

ANALYSIS OF MOBILE LEGEND: BANG-BANG TOXIC COMMUNICATION USED BY STATE POLYTECHNIC OF BENGKALIS STUDENTS

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ABSTRACT

This study explores the forms, causes, and factors and impacts of toxic communication among students of the State Polytechnic of Bengkalis while playing Mobile Legends: Bang-Bang. A descriptive qualitative approach was used, with data collected through a questionnaire distributed to 65 respondents, in-depth interviews with four purposively selected informants, and participant observation of gameplay sessions. Questionnaire data were presented in percentage form to support the interview and observation findings, while data from the three sources were analyzed through data reduction, data display, and conclusion drawing, and triangulated to strengthen trustworthiness. The results show that toxic communication appeared in five main forms: verbal aggression, sarcasm and mockery, blaming and scapegoating, discriminatory communication, and disruptive behavior such as intentional feeding or going AFK, with sarcasm and mockery (86.2%) and verbal aggression (81.5%) reported most frequently. These forms were shaped by individual emotional conditions, the game's competitive design, peer dynamics, and platform moderation, as explained through the Online Disinhibition Effect, Frustration-Aggression Theory, Social Cognitive Theory, and the Unified Theory of Toxic Behavior. The study concludes that toxic communication here is a complex, self-reinforcing phenomenon.

Keywords: *toxic communication, Mobile Legends: Bang-Bang, descriptive qualitative research, purposive sampling, State Polytechnic of Bengkalis*