

# Sense of Virtual Community pada Komunitas Esports Indonesia: Studi Komunitas Discord Esports RRQ (Rex Regum Qeon) = Sense of Virtual Community in the Esports Community Indonesia: Study in RRQ Discord Esports Community (Rex Regum Qeon)

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## Abstrak

Pertumbuhan pasar industri mobile gim daring yang mencapai USD 100 miliar di Indonesia mendorong lahirnya berbagai klub profesional di Indonesia. Selain aktivitas sponsorship, pemasukan terbesar klub tersebut berasal dari penjualan merchandise dan program kepada para penggemar. Klub berusaha menjaga fanatisme, hubungan, dan interaksi dengan para penggemarnya ataupun interaksi atlet dan penggemar dapat terfasilitasi dengan baik melalui pemanfaatan komunitas digital di platform Discord. Discord adalah platform komunikasi berbasis chat yang memadukan keunggulan interaksi real-time di sebuah komunitas dan fitur live-streaming tanpa harus berpindah pada platform lain. Penelitian yang mengedepankan prinsip kualitatif interpretatif ini berusaha untuk melihat bagaimana proses interaksi yang terjadi di komunitas virtual RRQ Kingdom dan bagaimana interaksi tersebut dalam konteksnya sense of virtual communities. Peneliti menggunakan wawancara mendalam semi-terstruktur dengan empat anggota komunitas Discord Kingdom RRQ. Selanjutnya peneliti melakukan observasi sebagai data tambahan dari wawancara yang telah dilaksanakan. Melalui metode penelitian etnografi digital, penelitian ini secara khusus menganalisis pola interaksi yang terjadi di komunitas dan kemudian mengomparasinya pada empat (4) aspek sense of virtual communities (SoVC), yakni membership (keanggotaan), influence (dampak), pemenuhan kebutuhan dan shared emotional connection. Studi ini menemukan bahwa bagaimana sense of virtual community hadir dan membentuk pola interaksi, budaya komunitas, dan rasa kebersamaan di komunitas. SoVC juga berusaha membedah bagaimana pemaknaan anggota kepada komunitas RRQ Kingdom. Ikatan komunitas virtual (Sense of Virtual Community) yang tumbuh dari berbagai interaksi dalam bermain bersama, berdiskusi terkait sebuah masalah, ataupun aktivitas bersama, seperti belajar bareng. Para anggota merasakan bagaimana komunitas memberikan mereka wadah memberikan dampaknya secara langsung bagi komunitas, salah satunya dilihat dari beberapa anggota yang berkomitmen untuk menjadi pengurus komunitas daring RRQ Kingdom di berbagai daerah di Indonesia.

.....The rise of the online mobile gaming business sector in Indonesia, which has surpassed USD 100 billion, has prompted the establishment of several professional clubs. Aside from sponsorship, the club's main source of revenue is the sale of products and programs to supporters. The club strives to retain fanaticism, connections, and engagement with its supporters, which may be appropriately supported via the usage of digital communities on the Discord platform. Discord is a chat-based communication network that combines the benefits of real-time community engagement with live-streaming functionality without the need to transfer platforms. This study, which employs qualitative interpretative techniques, tries to understand how interaction unfolds in the RRQ Kingdom virtual community and how this interaction occurs in the context of a sense of virtual communities. Semi-structured in-depth interviews with four members of the RRQ Discord Kingdom community were conducted by the researcher. Furthermore, as extra data from the conducted interviews, the researcher collected observations. This study precisely examines patterns of interaction that

occur in the community and then compares them to four (4) characteristics of the sense of virtual communities (SoVC), namely membership, influence, fulfillment of needs, and shared emotional connections, using digital ethnographic research methodologies. This research investigates how a feeling of virtual community emerges and changes interaction patterns, community culture, and a sense of community in the community. SoVC also attempts to deconstruct how individuals see the RRQ Kingdom community. Sense of Virtual Community form as a result of interactions such as playing together, debating a topic, or participating in shared activities such as learning together. Members appreciate that the community allows them to have a direct effect on the community, as seen by numerous members who have committed to becoming administrators of the RRQ Kingdom online community in different locations around Indonesia.