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Analysis of Fan Engagement and Community Building: A Case Study of MPL Indonesia Season 12

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Abstrak

Studi ini menggali lanskap multifaset dari keterlibatan penggemar dan dinamika komunitas dalam Mobile Legends: Bang Bang Professional League (MPL) Indonesia yang berfokus pada Season 12-nya. Berdasarkan tanggapan dari para partisipan, penelitian ini mengungkap basis penggemar yang kuat dengan peringkat keterlibatan yang tinggi dan afiliasi tim yang beragam yang berakar pada koneksi pribadi dan kinerja tim. Meskipun rasa kebersamaan di antara para penggemar MPL dianggap sedang, para partisipan menganjurkan untuk meningkatkan inisiatif pembangunan komunitas, dengan menekankan potensi acara offline untuk menjalin ikatan yang lebih kuat. Saluran komunikasi terutama mencakup media sosial dan obrolan dalam game, namun kekhawatiran seputar perilaku toksik tetap ada. Faktor-faktor yang berkontribusi terhadap toksisitas termasuk persaingan yang ketat dan anonimitas online, yang merusak pengalaman penggemar. Strategi mitigasi yang diusulkan termasuk hukuman yang lebih ketat, pendidikan, dan mempromosikan komunikasi yang saling menghormati. Pada akhirnya, penelitian ini menggarisbawahi perlunya pendekatan proaktif dan bercabang banyak untuk meningkatkan keterlibatan penggemar, memupuk persatuan komunitas, dan memerangi toksisitas dalam komunitas esports.

Kata Kunci: *Keterlibatan Penggemar, Esports, Pembangunan Komunitas, Perilaku Beracun, Mobile Legends: Bang Bang, MPL Indonesia*

Abstract

This study delves into the multifaceted landscape of fan engagement and community dynamics within the Mobile Legends: Bang Bang Professional League (MPL) Indonesia focusing on its Season 12. Drawing from participants' responses, this study unveils a fervent fan base with high engagement ratings and diverse team affiliations rooted in personal connections and team performance. While the sense of community among MPL fans is perceived as moderate, participants advocate for augmented community-building initiatives, emphasizing the potential of offline events to forge stronger bonds. Communication channels primarily encompass social media and in-game chats, yet concerns surrounding toxic behavior loom large. Factors contributing to toxicity include intense competition and online anonymity, damaging the fan experience. Mitigation strategies proposed include stricter penalties, education, and promoting respectful communication. Ultimately, this study underscores the need for a proactive, multi-pronged approach to enhance fan engagement, foster community unity, and combat toxicity within esports communities.

Keywords: Fan Engagement, Esports, Community Building, Toxic Behavior, Mobile Legends: Bang Bang, MPL Indonesia

INTRODUCTION

Since the late 1990s, when internet connectivity spread across Indonesia, online gaming has changed dramatically. This historical review examines the important events that boosted the country's online gaming market. Indonesian online gaming began with the internet. As internet connectivity improved in the late 1990s and early 2000s, a small but dedicated group of players explored online multiplayer games. Early adopters connected through PC games, laying the groundwork for Internet gaming communities (Kemp, 2021). During this time, Indonesian gaming centers and internet cafes, termed "warnet," helped gamers form a community. These cafés provided high-speed internet and a social environment for gamers to compete and socialize. Warnets fueled Indonesia's gaming culture by becoming the multiplayer gaming hub. Counter-Strike and Ragnarok Online shaped Indonesia's early online gaming landscape. Counter-Strike, a popular first-person shooter, encouraged teamwork and strategy through team-based fighting. However, Ragnarok Online's deep fantasy realm and social interaction charmed users. These games were popular in Indonesia and became standards. They entertained and helped build gaming communities and fan interaction across the country. Clans, guilds, and online friendships gave players a sense of belonging in the virtual world (Simorangkir & Lhaksana, 2018).

Indonesia's online gambling landscape changed as technology advanced. More powerful PCs, broad internet connection, and cellphones ushered in a new era of online gaming. Mobile Legends: Bang Bang, Free Fire, and PUBG Mobile captivated millions of Indonesians.

Internet connection and mobile gaming have helped Indonesia's online gaming sector grow exponentially. These causes, their effects, and gaming democratization in the country are examined in greater detail in this section.

Indonesia's internet expansion has driven online gaming. By 2021, almost 73% of Indonesians had internet connectivity, according to Datareportal's "Digital 2021: Indonesia" report (Kemp, 2021). This high internet penetration means that many people, from urban to rural, can play online games. Internet access helps gamers play and connect with a global community. Indonesians may play everything from mobile games to large MMORPGs online thanks to the internet. Players might join online communities, compete, and socialize from home or on the road.

Mobile gaming transformed Indonesia's gaming landscape. Smartphone adoption and cheap mobile data plans enabled this change. These factors democratized gaming by removing restrictions. Smartphones' affordability and accessibility enables people of all socioeconomic backgrounds to play mobile games. Phones became adaptable gaming platforms that crossed age, gender, and geography.

Mobile gaming changed the Indonesian gaming scene beyond accessibility by adding a social element. Through multiplayer mobile games, gamers could effortlessly interact with friends and family, building community. Families, social groups, and online acquaintances bonded through play.

Mobile Legends' team-based gameplay fostered cooperation and planning, forging social relationships through gaming. Sharing strategies, experiences, and great gaming memories, gamers joined to win. Mobile gaming led to meetups, competitions, and fan gatherings where online friendships became real-world ones.

Indonesia has a large youth population, with a large number of gamers. Youth and technology have a natural connection, resulting in the rapid growth of gaming platforms and communities. Indonesian online gaming has grown due to youth culture and technology. Young Indonesians with cellphones and internet access play games for fun, communication, and socializing (Kemp, 2021).

Indonesian gamers have embraced esports, or competitive video gaming. Local and international competitive gaming competitions are booming. Mobile Legends: Bang Bang

helped launch the national esports scene. These games' mobile accessibility has democratized competitive gaming. Equalizing the playing field in esports allows aspiring professionals from diverse socioeconomic backgrounds to compete. Indonesia's thriving esports sector offers many options. Esports organizations have grown, giving players, coaches, and content creators an opportunity. Sponsorships and investments have grown the sector. Esports tournaments like the Mobile Legends Professional League (MPL) Indonesia have drawn large crowds and created local heroes (Simorangkir & Lhaksana, 2018).

Community engagement is at the core of Indonesia's online gaming culture. Gamers have organically formed communities through various mediums, including forums, social media groups, and in-game chats. These communities are hubs for sharing strategies, discussing game updates, and organizing local gaming meetups. The sense of belonging to a gaming community fosters camaraderie among players, enhancing the overall gaming experience. Simultaneously, the rise of gaming content creators and streamers has significantly contributed to the vibrancy of the gaming ecosystem. Influential gamers on platforms like YouTube and Twitch have amassed extensive followings, attracting millions of viewers to their gameplay videos, tutorials, and live streams. These content creators not only entertain but also wield considerable influence over the gaming preferences of their audiences. They play a pivotal role in shaping and nurturing specific gaming communities (Wicaksana & Nasvian, 2022).

Online gaming in Indonesia has grown and succeeded, yet it faces problems. Online harassment and gaming addiction have raised awareness of responsible gaming. To keep gamers safe and entertained, authorities and gaming businesses have addressed these issues. Indonesia's online gaming business offers economic potential. Game development, esports management, and gaming content creation have created jobs. The sector has also grown due to investor and sponsor interest (Wicaksana & Nasvian, 2022).

MLBB, commonly known as one of the most popular mobile esports titles globally, has democratized competitive gaming in Indonesia. Accessibility lies at the heart of its success. MLBB's availability on mobile devices has eliminated many barriers that traditionally limited participation in esports. Players no longer need high-end PCs or consoles; a smartphone and internet connection suffice. This accessibility has democratized competitive gaming, enabling a broader and more diverse audience to engage in professional gaming (Sinaumedia, 2023).

The game's straightforward mechanics, intuitive controls, and short match durations make it appealing to both casual and hardcore gamers. This versatility has contributed to its widespread adoption, attracting players of varying skill levels and gaming backgrounds. MLBB has become a cultural phenomenon in Indonesia, transcending age, gender, and socioeconomic boundaries.

MPL Indonesia, the primary MLBB esports event in Indonesia, is important to the gaming industry. Professional athletes, teams, and fans converge in the league. It has inspired enthusiastic fans to support their favorite teams and players. MPL Indonesia's success is due to several elements (Strait Times, 2021): (1) Esports professionalization: MPL Indonesia reflects esports' professionalization in Indonesia. It allows players to compete at the greatest level in an organized environment. This professionalization has made esports a genuine career, encouraging players. (2) Local Heroes and Storylines: The league has grown local esports heroes and players who inspire followers. These players frequently have inspiring stories, such as rising from humble circumstances to compete. Heroes that fans can relate to increase the league-fan bond. (3) Fan Engagement: MPL Indonesia engages its fans through numerous efforts. These include live broadcasts, fan meetups, unique material, and player/team social media interactions. These activities build camaraderie and make supporters feel important to the league. (4) Competitive Excitement: MPL Indonesia has top-tier teams and fierce contests. These competitions thrill fans and spark debate. (5) Merchandising and Sponsorships: These arrangements help the league develop and survive. Fans can buy official items, and sponsorships fund the league's success.

The MPL Indonesia, a major esports competition in Indonesia, has successfully used fan involvement and community building. This league has elevated elite gamers and encouraged fan participation, creating a vibrant gaming community. This research analyzes and understands how MPL Indonesia Season 12 affects fan involvement and communication.

MPL Indonesia attracts a broad esports fanbase. The league's success is due to local esports heroes, competitive gaming, and fan engagement. It has a devoted fanbase that loves their clubs and players.

Besides games, the league hosts fan events, unique material, and social media interactions with players and teams. These efforts provide supporters a sense of belonging, helping the league succeed. MPL Indonesia has cleverly used its status as a competition and cultural phenomena to connect followers to esports.

Central to the success of MPL Indonesia is the active communication and interaction among fans. Fans communicate through various online and offline channels, creating a vibrant engagement ecosystem. Online platforms, mainly social media, forums, and chat groups, serve as digital meeting points where fans discuss match outcomes, share strategies, and express their support for teams and players. Social media platforms like Twitter, Instagram, and Facebook are abuzz with fan-generated content, from memes and highlight videos to live match commentary. Fans form online communities where they share their enthusiasm for MPL Indonesia, creating a digital space where their voices are heard and valued. These interactions are not limited to just fans; players, teams, and the league actively participate in online conversations, amplifying the sense of community (Rosyidi & Suparlan, 2021).

However, a concerning issue has emerged within this dynamic communication landscape—toxic behavior and language during MPL seasons. Despite the vibrant and passionate fanbase, derogatory comments, harassment, and unsportsmanlike conduct have tarnished the otherwise positive atmosphere. Toxicity in fan communications can manifest in various forms, including personal attacks on players or fellow fans, the use of hate speech, and the spread of negative sentiments that disrupt the fan experience and the overall enjoyment of MPL events (Simorangkir & Lhaksmana, 2018).

This toxic behavior has sparked concerns about its effects on the gaming community, esports environment, and fan experience. It requires a deeper look at the reasons, effects, and remedies to keep the MPL Indonesia community welcome, inclusive, and respectful. This study illuminates the many facets of toxic communication during MPL seasons and suggests ways to lessen its impacts.

The prevalence of toxic conduct and language in esports, particularly among Indonesian MPL fans, is a pressing study subject. This research examines the varied nature of this problem and its effects on the gaming community, esports environment, and fan experience.

Online esports communities are increasingly plagued by toxic behavior such as disparaging comments, harassment, hate speech, and unsportsmanlike conduct (Gao et al., 2021). MPL Indonesia, a top esports league, faces this issue. Passionate and competitive fans sometimes act toxically on live broadcasts, online forums, and social media. This behavior disturbs gameplay and challenges a positive, inclusive gaming environment.

The prevalence of toxic behavior among fans can have far-reaching consequences for the gaming community. It can lead to the alienation of players and fans subjected to

harassment, ultimately deterring them from active participation in esports communities. Toxicity can also create a hostile atmosphere, inhibiting constructive discussions and collaboration among fans and players. As a result, this adversary environment may overshadow the vibrant and passionate fanbase that MPL Indonesia has cultivated over the years.

Toxic behavior can affect the esports ecosystem beyond gaming. Esports leagues and teams with toxic fanbases may struggle to attract sponsors and investors. If this issue is not addressed thoroughly, MPL Indonesia and esports may lose its credibility.

Fan behavior and vulgarity during MPL seasons can negatively effect the fan experience. Fans who act toxically may unintentionally ruin the experience. Negative encounters can overshadow competitive gaming, fan camaraderie, and following favored teams.

This research initially focuses on toxic fan conduct and language during MPL seasons, however it expands beyond this issue. This study examines fan engagement and community building in MPL Season 12 communication. This research examines fan interaction dynamics, problems, and opportunities to improve fan experience and create a more inclusive and unified esports community.

RESEARCH METHOD

This quantitative study uses surveys and questionnaires to analyse fan communication patterns during MPL Indonesia Season 12 (Dillman et al., 2014). The Indonesian MPL fan data collection approach emphasizes the use of quantitative methods in research.

A systematic questionnaire collects MPL Indonesia Season 12 fan involvement and communication data. Closed-ended questions with preset responses enable measurable data collection in the survey (Babbie, 2016). Fan communication topics include preferred mediums, engagement frequency, and content consumption/sharing.

The survey instrument is rigorously developed for validity and reliability. Reviewing relevant literature and consulting esports research professionals informs questions. Pilot testing with a small MPL fan group addresses questionnaire ambiguities.

A representative Indonesian MPL fan sample is selected for survey participation. Given the large and diverse MPL Indonesia fans, stratified random sampling may be used. Geographic regions, age groupings, and other factors divide the population. For survey representativeness, each subgroup is randomly sampled.

According to the target audience's digital nature, online survey platforms or mobile apps collect data. Social media, esports forums, and fan networks spread surveys well. Collaborations with MPL Indonesia organizers or teams may expand fanbases.

Statistical analysis is performed on survey quantitative data. Survey responses are summarized using frequencies, percentages, means, and standard deviations. These statistics show fan communication trends, including channel usage and engagement frequency. Regression analysis can also reveal elements that affect fan engagement and content consumption. Chi-squared testing or ANOVA can examine demographic subgroup communication trends.

This study benefits from quantitative survey research. It allows structured data collecting to quantify fan involvement and communication patterns (Dillman et al., 2014). Surveys provide a complete picture of Indonesian MPL fans from a large, geographically distributed fanbase. This study uses quantitative methods to inform esports organizers, teams, and stakeholders on MPL fans' preferences and behaviours (Babbie, 2016). These findings can help shape MPL Indonesia Season 12 and future fan engagement tactics and fan experiences.

RESULT AND DISCUSSION

In this part, the results and discussion from several MPL Indonesia participants will be categorized into Fan Engagement and Team Support, Community Building and Offline Engagement, Communication Channels and Toxic Behavior, Factors Contributing to Toxic Behavior, Impact and Mitigation Strategies, and Enhancing Fan Engagement and Communication.

Fan Engagement and Team Support

Fan involvement and team support in MPL Indonesia S12 events show some interesting observations.

First, participants' strong average rating of 4.4 out of 5 for MPL Indonesia events implies a loyal fan following. The growing popularity of esports in Indonesia, the competitive nature of MPL events, and the immersive fan experience contribute to this high level of involvement. Esports leagues like MPL Indonesia need fan engagement. Fan engagement increases viewership, live event ticket sales, and merchandising sales, which boosts the league's performance. Engaged fans are more inclined to promote MPL Indonesia through word-of-mouth and social media, broadening the league's reach.

Second, the league's support for Evos, RRQ, Onic, and Alter Ego shows its capacity to satisfy fans' different tastes. Team performance, player relationships, and regional affiliations attract supporters to different teams. Diversity in team support makes the league's fan base vibrant and inclusive.

Fan support affects team performance, demonstrating fans' emotional interest in their teams. Well-performing teams boost fan pleasure and pride (Participant 2). Underperformance might frustrate and disappoint (Participant 3). This emotional connection improves the spectator experience and fosters teamwork (Participant 4).

High fan participation and diverse team loyalties in the MPL Indonesia fan base indicate a successful esports league. The league's fan base is strengthened by supporters' emotional attachment to their teams. Team performance affects fan views and experiences. Understanding these variables helps MPL Indonesia organizers and teams retain and build their fan base, creating a sense of community and excitement.

Community Building and Offline Engagement

The MPL fan community's community development and offline engagement findings shed light on its dynamics and how to strengthen it.

First, results showed moderate MPL fan community. This moderate feeling of community shows that MPL fans are connected by their shared interest. Fostering a stronger, closer community can be improved.

Community-building projects are strongly desired by participants. Their proposals for growing the fan community, such as recruiting remote fans, conducting meet-and-greets, and hosting tournaments, are proactive. These proposals follow esports fan engagement best practices by highlighting the importance of fan interaction with each other and MPL players or influencers.

The suggestion to recruit fans from remote locations shows a commitment to fan diversity and inclusivity. MPL Indonesia can increase its fan base and make esports more accessible by targeting underdeveloped regions.

Offline activities and gatherings strengthened fan communities best. These in-person experiences help fans form connections and feel connected. These events can also give fans MPL Indonesia-related memories.

MPL fans have a moderate sense of community, but they want more. Participants' recommendations emphasize inclusion, accessibility, and in-person participation and follow industry best practices. These findings can help MPL Indonesia build a stronger fan base and ensure its long-term success.

Communication Channels and Toxic Behavior

The data regarding communication channels and toxic behavior within the MPL Indonesia fan community shed light on how fans connect and their challenges in maintaining respectful interactions.

First, social media and in-game discussions are crucial to fan involvement. This trend in esports and online gaming communities is to use Facebook, Twitter, and in-game chats for conversations, updates, and fan involvement. These channels are ubiquitous, highlighting their relevance for fan connection.

However, the data also shows toxic behavior among MPL fans. Participants reported verbal abuse and account boosting claims during MPL events. Toxic behavior can harm fan experience and community atmosphere.

The problem of toxic esports communities is well-known. It can create a harsh and unwelcoming climate, discouraging fans, especially newbies, from participating in conversations and community activities. Esports competitions should be fun, but verbal abuse and cheating charges often ruin MPL events.

A healthy and welcoming fan community requires addressing toxic conduct. Participants' solutions to toxic conduct, such as punishing repeat offenders (Participant 5), emphasize accountability. Safe and respectful online spaces require good moderation and community rules.

Digital communication avenues unite MPL fans, but they also expose them to harmful conduct. MPL Indonesia organizers and fan community leaders should address these concerns and create a more pleasant and courteous environment. They may make the experience more inclusive and engaging for new and longtime fans by doing so.

Factors Contributing to Toxic Behavior

Participant data illuminated MPL Indonesia fan harmful behavior characteristics. These elements must be understood to develop successful toxicity mitigation and community health strategies.

Competition at MPL Indonesia events is a major cause of toxic behavior. Esports competitions are intense, and fans often root for their teams. When their favorite team struggles, this emotional involvement can cause stress and anger. Fans may vent their aggravation by verbally abusing or criticizing opposing clubs or players (Participants 1 and 2).

Data also showed team rivalry was important. Strong fan bases for Evos, RRQ, Onic, and Alter Ego led to rivalries. Rivalries are natural in sports and esports fandom, but they can turn poisonous when fans attack opposing teams or players (Participants 2 and 4).

Online platforms' anonymity exacerbates harmful conduct. Anonymous online behavior can inspire someone to be more violent or nasty than in person. Some fans may feel protected from real-world consequences while engaging in toxic conduct online, which might exacerbate bad interactions (Participant 4).

Analyzing these factors, it becomes evident that toxic behavior often stems from emotions, rivalries, and the unique dynamics of online communication. To address this issue, MPL Indonesia organizers and fan community leaders should consider implementing several strategies:

1. **Promote Sportsmanship:** Encourage fans to prioritize sportsmanship and respect for all teams and players, regardless of personal affiliations. This can help mitigate hostility during competitions.
2. **Community Guidelines:** Develop and enforce clear guidelines prohibiting toxic behavior, including verbal abuse and harassment. Ensure that fans know these guidelines and the consequences for violating them.
3. **Moderation and Reporting:** Implement effective moderation systems on digital platforms to swiftly address toxic behavior. Encourage fans to report instances of toxicity for prompt intervention.
4. **Fan Education:** Provide educational resources and campaigns to raise awareness about the impact of toxic behavior and the benefits of positive interactions. Educated fans are more likely to promote a healthier community.
5. **Anonymity Controls:** Explore options for reducing online anonymity while preserving user privacy, which can discourage toxic behavior.

Overall, recognizing the factors contributing to toxic behavior is the first step in creating a more respectful and enjoyable fan community. By addressing these factors proactively and implementing the suggested strategies, MPL Indonesia can foster an environment where fans can passionately support their teams while maintaining respect for one another.

Impact of Toxic Behavior and Mitigation Strategies

The impact of toxic behavior within the MPL Indonesia fan community is significant and far-reaching, affecting both individual fan experiences and the overall atmosphere of

the community. Participants' responses shed light on these negative consequences while highlighting potential strategies to mitigate toxicity.

1. Detrimental Effects on Fan Experience and Community Atmosphere

Toxic behavior within the MPL Indonesia fan community had detrimental effects. Participants reported lower morale and diminished performance as a result of toxic interactions. Fans engaging in toxic behavior create a hostile environment that can be emotionally draining and demoralizing for those subjected to it (Participants 3 and 4).

Toxicity affects the individuals directly involved and permeates the broader community atmosphere, making it less welcoming and enjoyable for everyone (Participant 5).

2. Mitigation Strategies

Participants offered valuable insights into potential strategies for mitigating toxic behavior within the MPL Indonesia fan community:

- a. **Stricter Penalties:** Many participants suggested that stricter penalties for toxic behavior could be an effective deterrent. This approach involves holding individuals accountable for their actions by imposing consequences such as temporary or permanent bans from community activities or events (Participants 4 and 5).
- b. **Education:** Education emerged as a key strategy, with participants emphasizing the importance of raising awareness about the negative impact of toxic behavior. Educational campaigns and resources can help fans better understand the consequences of their actions and the benefits of respectful communication (Participants 4 and 5).
- c. **Promoting Respectful Communication:** Encouraging respectful communication was another prevalent suggestion. This approach involves fostering a culture of respect, sportsmanship, and positive engagement within the fan community. Fans can be encouraged to support their teams passionately without resorting to toxic behavior (Participant 4).
- d. **Active Discouragement by Fans and Players:** Some participants believed that fans and players themselves should actively discourage toxic behavior within the community. Peer pressure and a positive example can be powerful tools in reducing toxicity. When fans collectively reject toxic behavior, it loses appeal and becomes less prevalent (Participant 4).

3. Analyzing the Impact and Strategies

Toxic behavior harms fans and the community. Fans may avoid MPL Indonesia team support and discussion events due to toxicity. It can limit fan community growth and vitality.

MPL Indonesia and fan community leaders should explore a multimodal approach that includes stiffer punishments for violators, instructional programs, and courteous communication to solve this issue. Together, fans and gamers can fight toxicity and take responsibility for the community's well-being.

To conclude, fines, education, and a commitment to respect can reduce toxic behavior in the MPL Indonesia fan community. These measures can foster a more friendly and inclusive environment where fans can passionately support their teams and enjoy MPL Indonesia events.

Enhancing Fan Engagement and Communication

Participants provided valuable insights and suggestions for enhancing fan engagement and communication within the MPL Indonesia community, focusing on reducing toxicity and fostering a more positive environment.

1. Reducing Toxicity and Promoting Healthy Competition

Participants recognized the need to reduce toxicity within the fan community to enhance fan engagement. Toxic behavior can drive fans away and negatively impact the overall experience of supporting MPL Indonesia teams. By promoting healthy competition, where fans passionately support their chosen teams without resorting to toxicity, the fan community can become more inviting and enjoyable (Participant 4).

2. Enhancing Communication Experience During MPL Season 12

While participants desired to enhance the communication experience during MPL Season 12, specific strategies must be outlined in the responses. However, the emphasis on improving communication suggests an awareness of the importance of effective and respectful interactions among fans.

Participants' suggestions demonstrate their desire to improve MPL Indonesia's fanbase. Reduced toxicity can greatly improve fan experience, making it essential to this goal. Fans are more willing to join, share their passion, and develop important relationships when they feel protected and valued.

The effort to improve communication throughout MPL Season 12 shows a community that appreciates dialogue. The responses needed to be more precise, but it emphasizes the

need for organizers and community leaders to always seek ways to foster productive fan conversations and connections.

Participants' proposals show a shared desire to improve MPL Indonesia fan interaction and communication. These measures, together with toxicity reduction, can create a healthier, more vibrant, and more inclusive MPL fan community.

CONCLUSION

Fan involvement, team support, community building, communication methods, and toxic behavior in Mobile Legends: Bang Bang Professional League (MPL) Indonesia were examined in this study. We discovered the various interactions that shape the MPL Indonesia fan experience by evaluating responses from a wide range of individuals.

MPL Indonesia has a very engaged fanbase, with participants ranking their involvement at 4.4 out of 5. This intense involvement shows that MPL Indonesia events have captured and retained fans' attention. In addition, the study showed that participants supported Evos, RRQ, Onic, and Alter Ego. Team performance and personal connections typically determined these affiliations, reflecting the complex emotions and relationships that bind supporters to their teams. MPL fans had a moderate sense of community, but they wanted more community-building. The suggestions included recruiting remote fans, holding meet-and-greets, and hosting competitions. These proposals emphasize the importance of offline events and gatherings for fan community building.

Participants generally talked to MPL supporters on social media and in-game, proving the value of digital networks. Participant reports of verbal abuse and account boosting indicate toxic community behavior. Internet anonymity, team rivalry, and intense competition caused poisonous conduct. Toxic behavior lowered morale and performance by harming fans and the community. Participant mitigation includes harsher consequences, education, and polite communication. Fans and players should deliberately discourage toxic behavior to create a healthy fan experience, according to some. In conclusion, MPL Indonesia values passionate participation, diversified team support, and stronger community links. The community fights poisonous behavior and promotes respect. By following the offered methods and emphasizing fan involvement and well-being, MPL Indonesia may become a vibrant and inclusive esports community that celebrates its supporters' competitive spirit and togetherness.

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