

CHAPTER I

INTRODUCTION

1.1 Background

The popularity of mobile games in Indonesia keeps on increasing each year, more than 3.45 billion downloads of mobile games had been recorded through Google Play in 2022, increased 0.32 billion from the previous year, this number made Indonesia in top 3 countries with most downloaded mobile games through Google Play in the world (Jeihan, 2023). Gamers in Indonesia spend total of 370 million USD in mobile games in 2022 which increased 50 million USD from the previous year (Jeihan, 2023).

One of the most popular mobile games in Indonesia is Mobile Legends: Bang-Bang (MLBB), based on suara.com total players of Mobile Legends in Southeast-Asia reached 70 million users in 2021 and almost 50% of them are Indonesian players with more than 34 million active users (Agung & Rezza, 2021). With the huge number of Mobile Legends users in Indonesia, the competition called Mobile Legends Professional League (MPL) is also popular in Indonesia. MPL season 6 reached 1.39 million peak viewers and the number increased to 1.83 million peak views in MPL season 7 (Agung & Rezza, 2021). Compare to active users of Mobile Legends in the world which reached 80,76 million based on activeplayer.io, Indonesia's intensity of playing Mobile Legends is considered as country with the most contribution to Mobile Legends (Monavia, 2023).

Based on data.ai, reported by "State of Mobile 2023", Mobile Legends is the most popular mobile games in Indonesia and the most played mobile games in Indonesia. In

2022, 703 million hours in total is the time spend by all Mobile Legends players spend in playing Mobile Legends (Galuh & Yudha, 2023).

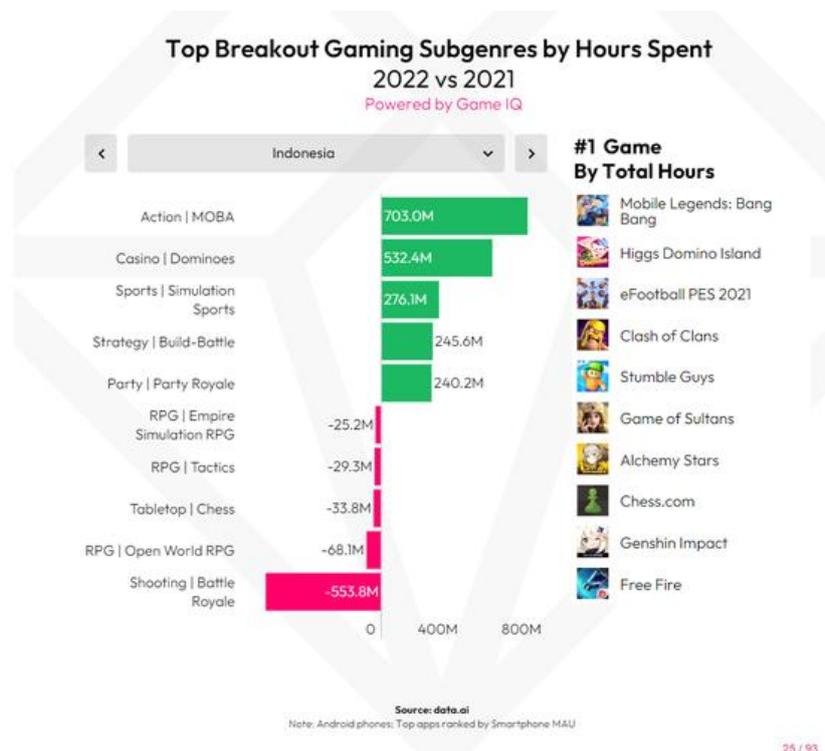


Figure 1.1- 1
 Top Breakout Gaming Subgenres by Hours Spent in Indonesia 2022 vs 2021

Indonesia is considered as country with longest average hour spend on internet in 2022 with 5.7 hours per day, followed by Brazil, Singapore, Saudi Arabia and South Korea. This 5.7 hours per day, includes people who spend their time in mobile games including Mobile Legends (Galuh & Yudha, 2023). Co-Founder and Chief Marketing Officer EVOS Esports, Michael Wijaya, create research on how many hours a day player in Indonesia spend their time on Mobile Legends. Based on the research 41.73% spend 3

to 5 hours, 40.98% spend 2-3 hours and 17.29% spend more than 5 hours a day in playing Mobile Legends (Nurfahmi, 2021).

Head of YouTube Gaming, Ryan Watt said more than 100 billion hours gaming contents had been watched in 2020, this number increased twice than in 2018. From 100 billion hours, 10 billion hours of it was watched directly from YouTube Gaming (Maria, 2020). YouTube claimed that they have more than 40 million active gaming channels with 80.000 channels reached 100.000 subscribers, 1.000 channels reached 5 million subscribers and 350 channels reached 10 million subscribers on YouTube (Maria, 2020).

Jess No Limit, number one with most subscribers YouTubers in Indonesia 46 million subscribers on his YouTube channel with most of his contents are playing Mobile Legends, which mostly reviewing skins, sharing his gameplay and giving tricks (Zihan, 2022). Beside Jess No Limit, most of gaming youtuber started their career becoming a Mobile Legends pro player or ex pro player, includes Oura Gaming, Donkey BAR BAR, MARSHA OZAWA, Jonathan Liandi and XINN, which all of them had more than 1 million subscribers on their YouTube channel (Zihan, 2022).

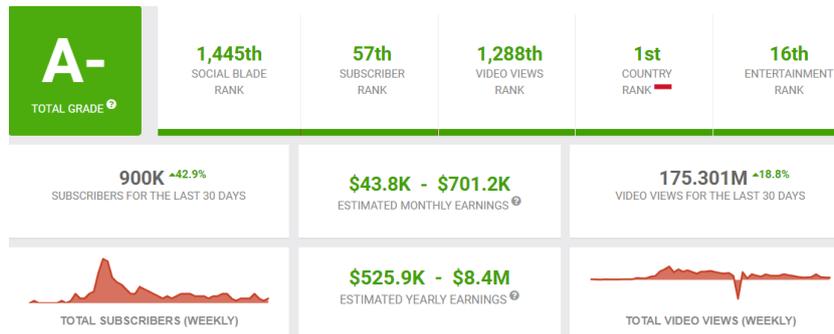


Figure 1.1- 2
 Jess No Limit YouTube Channel Summary per March 2024

Content is a very important aspects in social media including YouTube, contents refer to the ideas of the goods that is produced by the creator to be consumed by the public including writing, images, videos, and audios (Julian & Reni, 2023). Windah Basudara is one of the top YouTuber in Indonesia, his contents in YouTube focuses on gaming contents, also doing livestream in YouTube with his gaming contents. With his success in YouTube, he won Indonesian Most Favorite Gaming Content Creator in 2022, this award shows how enthusiast Indonesian to gaming contents in Indonesia (Andi, 2022).

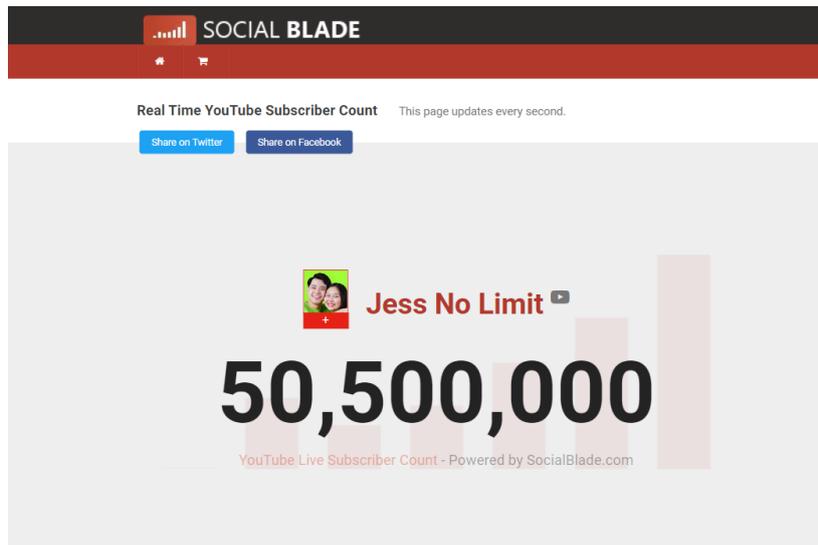


Figure 1.1- 3
Jess No Limit Subscribers

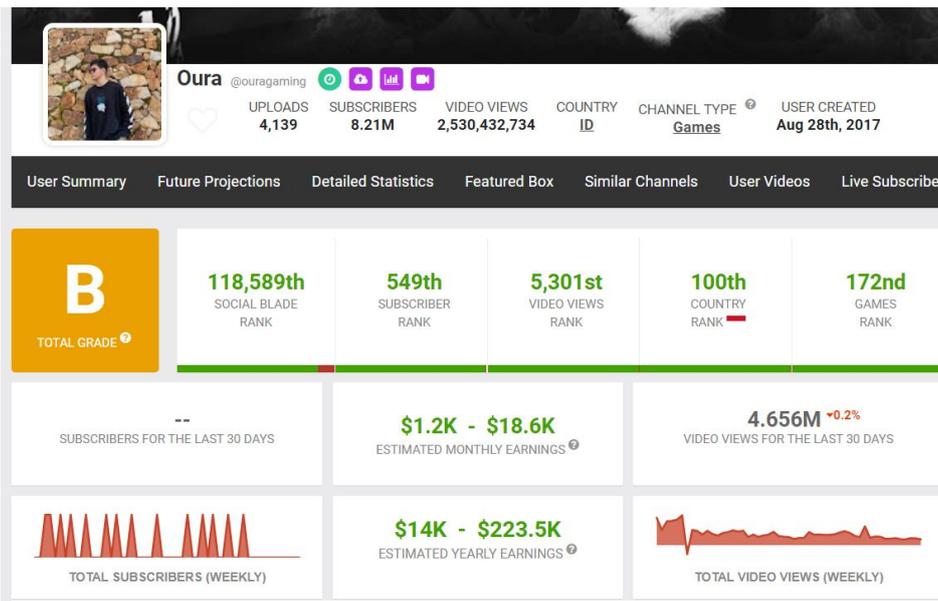


Figure 1.1- 4
Oura Gaming YouTube Data

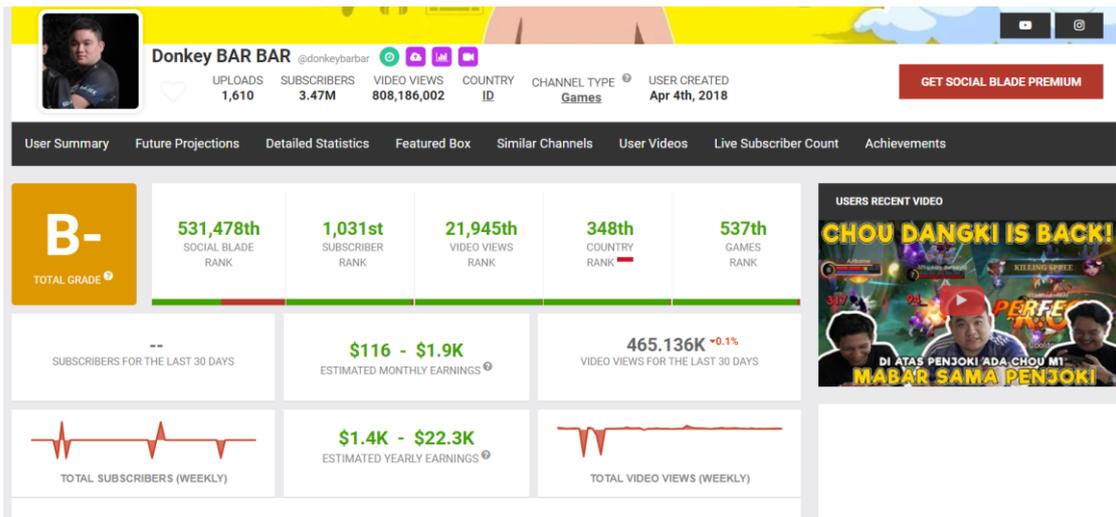


Figure 1.1- 5
Donkey BAR BAR YouTube Data

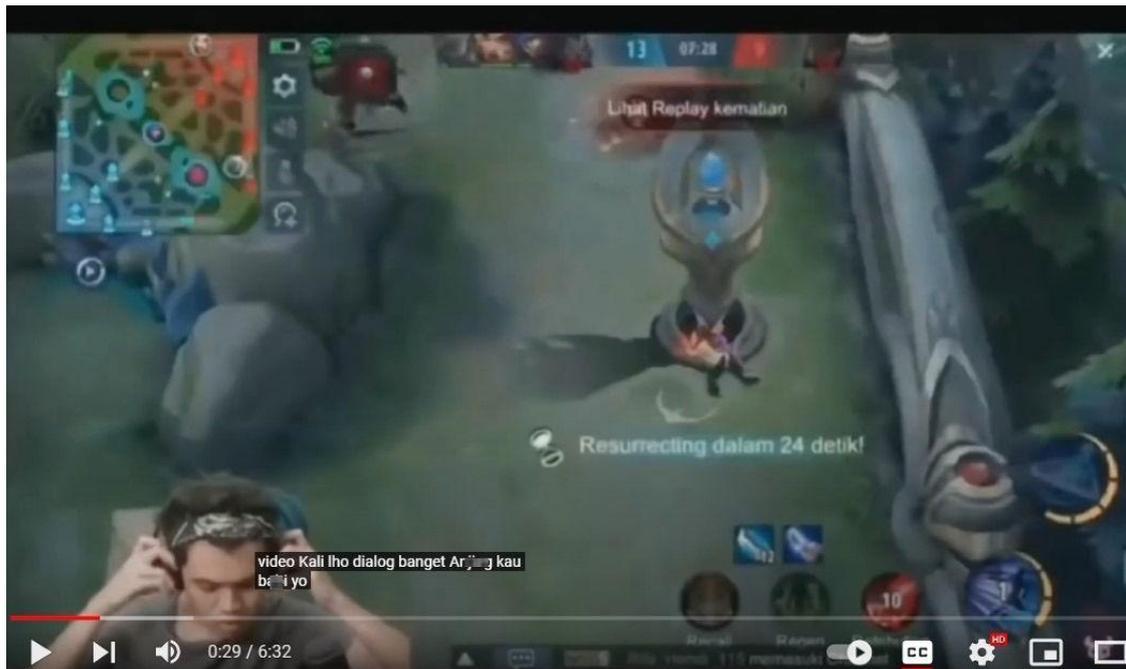


Figure 1.1- 6
Video of Oura Gaming on YouTube



SOLO RANK CHOU MYTHIC GLORY challenge !!! gendong publik publik hina!!DONKEY BAR BAR Mobile Legends



Donkey BAR BAR
3.47M subscribers

Join

Subscribe

24K



Share

Download

Figure 1.1- 7
Video of Donkey Bar-Bar on YouTube



Hari Terakhir Gw Maen Bruno, Emosi Tingkat Dewa Gw Diincer Teros!! - Mobile Legends

Jonathan Liandi 6.62M subscribers [Join](#) [Subscribe](#) [22K](#) [Share](#) [Download](#)

Figure 1.1- 8
Video of Jonathan Liandi on Youtube

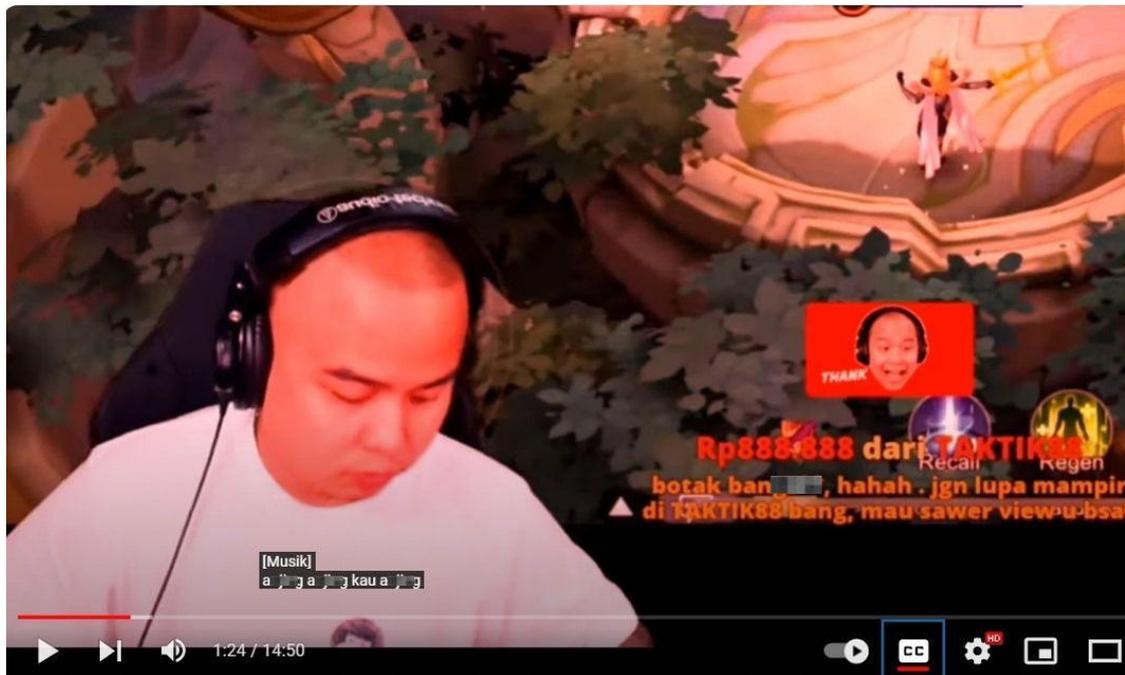


Figure 1.1- 9
Video of Marsha Ozawa on YouTube

Toxic behavior defined as “bad behavior that violates social norms, inflicts misery, continues to harm after it occurs and affects the entire community” (Kwak and Blackburn, 2014). Competitive online games such as MOBA are tend to known as toxic community, the more competitive the games are, more people are trying hard to reach their best potential at their gameplay in order to achieved win and increased their rank. Toxic behavior also can be defined as an application behavior towards two individuals’ reference to an individual acts unsupportive, draining, unrewarding, stifling, unsatisfying and unequal. In online games, toxic behavior occurs when a player is doing unjustified

rage, threatening, racial or sexual abuse and harassments towards other players (Josefine & Emma, 2014).

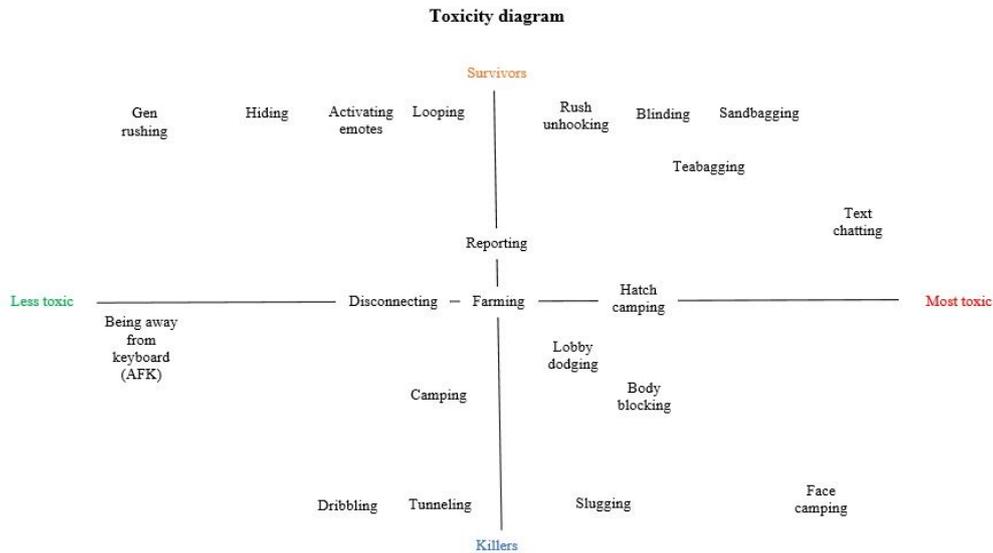


Diagram 1.1- 1 Classification Diagram of the Less and Most Toxic Behaviors Associated to Each Role According to Player's Perceptions

Based on the previous research, aggravating factor is the main factor that builds up an individual's toxic behavior. Being individualistic in a team game, create toxic behavior in game where players will misunderstand the rules and objectives of the game, called "Everyone for Themselves" (Patrick, Mude and Laura, 2020). Players are tending to focus on their individual performance than their team or opponent to reach their best potential as an individual in their gameplay. Therefore, teammates and opponents are becoming catalyst for the individualistic player where they will normalize a toxic behavior in game such as toxic chat to the other players, including their own teammates or their opponents (Patrick, Mude and Laura, 2020).

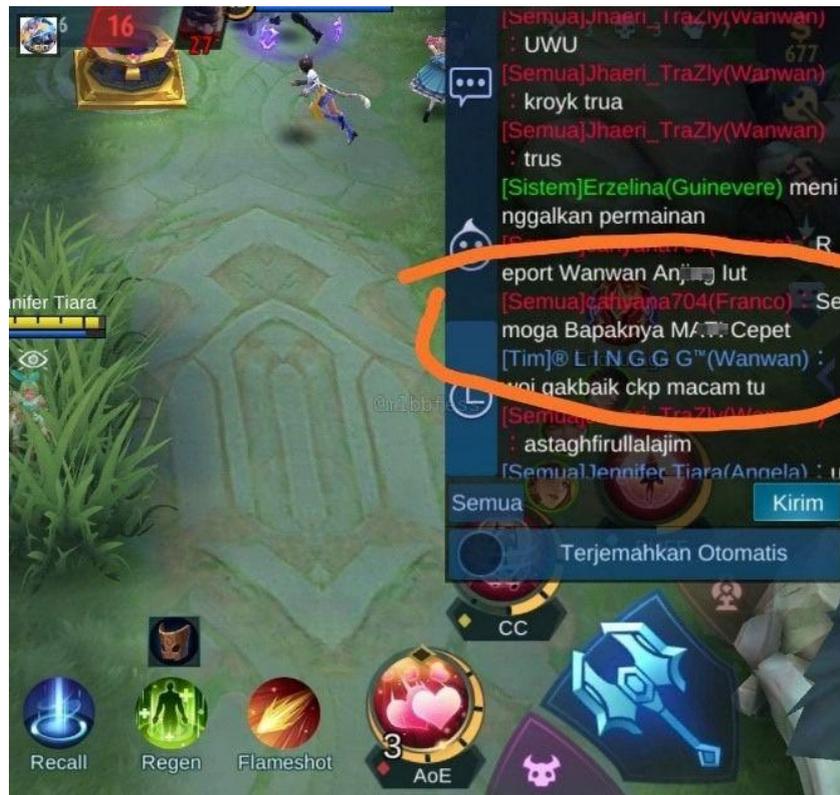


Figure 1.1- 10
Evidence of Toxic Behavior in Mobile Legends



Figure 1.1- 11
Evidence of Toxic Behavior in Mobile Legends



Figure 1.1- 12
Evidence of Toxic Behavior in Mobile Legends



Figure 1.1- 13
Evidence of Toxic Behavior in Mobile Legends

From the previous research, the study found that every player in Mobile Legends have different personality in facing interpersonal communication and group communication while they are in game (Latif and Novi, 2019). There are six types of toxic behavior that most players experienced while playing Mobile Legends which are; away from keyboard (AFK), feed, using cheats, saying bad words (to teammates or opponents), bad game play and died by purpose during the game. Saying bad words to opponents or teammates are mostly happens in higher rank of the game, since when players are in a higher rank, they will experience a more competitive games (Latif and Novi, 2019). The difference of toxic

behaviors is caused by several factors; experience, knowledge of the game, playing attitude, interactions within players and technical of the game. (Latif and Novi, 2019).

In personal communication, players are tending to create a stereotype when players are playing with random, they do not know who they are playing with. But it will be different when players are playing with their friends. Toxic behavior such as saying bad words are not a big thing for players when they are playing with random, when they feel that the game doesn't go with the plan or they are in a losing condition, players will have an emotion that creates toxic behavior, also the game provides them with chatting features and voice chat features. (Latif and Novi, 2019). Another research by Regina and Srie (2023) stated that there are two types of toxic behavior; inappropriate gameplay (players are playing not based on the objectives and rules) and gameplay that violates norms. These two types of toxic behavior are mostly found in ranked games where players are aiming to get a higher rank (Regina and Srie, 2023).

1.2 Research Problem

Over the past few decades, the gaming sector has grown; most of the users fall between the ages of 18 and 29, so both teens and adults including students. Online games typically lead to addiction in teenagers; nevertheless, they are a normal past time activity that they engage in. Online games could affect a person's behaviour, particularly those with a high risk of addiction and largely ranked games for which players should play more to attain a better level in the game. This phenomenon could also impair an

individual's psychological stress, lower their academic achievement, affect their sociability, and so influence their life satisfaction.

Although Mobile Legend is among the most popular online games available in Indonesia, it causes problems for young people and children there. Bullying usually occurs in Mobile Legend such players are uttering harsh words during a losing condition in the game; this is one type of toxic behaviour. The addiction of this game generates emotions to players during the match due for numerous reasons. Mobile Legends offers chat function and voice chat feature both during and off the game, which caused the game to be chaotic and the team to lost the game. A player is displaying their aggressive behaviour by the feeling to "Attacked" other players verbally or non-verbally.

With average age of 18 to 34 years old, YouTube is among the biggest platforms available in Indonesia. The number of viewers and followers a YouTuber acquired on YouTube defines their level of fame. Especially for children and teenagers, gaming contents is one of the most popular items on YouTube. What they do in their content is recording themselves while playing games by providing reaction, gameplay explanation, game instruction, fresh information to viewers. Creating materials generally loved by their viewers will always help YouTuber search for more subscribers either by uploading them or stream on YouTube platform.

From "Janda Firaun," "Anak Dajjal," "Bapakmu," and "Nggga Ada Otak," one of the well-known gaming YouTuber with more than 2,7 million of viewers on YouTube has his word identity whereby he always mentioned these terms in his stuff. Many of his

subscribers aged between 14 to 25 years old, which affected them as they normalised these words during playing Mobile Legend, are always mentioned in his YouTube contents or during his livestream as an emotional state of him in his gameplay.

While most Generation Z enjoys playing video games and online games and seeing gaming contents on YouTube, it is natural for young people to play online games while viewing contents of the game they played. Young people's competitive scenario resulting from their addiction to online games is shaped by their idolising of content creators as their mirror inside the game. Many updates from the game every season and gaming YouTubers who mostly are pro-players create teaching videos as their content so that their subscribers may learn their skills from the contents, which is one of the reasons gaming YouTubers are attracting attention nowadays. Many YouTubers, such as Oura, XINN, Jonathan Liandi with millions of followers, centre their materials on Mobile Legend gaming. Many of their subscribers to the games or daily life bring up the normalising of using foul terms in their videos. Players are developing online games not only as their pastime but also as a daily activity especially for children and teenagers since they can play and view anywhere from their smartphone with the help of simple access to both Mobile Legends and their contents on YouTube.

According to the preceding explanation, the issue that can be stated as follows:

Do The Intensity of Game Playing: Mobile Legends Bang-Bang and The Intensity of YouTube Gaming Access Influence Toxic Behavior in Game Among Students?

1.3 Research Objective

The objective of this research is to examine the association of intensity of game playing: Mobile Legends Bang-Bang and the intensity of YouTube gaming access towards toxic behavior in game among students.

1.4 Research Significance

1.4.1 Theoretical Significance

This research is conducted to observe the correlation of the intensity of game playing: Mobile Legends Bang-Bang and the intensity of YouTube gaming access towards toxic behavior in game among students. In doing so, this study advances the understanding on the importance of social media, specifically YouTube gaming contents and the intensity of playing Mobile Legends that could affect toxic behavior.

1.4.2 Practical Significance

This study will provide further information and academic knowledge in the field of communication, in deepening the outlook of intensity of playing Mobile Legends and accessing YouTube gaming contents towards toxic behavior in game, which can be a resource for further research and campaign to the related topics.

1.4.3 Social Significance

This study provides information about toxic behavior in game which created by two variables which are intention of playing Mobile Legends and accessing YouTube gaming contents. This information is important to raised concern for parents and students

to avoid having toxic behavior due to playing Mobile Legends and accessing YouTube gaming contents.

1.5 Theoretical Framework

1.5.1 State of The Art

There are several studies have been conducted with similar topic with this research; hence, five of this earlier research will be detailed and discussed.

Ema Putri Oktaviani and Siti Nurjanah of Universitas Muhammadiyah in 2020 lead first the research. Their research under the title "Hubungan Intensitas Bermain Game Online Terhadap Perilaku Agresivitas Pada Remaja di SMA Muhammadiyah Sokaraja" is a descriptive quantitative employing cross sectional approach. This study makes use of the Social Learning Theory, which holds that people pick up violent behaviour among other ones by watching and copying others. Since this idea implies that people may learn to act aggressively by seeing aggressive behaviour in online games, it is especially pertinent to the research of the link between violent online games and aggressive behaviour. With a total of 96 respondents from grade 10, 11, and 12 with their total sampling, this study used chi square test and questionnaire. The study reveals that aggressive behaviour in SMA Muhammadiyah Sokaraja correlates with the degree of online game participation.

From Universitas Pahlawan Tuanku Tambuasi, Dian Febriady, Putri Hana Pebriana, Melvi Lesmana Alim, and Rizki Ananda are the second researchers working on 2022. Research under the heading "The Impact of Free Fire Online Games on Student's Social

Behaviour in Elementary School" is quantitative using an exposed factors approach. With forty samples students at SDN 004 Bangkinang, this study employs questionnaires and documentation as its data collecting methods. This study reveals that kids who spend their time on online games either four to six hours or even more a day could develop addiction to them. Addiction to online games can have both bad and beneficial effects on their social behaviour; so, there is a relationship between the degree of playing Free Fire online games and social behaviour of the students.

Rising from University of Zaragoza, Raquel Lozano-Blasco, Pilar Latorre-Martinez, and Alejandra Cortes-Pascual produced third research titled "Analizing Teens an Analysis from the Perspective of Gamers in YouTube." By means of channel browsing and analysis, the study seeks to ascertain the knowledge of gamer behaviour in YouTube. This is qualitative semantic study applying sentiment analysis and social media analysis. First approach of this research is by doing data mining where they monitored their target YouTube accounts using Fanpage Karma software, then they do data analysis by generate the Youtubers by Key Performance Indicators (KPIs), then they use mining methodology through 100 publications to study the emotional character of the messages by the Youtubers. The behaviour of the 100 most powerful players worldwide is examined in this study applying the Uses and Gratification Theory. This thesis holds that the audience actively searches out media that meets their wants since their use of it is driven by their needs and wishes. The results of the study imply that the number of emotional words used by gamers explains the polarity of the films they broadcast, therefore demonstrating a positive association between the usage of emotional language and the audience

involvement. This study offers understanding of the tactics effective players apply to interact with their audience and keep their influence.

Andika Wibisono and Agus Naryoso's fourth research project, "Hubungan Antara Intensitas Bermain Game Mobile Legend dan Pengawasan Orang Tua Dengan Perilaku Agresif Verbal Pada Anak Remaja," 2019 This study intends to establish the relationships between parental supervision towards violent behaviour in teenagers and the degree of playing Mobile Legend. Using a questionnaire as their tool, this is quantitative and explanatory study whereby they observe their population—high school pupils in Semarang. General Aggression Model (GAM) and Parental Mediation with Interaction Restrictions model are applied in this paper. According to the findings of this study, teenage verbal aggressive behaviour and the degree of Mobile Legend game playing have a unidirectional link. This study indicates that parental supervision has a significant part in lowering the negative impact of the intensity of playing the Mobile Legend game, such as verbal aggressive behaviour in teenagers. Higher the intensity of playing the Mobile Legend game, the higher the verbal aggressive behaviour in teenagers.

Yakobus Prismawan Jati Pamungkas of Universitas Kristen Satya Wacana in 2023 conducted last research titled "Pengaruh Terpaan Channel YouTube Oura Gaming Terhadap Perilaku Imitasi Bermain Game Mobile Legend." This study intends to investigate the effects of Oura Gaming YouTube channel on the imitation behaviour in playing Mobile Legend to high school students. With 100 respondents chosen by a purposive sample method, this is quantitative research using questionnaires as our instruments. The Social Learning Theory is being applied in this study to investigate how

exposure to Oura Gaming affects the imitation behaviour of high school students actively playing Mobile Legend. This study reveals that oura Gaming's imitation behaviour on students who plays Mobile Legend with correlation coefficient of 0.822 is much influenced by exposure; so, the variables exhibit a strong positive trend.

In conclusion, from these five research that has been done, there are several factors that influence people who plays online games towards their toxic behavior, such as addiction to online games, excessive hours playing online games and the influence of YouTubers gaming. This study introduces new variables which are “The Intensity of Game Playing: Mobile Legends Bang-Bang” and “The Intensity of YouTube Gaming Access” towards “Toxic Behavior in Game Among Students”.

1.5.2 Research Paradigm

This research will be conducted using a quantitative-research method with positivistic paradigm to explain the casual relationship. Positivist research is concerned with the development and empirical testing of general theories that govern the natural and social world (Orlikowski & Baroudi, 1991). This paradigm is based on natural science criteria such as controlled observations, controlled deductions, replication and generalizability (Lee, 1989).

This research has three variables; the free variables or the independent variables are The Intensity of Game Playing Mobile Legends Bang-Bang and The Intensity of Youtube Gaming Access while the bound variable or the dependent variable is Toxic Behavior in Game of Students.

1.5.3 The Intensity of Game Playing: Mobile Legends Bang-Bang

Intensity is the power of any behaviour or action that human performs that promotes one another action or behaviour (Chaplin 2011:254). Intensity is the period of time an individual spends completing an activity or duration repeated times (Dewandari, S. 2013; Zairin Noor H. 2013). Four components define intensity based on (Rizki and Hartosujono, 2013): frequency, time restriction, focus of attention and emotional involvement.

Online games are those accessible to many people via the internet's connection. Played online under the multiplayer online battle arena, or MOVA, Mobile Legend Bang-Bang depends on strategies and teamwork to win the game. One of the tools Mobile Legend offers to let users interact with one another is game-based communication. As with one team, Mobile Legend is an interactive game whereby five players will be competing with another team utilising their own talent and approach. The frequency of time players of Mobile Legend Bang-Bang is spending indicates their intensity of game performance. Andika and Agus, 2019. Moreover, it can be defined that intensity of game playing Mobile Legend is the involvements level of an individual on accessing Mobile Legend from several aspects such the time frequency of an individual spends on playing Mobile Legend, time limit they use on accessing Mobile Legend, focus attention during playing Mobile Legend and emotional feeling that occurred during playing Mobile Legend (Ezrika and Martunis, 2019).

1.5.4 The Intensity of YouTube Gaming Access

As mentioned earlier, according to Dewandari, S. and Zairin Noor H. 2013, intensity is defined as the time used to do an activity or duration with a repetition of an individual doing the activity and according to Chaplin 2011:254, intensity is defined as the power of any behavior or actions of an individual which the power supports one action or behavior.

Social media is one of platforms that lets people interact with each other and connect individuals online in the social networks and also it is a platform for people to do publishing of materials, activities and comments (Nasrullah, 2014: 36.). Among social media, YouTube is an American online video-sharing website started by three PayPal employees: Chad Hurley, Steve Chan, and Jawed Karim in February 2005; then purchased by Google in November 2006; Google has run YouTube until today. Many categories developed by YouTube's creators—also known as Youtubers—exist there. Gaming contents—that is, the audio-visual material created by gamers including the character "s visual appearances and associated in-game—are among the most watched YouTube videos. Therefore, intensity of YouTube gaming access is an action done by a person intensely watching gaming contents supplied by the content creators or Youtubers. The frequency and length of someone consuming media will help one ascertain their level of media access (Sari, 1993:29).

1.5.5 Toxic Behavior in Game

A person engaged in toxic behaviour is one who is continuously harming another person physically or psychologically. Particularly in a competitive game, toxic behaviour is sometimes displayed by participants in the gaming sector. In a gaming environment, toxic behaviour in gaming is defined as a person who has a negative attitude towards other players. Players who exhibit toxic behaviour in gaming typically whine, cuss, act rudely, act out against other players and lower other gamers. The term toxic refers to a negative behaviour exhibited by players in multiplayer games derived from their actions in the game; so, players interactions and those that engage in toxic behaviour damage the gaming sector (Blacburn and Kwak, 2014).

Maintaining the order and quality the game and free multiplayer games attract too many toxic players where majority of them do griefing, bullies, harassment and trolls, according to Lin and Sun (2011) as they conducted research among players of multiplayer online games. Research indicates that therefore also key roles are played by toxic behaviour victimising, attitude, and behavioural control (Kordyaka, B., Jahn, K. and Niehaves, B., 2020).

Toxic behavior like described above is combined in online games under the name toxic behaviour. Many times, these actions disadvantage other players during the gameplay. If a player is grieving, for instance, or not helping the game to fulfil its objectives, other players may suffer since one of their team members is concentrating more on their emotions than on the goals of the games, which results in an awkward

gameplay (Kwak, H., Blackburn, J., & Han, S., 2015). Cyberbullying incidents can lead to quite extensive issues. Generally speaking, cyberbullying is linked to despair, anxiety, and has been demonstrated to cause extreme behaviour including suicide in a number of well reported instances. Given the time and effort players commit to games, victims of toxic behaviour are likely to experience emotional reactions that linger into the real-world (Kwak, H., Blackburn, J., & Han, S., 2015).

1.5.6 Cultivation Theory

Developed by George Gerbner, cultivation theory investigates the relationship between media exposure especially television and people's perceptions of the world (Morgan, 2017). According to cultivation theory, television viewing over time "cultivates" viewers' perspective of reality; in the words of its early supporters, "television is the medium of the socialising of most people into standardised roles and behaviours." It serves, in a word, enculturation (Gerbner & Gross, 1976, p. 174).

Using cultivation theory, one may better understand how regular exposure to violent or aggressive content in video games might affect players' attitudes and behaviour. The cultivation theory holds that those who spend a lot of time in violent virtual environments could finally start acting more violently. Development theory in the context of video games proposes that players' perspective on the actual world will be connected to the world of video games by constant on playing of them (Chong, Teng and Skoric, 2012).

Because of the media exposure an individual gets, cultivation theory will help one develop on a long-term effect. Long-term media exposure can progressively alter people's

perceptions of the world and attitudes about specific behaviour, claims cultivation theory (Anderson & Dill, 2000). One kind of media exposure that could form a perspective in which anger or violence is seen as suitable response to conflict is violent video games. Playing violent video games repeatedly could cause one to internalise ever more hostile attitudes and behaviours (Anderson & Dill, 2000).

Jiang & Dong (2017) paper "The Effects of Violent Video Game Exposure on Aggression" uses cultivation theory to investigate how constant exposure to violent video games may change players' perceptions and behaviours, especially in terms of aggression. Jiang & Dong (2017) claim that frequent exposure to violent video games causes growing anger. Based on cultivation theory, someone who spends a lot of time playing violent games could grow to view rage as a normal or even suitable response to conflict in real life. The theory holds that as the person interacts with media that presents violent behaviour as acceptable or normal, this change in perception happens gradually over time. Moreover, underlined by cultivation theory is how the media shapes a person's perspective of reality (Jiang & Dong, 2017). Jiang & Dong (2017) find that hostility is somewhat to moderately influenced by violent video games. This is consistent with the theory that repeated exposure to violent games could cause players to see the world as more violent or threatening than it is. Basically, even if these ideas contradict reality, players could start to view aggressiveness as a natural response to conflict events.

1.6 Hypotheses

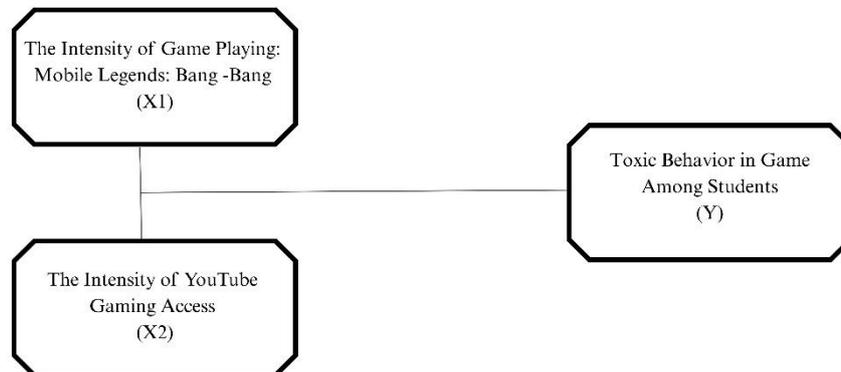


Diagram 1.6- 1
Hypotheses Diagram

Hypotheses: There is an influence of the intensity of game playing Mobile Legends: Bang-Bang and the intensity of YouTube gaming access towards toxic behavior in game among students.

1.7 Conceptual Definition

1.7.1 The Intensity of Game Playing: Mobile Legends Bang-Bang

The intensity of game playing: Mobile Legends Bang-Bang can be interpreted as a measure of time and frequency, the level of concentration of an individual in playing Mobile Legends Bang-Bang.

1.7.2 The Intensity of YouTube Gaming Access

The intensity of YouTube gaming access can be interpreted as a measure of time and frequency, the level of concentration of individuals in watching gaming contents on YouTube.

1.7.3 Toxic Behavior in Game

Toxic behavior in game can be interpreted as an individual's behavior that gives a harm effect physically or mentally to others in gaming context, in this study, toxic behavior includes complaining, swearing, being rude, acting out towards other players and giving down to other players.

1.8 Operational Definitions

1.8.1 The Intensity of Game Playing: Mobile Legends Bang-Bang

The intensity of game playing: Mobile Legends Bang-Bang can be operationalized using these indicators:

1. Frequency of playing Mobile Legends Bang-Bang, the frequency of an individual plays Mobile Legends.
2. Duration of playing Mobile Legends Bang-Bang, the duration of an individual in playing Mobile Legends.
3. Attention when playing Mobile Legends Bang-Bang, the attention of an individual in playing Mobile Legends.

1.8.2 The Intensity of YouTube Gaming Access

The intensity of YouTube gaming access can be operationalized using these indicators:

1. Frequency of watching YouTube gaming contents, the frequency of an individual in watching YouTube gaming contents.
2. Duration of watching YouTube gaming contents, the duration of time of an individual in watching YouTube gaming contents.
3. Attention when watching YouTube gaming contents, the attention an individual in watching YouTube gaming contents.

1.8.3 Toxic Behavior in Game

Toxic behavior in game can be measured by the following indicators:

1. The frequency of swearing to other players in game means how frequent the respondent swears to other players during or after playing Mobile Legends.
2. The frequency of getting frustrated during or after playing Mobile Legends, how often players are getting frustrated.
3. Duration and consistency of abusive message directed towards other players during playing Mobile Legends.

1.9 Research Method

1.9.1 Research Type

A quantitative research technique using a survey approach is the chosen research type. This study falls under the associative research category as well. An investigation known as associative research looks for a connection between two variables (Leslie & Earl, 2003). Associative study seeks to determine how two or more variables interact or relate to one another. This research will examine the intensity of game playing: Mobile Legends: Bang-Bang and the intensity of YouTube gaming access towards toxic behavior in game among students. This study uses a quantitative explanatory approach, aiming to explain the causal relationship between the intensity of playing Mobile Legends and the intensity of YouTube gaming access on toxic behavior in game among students.

1.9.2 Population

A population is an aggregate of research components that has been theoretically defined. A study population is the grouping of components from which the sample is actually drawn (Leslie & Earl, 2003). Students who have been exposed on playing Mobile Legends and watching YouTube gaming contents make up the population of this study.

1.9.3 Sampling

1.9.3.1 Sampling Technique

Non-probability sampling, which was used in this study, means that not every component or member of the population has an equal chance of being chosen as a sample. Because there is no sampling frame because researchers do not know the population's

size with certainty (it is infinite), this method is employed. Sampling to be applied in this study is nonprobability sampling with the technique of applying convenience sampling. Convenience sampling techniques are sampling in which researchers choose subjects or participants that are easily accessible or available to be the sample quantitative communication research (Leslie & Earl, 2003).

1.9.3.2 Sample Size

This study initially aimed to collect responses from at least 100 participants, as recommended by Roscoe (1975), which states that a sample size between 30 and 500 is sufficient for most research. However, a total of 118 valid responses were collected from individuals who met the criteria. This increase in sample size enhances the reliability of the statistical analysis, especially for multiple linear regression.

1.9.4 Type and Source of Data

This study uses a survey approach as its data collection tool to gather data in the field. Primary data is the sort of information used in this study. Primary data are information discovered through the distribution of questionnaires to study subjects (Leslie & Earl, 2003). The questionnaire, on the other hand, is a list of questions about the topic under investigation that were posed to respondents who were drawn from the target community.

1.9.5 Research Instrument and Data Collection Technique

The data collection methodologies have been modified as a result of the data instruments used in this research. Information that has been obtained firsthand is considered primary data. The data are the main information used to address the study objectives. For the method of gathering data, which takes the shape of a questionnaire (Leslie & Earl, 2003). A “questionnaire” is a set of questions or items intended to elicit information from respondents about their ideas, lives, or opinions. Each respondent will receive the questionnaire in this case directly.

1.9.6 Data Processing

As it is to adhere towards the statistical target of our research, the tabulation of our data would follow the simple order of editing, coding, and tabulation.

1.9.6.1 Editing

Checking and correcting the data and results that have been obtained from the questionnaire in order to find out whether the results are appropriate and can be continued to the next stage.

1.9.6.2 Coding

Also called as a process of data simplification gained by the respondents by statistically arranging the response through scores and symbols to simplify further tabulation.

1.9.6.3 Tabulation

Tabulation or data compilation in order to comprehensively analyze and arrange the data through statistical coding. Continued by tests and regression calculation in order to determine level of impact between the given variables itself.

1.9.6.4 Data Analysis Technique

The data analysis used to determine the effect of the Intensity of Game Playing: Mobile Legends Bang-Bang (X1) and the Intensity of YouTube Gaming Access (X2) toward Toxic Behavior in Game Among Students (Y) is a multiple linear regression with the assistance of SPSS program. Multiple linear regression is a model that estimates the relationship between a quantitative dependent variable and two or more independent variables using a straight line.