

POLA KOMUNIKASI VIRTUAL DALAM SQUAD LADIES LYNETTE PADA GAMES ONLINE MOBILE LEGENDS: BANG BANG

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ABSTRAK

Industri *game online* di Indonesia khususnya Mobile Legends: Bang Bang (MLBB), kini telah bergeser menjadi fenomena budaya. Meningkatnya pemain perempuan memicu terbentuknya “Squad Ladies” sebagai safe space dari perilaku toksik. Masalah yang dibahas dalam penelitian ini adalah bagaimana proses terbentuknya pola komunikasi virtual yang kohesif pada Squad Ladies Lynette di tengah penggunaan *multiplatform*. Penelitian ini penting karena mengisi kekosongan literatur mengenai dinamika komunikasi tim perempuan yang sering dianggap “anomali” dalam dunia *e-sport* yang maskulin. Penelitian ini bertujuan untuk membedah sekaligus menggambarkan bagaimana pola komunikasi virtual dalam Squad Ladies Lynette terbentuk, termasuk menganalisis fungsi spesifik dari media yang mereka gunakan yaitu WhatsApp, Discord, dan *in-game chat*. Penelitian ini menggunakan metode kualitatif dengan pendekatan etnografi virtual (netnografi). Objek penelitiannya adalah Squad Ladies Lynette. Data dikumpulkan melalui observasi partisipatif virtual, dokumentasi digital, dan wawancara mendalam terhadap tiga informan kunci: kapten tim, anggota lama, dan anggota baru. Melalui penelitian tersebut, ditemukan “Pola Komunikasi Adaptif Lynette” yang berjalan dalam siklus empat fase: pra-permainan, permainan, pasca-permainan, dan relasional. Anggota squad melakukan adaptasi isyarat sosial melalui simbol digital dan intonasi suara untuk membangun kedekatan. Selain itu, identitas kolektif sebagai *gamer* perempuan memperkuat norma komunikasi positif yang suportif dan bebas dari *trash talk*. Peneliti menyimpulkan bahwa adaptasi isyarat sosial dan internalisasi identitas kolektif sebagai *gamer* perempuan terbukti mampu membentuk pola komunikasi adaptif yang secara konsisten menyeimbangkan antara efisiensi koordinasi taktis melalui pola sentralisasi serta penguatan solidaritas sosial melalui pola desentralisasi.

Kata Kunci: Pola Komunikasi Virtual, Mobile Legends, Squad Ladies, Etnografi virtual

Virtual Communication Patterns within Squad Ladies Lynette in the Online Game Mobile Legends: Bang Bang

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ABSTRACT

The online gaming industry in Indonesia, particularly Mobile Legends: Bang Bang (MLBB), has shifted into a cultural phenomenon. The increasing number of female players has triggered the formation of "Squad Ladies" as a safe space from toxic behavior. The problem addressed in this research is the process of forming cohesive virtual communication patterns within Squad Ladies Lynette amidst the use of multiple platforms. This research is significant as it fills a literary gap regarding the communication dynamics of female teams, which are often considered an "anomaly" in the masculine world of e-sports. This study aims to dissect and describe how virtual communication patterns in Squad Ladies Lynette are formed, including analyzing the specific functions of the media they use, namely WhatsApp, Discord, and in-game chat. This research employs a qualitative method with a virtual ethnography (netnography) approach. The object of this research is Squad Ladies Lynette. Data were collected through virtual participant observation, digital documentation, and in-depth interviews with three key informants: the team captain, a long-standing member, and a new member. Through this research, "Lynette's Adaptive Communication Pattern" was discovered, which operates in a four-phase cycle: pre-game, in-game, post-game, and relational. Squad members adapt social cues through digital symbols and vocal intonations to build rapport. Furthermore, the collective identity as female gamers strengthens positive communication norms that are supportive and free from trash talk. The researcher concludes that the adaptation of social cues and the internalization of a collective identity as female gamers are proven capable of forming adaptive communication patterns that consistently balance the efficiency of tactical coordination through centralized patterns and the strengthening of social solidarity through decentralized patterns.

Keyword: Virtual Communication Patterns, Mobile Legends, Squad Ladies, Virtual Ethnography