Vimal, & Griffin, Darren K. (2019). Telomere biology and human

phenotype. *Cells*, *8*(1), 73.