

Memes and Interactivity on Facebook Mobile Legends Gamers After the Fall of RRQ

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ABSTRACT

The 2023 MLBB global competition, "M World Championship," was held in Jakarta. This championship brings together 16 top teams from various countries who compete for the world title, including the well-known RRQ team which has both fanatic fans and anti-fans. In the midst of the event, gaming community pages in Indonesia are filled with digital content, especially memes. This research aims to find out how netizens in the Facebook group "Gamers Mobile Legends" responded to Meme posts after RRQ's defeat in the M4 Tournament. This research analyzed 791 comments from 10 posts. The research shows that the memes posted in the "Gamers Mobile Legends" community serves not merely as humor but also cultural expression containing various emotions, fostering collective identity among members. Emotional expressions ranging from jubilant to vehement underscore participants' engagement in community discourse. Future research could explore inter-platform analyses and delve deeper into the role of emotions in digital communication, enriching our understanding of online engagement within gaming communities.

Keywords: *Interactivity Concept, Memes, Mobile Legends Bang-bang, RRQ Indonesia, Thematic Analysis.*

INTRODUCTION

What is the most popular online mobile game now? Given such a question, the answer will vary depending on the one answering. However, no one doubts that "Mobile Legends: Bang Bang" (MLBB) is among them. Developed and launched in 2016 by Moonton, a subsidiary of ByteDance, MLBB is a Multiplayer Online Battle Arena (MOBA) game that has grown immensely all over the world. Furthermore, data from October 2023 showed that MLBB had a total of 78.6 million average monthly players, with average of 5.2 million daily log-ins (Zulkiflee 2023).

MLBB receives a massive popularity in Southeast Asia, especially Indonesia (Triana & Martono, 2021). Played predominantly on smartphones, this game has indeed captivated various sections of the Indonesian population, including university students (Pratama 2020). As a result, Indonesia is listed among the “*top country for download*” with a total download up to 100.1 million or around 36% of total unique installs. This is surely higher compared to Philippines which ranked the second with 41.2 million download (15%) and Vietnam which ranked the third with 21.3 million installs (8%) (Chapple 2020).

User penetration in online gaming in Indonesia is also quite high. The data shows that Indonesia ranks the second with a score of 94.8%, just slightly behind Philippines with 95.8% and slightly ahead Vietnam with 93.1% (Turner 2024) (Bankmycell.com, 2023). Moreover, it is known that Indonesia ranks 21st in terms of revenue generated from gaming (esportearnings.com 2023) (Esportearning, 2023). It means that Indonesians are into playing online gaming, including MLBB for sure.

MLBB is essentially a team-based game where effective communication among players is paramount to secure a win (Stefanus and Sari 2020). Players must, therefore, exhibit proficient interaction and coordination skills. Online interactivity plays a crucial role in the Indonesian gaming community, with players leveraging in-game chats, voice communications, and other communicative methods to strategize and coordinate (Won Jung 2020). However, given the unpredictability of encountering strangers in MOBA games, maintaining effective communication becomes challenging (Rezeki, Rawali, and Ramadhani 2022).

The growth of MLBB's interactivity isn't confined to the in-game experience. The rise of social media platforms has facilitated gamers to create and disseminate game-related content, including memes. Such platforms offer youth opportunities to immerse themselves in contemporary culture, trends, and a broader understanding of the digital world, thus reshaping interactive domains between humans and technology (Pires et al. 2022; Dahdal 2019).

Digital content's role on social media is also supported by research which suggests that while such content can cater to specific agendas, high consumption doesn't necessarily equate to effective communication (Dahdal 2020). Notably, E-SPORTS enthusiasts globally use social media as a key alternative medium to express their virtual allegiance to their favorite teams (Mehra et al. 2021). This is echoed within the Indonesian MLBB community, proving that the game has evolved beyond mere entertainment. It's become a source of income, learning, and daily activity for many, also reflecting its addictive nature and the transformative journey of players upon joining the community (Sunarto, Wulandari, and Hartanto 2019).

MLBB's creation of a virtual reality has discernable positive effects. The game's captivating features like avatars, messaging abilities, and online character trading have drawn significant attention in Indonesia. But there's an underbelly; the game has impacted the socio-cultural facets of individuals, influencing their communicative sensitivities in society. Users have become more expressive and have crafted multiple online personas (Mawalia 2020)

The year 2023 witnessed MLBB's global competition, "M World Championship," in Jakarta. This championship saw 16 top teams from various nations vying for the world title and a prize pool of US\$800,000. Amidst this, Indonesia's gaming community pages were abuzz with digital content, predominantly memes. These memes, which encapsulate humor, opinions, or ideas, foster camaraderie and shared culture amongst players. They can reflect in-game experiences, express emotions, or even act as in-jokes amongst players (Sachu, Joy, and Raj 2022).

Memes, in the context of linguistic play, often employ language-based humor, wordplay, mockery, and culture-specific references. These might be challenging to grasp for individuals from diverse cultural backgrounds (Nilsen and Nilsen 2006). Furthermore, cultural references prevalent in memes are often indigenous to specific communities or cultures, encompassing local celebrities, historic events, or popular TV shows. Understanding them might necessitate in-depth cultural context awareness (Tanaka et al. 2022).

In socio-political commentary, memes act as a vessel for reflections on cultural or community-specific values and concerns, often rooted in shared experiences or contemporary events of that culture (Deepali Mallya and Dennis 2021). Memes might also mirror or challenge cultural taboos and stereotypes, and it's vital to be conscious of the cultural implications and potential harm humor in memes might induce (Zahoor 2020).

Several studies have thematic-analyzed memes, such as research on COVID-19 related memes on Instagram, offering insights into public perceptions during the pandemic and highlighting the relevance of memes in communicating crucial information about gender and public health (Al-Rawi et al. 2021). Other studies explored vaping-related memes or the thematic use of images in tweets, highlighting the diverse areas of societal interest that memes touch upon.

Other Research focusing on the use of virtual communication theory in online gaming, specifically MLBB, utilized qualitative research methodologies to study virtual communication, encompassing concepts like virtual world, virtual community, chat rooms, interactivity, and multimedia (Wijaya and Paramita 2019).

Subsequent research has provided insights into online gaming communities and user-generated content. For instance, a study explored the role of user-generated content in the development of new products within the gaming industry (Del Bosco, Chierici, and Mazzucchelli 2020). Another investigation discussed the social interactions and evolution of virtual gamer communities. The study highlighted that user-generated content and social interactions are fundamental elements within online gaming communities. However, there is a pressing need for deeper research into McMillan's interactivity concept in the context of online gaming communities, especially pertaining to the Mobile Legends community in Indonesia (Zakaria, Ali, and Aziz 2022).

Although the theory of interactivity is not explicitly referenced in the provided sources, several studies discuss the use of memes for communication purposes on social media platforms. For example, one research posits that memes are effectively utilized for communication since most memes inherently act as speech acts and are also perceived as such by internet users. In the meme creation process, users select specific semiotic resources, which the wider internet community then interprets, facilitating communication between meme creators and the online community (Octavita 2019).

Another study analyzed the visual presentation and shifts in meme meanings from a visual rhetorical perspective, concluding that memes offer shifts in symbolic, entertaining, and emotional expressions. Although the interactivity theory isn't explicitly addressed, this research suggests that memes can be analyzed using semiotic and rhetorical theories (Chen, Liu, and Zhang 2019). Since previous studies talk about the fact that memes serve not only as part of internet entertainment but also have a deeper meaning, the researchers are interested to know whether or not similar interactivity could be portrayed in the memes appearing after the fall of RRQ, one of the teams joining the 2023 M World Championship. This is an interesting topic to pick as the popularity of RRQ is undeniable and it has become a heated topic among MLBB users.

As a matter of fact, RRQ emerged as a towering figure in the Indonesian e-sports landscape, boasting a formidable presence on the digital battleground. As one of the

nation's premier esports teams, RRQ commands a fervent following among gaming enthusiasts, who rally behind the team's successes across a diverse array of titles, including Mobile Legends: Bang Bang, PUBG Mobile, Free Fire, Valorant, and Pokémon Unite. This ascent to prominence culminated in RRQ's recognition as the third most popular esports organization globally in 2020, a testament to its unwavering dedication and unrivaled resonance within the gaming community (Hermawan 2021). However, alongside its legion of devoted fans, RRQ also navigates the turbulent waters of social media, where the team encounters both adulation and dissent in equal measure.

Fueling RRQ's meteoric rise is its robust engagement on social media platforms, where the team cultivates an interactive and dynamic online presence. Throughout 2020, RRQ amassed an impressive 26.5 million fan engagements, a testament to its ability to captivate audiences and spark conversations in the digital sphere (Firmansyah 2021). Yet, amidst the fervor of fan adulation lies the cacophony of detractors and critics, underscoring the nuanced and sometimes contentious nature of esports fandom. Undeterred by the challenges posed by dissenting voices, RRQ remains steadfast in its commitment to fostering a culture of positivity and inclusivity within the gaming community. Through initiatives like RRQ Kingdom and the #StopMenghinaMariBerkarya movement, the organization endeavors to unite fans under a banner of mutual respect and support, setting a precedent for responsible and constructive engagement in the esports ecosystem (RRQ 2013). In navigating the intricacies of social media dynamics, RRQ not only amplifies its brand but also champions values of sportsmanship and integrity, paving the way for a more mature and inclusive gaming culture, both within Indonesia and on the global stage.

For this study, data will be sourced from a Facebook group named "Gamers Mobile Legends". The group was chosen as it has around 550,000 active members as of October 2023. Furthermore, this group serves as a hub for Mobile Legends players and fans to interact. Its massive active members will definitely be beneficial as the group is among the communities which is up to date with the current news happening around MLBB world. The findings of this research are anticipated to offer valuable insights for the Mobile Legends community and researchers in the realm of digital communication, primarily focusing on interactivity within the ever-evolving social media landscape. Furthermore, the results can significantly contribute to our understanding of how to effectively leverage memes and social media for communication."

RESEARCH METHODS

This research using thematic analysis. Thematic analysis itself is a qualitative analytical method that deals with themes or patterns. The goal of thematic analysis is to identify themes, that is, patterns in the data that are important (Braun and Clarke 2006; Nasvian et al. 2021; Widiatmojo and Nasvian 2021)

This research was conducted between May 14, 2023, and May 20, 2023, by observing the Facebook group "Gamers Mobile Legends," which at that time comprised approximately 485.2 thousand members. It was observed that the M4 tournament, held in Indonesia, held significant importance for this community. The tournament allowed members to support their preferred teams, leading to lively interactions in the form of either defending or criticizing various teams. Notably, these interactions were not expressed directly with outright animosity but rather conveyed through meme messages. For our analytical approach, the Thematic Analysis method was employed, facilitating the study of the Interactivity Dimension among members of the "Gamers Mobile Legends" Facebook group.

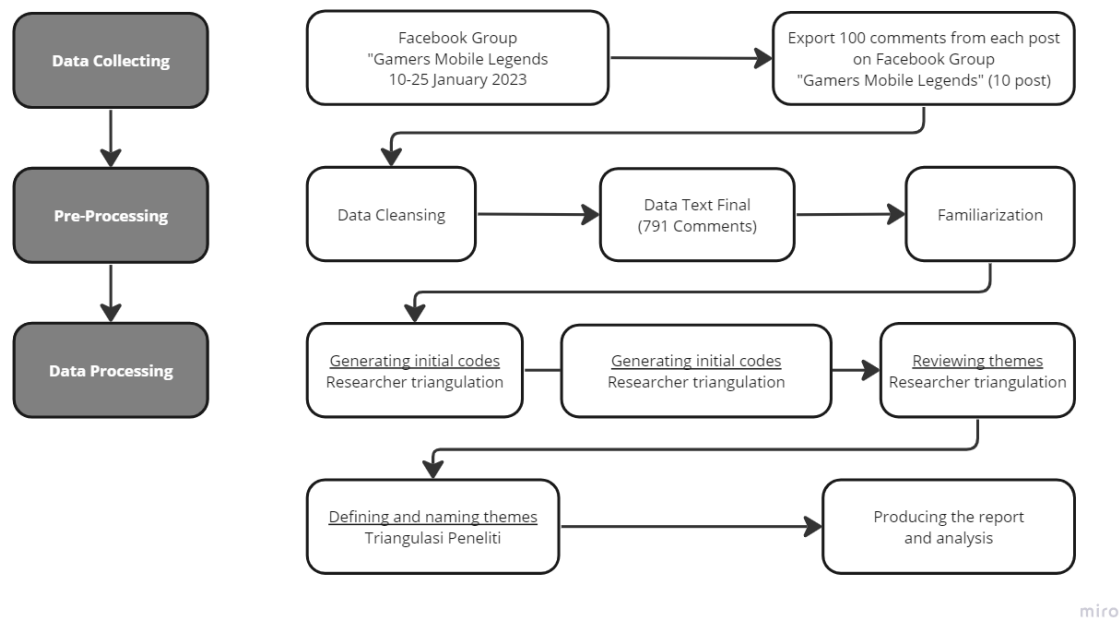


Figure 1. Research Method Map


The research process began by studying the Facebook group within the designated timeframe. From there, 10 posts were curated, yielding 100 comment samples from each post. Following this, comments were filtered (data cleansing) to exclude irrelevant content, such as images and emoticons. As a result, the initial sample of 1,000 comments was condensed to 791 text comments (final text data).




The next step involved familiarization, a revisit and deeper understanding of the collected data, with the intention of identifying the relevant theories to apply. After aligning with the Interactivity Theory and the Six Basic Emotion Theory (labeling the codes), the coding process started by mapping the emotional reactions evident in the comments. These coded reactions were then consolidated, forming composite figures (generating initial themes). Subsequently, prevalent composite modes were identified, leading to the construction of a brand persona (developing and reviewing themes). The final step encompassed data analysis using Thematic Analysis.


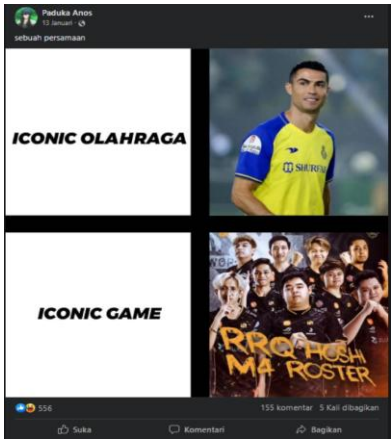

RESULT AND DISCUSSION


The data showcased in this study emanates from a dataset comprising a total of 791 comments gathered from 10 posts by enthusiastic members of the "Gamers Mobile Legends" Facebook group after RRQ was defeated in the competition. The data were analyzed using Thematic Analysis, combined with the concepts of Interactivity Dimension (Quiring and Schweiger 2008), Six Basic Emotions (Keltner 2004; Ekman 2004), and Message Interactivity (Pius Nedumkallel 2020). Furthermore, the posts were classified based on the tone of voice of the memes. The result of the study showed that abundant comments had been left by netizens on "Gamer Mobile Legends" Facebook group memes posted after the RRQ defeat, indicating a high level of interactivity.

Tabel 1. Mapping Meme’s Tone of Voice

No.	Meme	Tone of Voice	Summary
1.		Fanatic Fervor	<p>A meme depicting a cartoon woman eating while crying, with the text "Adulthood means supporting through wins and losses," is used to convey a message about loyalty and emotional maturity. In the context of Mobile Legends: Bang Bang (MLBB), this meme is classified as a Fanatic meme, commonly used by fans of RRQ to express acceptance and support for their favorite team even when it loses a match. This particular meme reflects the underlying sentiment of sportsmanship and unwavering loyalty among RRQ's fan base, emphasizing that true fans continue to support their team regardless of the outcome.</p>
2.		Troll Cyber	<p>A meme showing Ipin, a character from the cartoon "Upin dan Ipin," sleeping with a smiling expression, is accompanied by the text "Even while sleeping, it's on my mind." The context of the meme revolves around Fanny, a character controlled by Albert, who couldn't get the blue buff (a game element that enhances a hero's abilities) because the BLACKLIST team always invaded and left only the small monster behind. This action prevented the blue buff from respawning unless the small monster was defeated. The meme humorously highlights how Albert's gameplay with Fanny was impacted by the strategic actions of the opposing team, which could have significant consequences for his overall performance in the match.</p>
3.		Troll Cyber	<p>A meme depicting Ayah Madun from the soap opera "Tendangan si Madun," who frequently warns Madun not to play soccer with the phrase "I've told you not to play soccer," has been reinterpreted within the context of Mobile Legends: Bang Bang (MLBB). In this context, the distinctive line from Ayah Madun has been transformed into "I've told you to ban Estes." This meme's context is rooted in the drafting decisions made by Acil, who allowed the opposing team to use their best hero (Estes) during the match. Fans believe that the strength of BLACKLIST lies in the combination of Wise and Ohmyv33nus (player names), making it critical to ban certain heroes to avoid giving the opposing team an advantage. This meme humorously critiques the drafting strategy and underscores the importance of banning key heroes to maintain a competitive edge in the game.</p>

<p>4.</p>		<p>Troll Cyber</p>	<p>A meme depicting Acil's face superimposed onto Ohmyv33nus's best hero, Estes, has gained traction among Mobile Legends: Bang Bang (MLBB) fans.</p> <p>The context of this meme refers to the frustration of fans with Acil's decision to allow Ohmyv33nus to play his best hero. The meme humorously highlights the perceived mistake in the drafting phase, indicating that Acil's choice to leave Estes unbanned may have contributed to a strategic disadvantage during the match. This critique underscores the significance of effective drafting strategies in competitive gaming and reflects the passion and engagement of the fan community in response to key gameplay decisions.</p>
<p>5.</p>		<p>Satire Expert</p>	<p>A meme displaying a list of winners for each M4 tournament serves as an indirect jab at RRQ, with the text "first time playing, straight to champion" implicitly mocking RRQ's consistent losses at every M4 event.</p> <p>The context of this meme refers to the repeated defeats experienced by RRQ, highlighting their inability to secure a championship in the M4 tournaments. This meme uses a humorous yet critical approach to underscore the competitive struggles faced by RRQ, illustrating how netizens use satire to express their observations and opinions on a team's performance in competitive gaming events. This type of meme reflects the scrutiny and pressure that competitive teams face, emphasizing the role of social media in shaping public perception and fan reactions in the e-sports community.</p>
<p>6.</p>		<p>Troll Cyber</p>	<p>Brandon Kent, or Bkent, a gaming YouTuber who is actively involved in playing Mobile Legends: Bang Bang (MLBB) and is a devoted fan of RRQ, expressed deep disappointment with the team's draft pick arrangements, which appeared to lack seriousness. This sentiment is reflected in a video titled "Syukuran Farewell Acil Kita Potong Tumpeng! #ACILOUT" ("Farewell Celebration for Acil, Let's Cut the Tumpeng! #ACILOUT").</p> <p>In this video, Bkent criticizes the seemingly careless draft pick decisions, indicating that the choices made during the selection process contributed to RRQ's poor performance. The hashtag #ACILOUT suggests a call for a change in the team's coaching or leadership. This level of critique and disappointment from a high-profile fan like Bkent illustrates the intensity of fan reactions and the impact of drafting strategies on a team's success in the competitive gaming community.</p>

<p>7.</p>		<p>Satire Expert</p>	<p>A meme depicting Spongebob throwing a television set symbolizes the anger and frustration of viewers and fans in the context of Mobile Legends: Bang Bang (MLBB). In this specific context, the meme reflects the reaction of the audience when Skylar, a player, attempted to recall back to base due to low health. Instead of successfully recalling, he repeatedly pressed the recall button, which seemed to mock an opposing player from the ECHO team, Benny QT. This action ultimately led to Skylar's defeat, causing discontent among fans. The imagery of Spongebob throwing a television encapsulates the sense of outrage and disappointment felt by spectators as they watched the unexpected outcome of Skylar's misplay in a high-stakes game scenario.</p>
<p>8.</p>		<p>Satire Expert</p>	<p>The context of this meme is satirical towards RRQ. Ronaldo, known as an "Iconic Sports" figure, became a hot topic in the sports world due to his move to the Saudi Pro League. On the other hand, RRQ became "Iconic Game," a term indicating a prominent topic of discussion within the gaming community. This meme uses satire to draw a parallel between Ronaldo's significant shift in the sports industry and RRQ's standing as a widely discussed topic in the gaming world. By juxtaposing these two figures, the meme humorously alludes to the attention and commentary surrounding RRQ in a similar manner to that of high-profile sports icons.</p>
<p>9.</p>		<p>Satire Expert</p>	<p>A meme depicting Neptune and Spongebob contrasts the difference in the number of Krabby Patties. In the Spongebob animation scene, all of Neptune's Krabby Patties lack flavor, while Spongebob's single Krabby Patty is exceptionally delicious. Ultimately, Spongebob wins the contest. In the context of Mobile Legends: Bang Bang (MLBB), this meme illustrates the difference in approach between Albert, the jungler for RRQ, and Wise, the jungler for BLACKLIST. Albert is known for excelling with heroes that have a high level of difficulty. However, Wise chooses heroes with a lower level of difficulty yet still manages to secure victories against RRQ. The meme draws a parallel between Neptune's excessive but flavorless Krabby Patties and Albert's challenging heroes, contrasting it with Spongebob's successful single Krabby Patty and Wise's effective use of simpler heroes, emphasizing that complexity does not always equate to success.</p>

<p>10.</p>		<p>Troll Cyber</p>	<p>The "yes/no" meme humorously mocks RRQ's inability to secure a victory in the M4 MLBB tournament. The suggestion that they focus on the upcoming M5 tournament subtly implies that RRQ is merely a filler participant. This meme uses humor to highlight RRQ's performance struggles in the M4 tournament, suggesting that their presence may not contribute significantly to the competition's outcome. The underlying message is that, given their track record, RRQ might find it challenging to be competitive, serving more as background participants rather than leading contenders.</p>
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Source: Memes in the Facebook Group "Gamers Mobile Legends" (1-25 January 2023)

Based on the tone of voice in the memes, researchers identified ten distinct types of netizen comments. Three types of comments appeared across all tones of voice: "Apotek Tutup," "Bocil Kematian," and "Kena Mental." One type, "Pantat Tipis," was found specifically in memes with Satire Expert and Troll Cyber tones. The memes with a Satire Expert tone typically featured comments from netizens with "Mengkeren" and "Sepuh" characteristics, while those with a Fanatic Fervor tone were associated with comments labeled as "Si Masbro," "Badut," and "Naik Pitam." Memes with a Troll Cyber tone were predominantly linked to netizen comments exhibiting the "Ngegas" characteristic. These categorizations of netizen comments offer insights into the diverse reactions and interactions within online meme culture, highlighting how varying tones of voice in memes can influence the nature of audience engagement and response.

The "Apotek Tutup" character represents an individual who responds to various types of meme posts, including Satire Expert, Fanatic Fervor, and Troll Cyber, in a light-hearted and engaging manner. The term "Apotek Tutup," literally meaning "no medication available," is used to indicate that the response is considered "cool," yet does not provoke debate or negative emotional reactions. This character typically offers comments that are both relevant and entertaining while maintaining a calm and non-confrontational tone. This approach contributes to creating a positive atmosphere, ensuring interactions remain civil and free from conflict, which has made the "Apotek Tutup" character a popular figure among netizens who value positivity and tranquility in online discourse.

Tabel 2. "Apotek Tutup" Comments Examples

Meme Tone of Voice	Comment Example
Satire Expert	<p><i>Fans rrq belike: ta ta tapikan evos ga lolos playoff</i> (RRQ fans who respond to criticism by pointing out that EVOS, a competing team, failed to make it to the playoffs. The repetition of "ta ta" adds a sarcastic tone to the statement, emphasizing the defense mechanism used by RRQ fans when confronted with negative comments.)</p> <hr/> <p><i>"akanya jangan racall² dek</i> (That's why you shouldn't recall so much, kid. Recall features in MLBB means "taunting")</p> <hr/> <p><i>Cuma bisa betrix sma claude sok recal recal wkwkwk</i> (Only can play Beatrix and Claude, but taunting, haha. Indicating limited skill or versatility in hero selection.)</p>
Fanatic Fervor	<p><i>Rrq harga mati</i> (Full Supporting RRQ)</p>

	<p><i>siap mendukung rrq sampe m1.000.000</i> 🙌 😊 (RRQ fans willing to support the team through an infinite number of tournaments)</p> <p><i>Tenang masih ada ben 10, eh maksudnya M5 M6 M7 M8 M9 M10</i> (Relax, there's still next session world tournament)</p>
Troll Cyber	<p><i>Gua fans onic liat cocah Acil ngakak anjay drafik asal Mulu</i> 😂😂😂 (I'm an ONIC fan, and seeing Coach Acil makes me laugh, his draft is always random 😂😂😂)</p> <p><i>acil dibayar brpa sma PH kok smpe nyuruh ban aldous</i> 🤔 (How much is Acil paid by the Philippines that he suggested banning Hero Aldous? 🤔)</p> <p><i>Itu menghargai acil yaa ges karna udh selama itu di RRQ</i> (That's respecting Acil, folks, because he's been with RRQ for so long)</p>

The "Bocil Kematian" character describes a person who reacts with spontaneous and irrelevant comments that are typically meant to provoke or amuse. The term "Bocil Kematian" originates from the fanbase of a popular Indonesian YouTuber, Windah Basudara, known for his interactions with viewers while playing games like God of War II. During one of his live streams, some viewers provided misleading instructions, leading to his failure in the game, earning them the nickname "Bocil Kematian," which translates to "Little Children of Death."

In the context of satire, the "Bocil Kematian" character tends to respond with blunt and often abrasive remarks, showing little regard for others' feelings. This type of interaction is driven by the desire to elicit strong emotional reactions, often finding joy in the chaos and discord created. When faced with memes related to fanaticism, this character tends to post nonsensical or disruptive comments, aiming to provoke members of specific fanbases, such as those supporting RRQ (a prominent esports team in Indonesia). In a cyber-troll setting, the "Bocil Kematian" character exhibits similar behavior, contributing comments that are completely unrelated to the meme's topic, intending to trigger emotional responses from those who identify with certain groups or teams. Ultimately, this character thrives on causing disruption and emotional turmoil, often seeking to create confusion and conflict in online environments.

Tabel 3. "Bocil Kematian" Comments Examples

Meme Tone of Voice	Comment Example
Satire Expert	<p><i>JasJus Rasa EsBatu</i> ("JasJus, a powdered drink brand, tastes like ice cubes." Something expected to be flavorful is bland or lacking substance.)</p> <p><i>Evos sekarang hanya lah badut ml</i> 🤡 ("Evos is now just a clown in Mobile Legends 🤡🤡". Criticizing the current state of EVOS, suggesting that the team is no longer competitive and is seen as a joke in the Mobile Legends scene.)</p> <p><i>AWok badut m series cma ngisi slot doang</i> ("laughing, the clown of the M-series, just filling a slot". This comment ridicules a player or team for merely participating in the M-series tournaments without contributing much, indicating that they are not taken seriously.)</p>
Fanatic Fervor	<p><i>Dewasa itu coach evos</i> 🤡 ("Maturity is EVOS's coach 🤡". This statement might imply that the coach of EVOS handles situations with calmness or that they maintain a composed demeanor despite challenges. On the other hand, it also offended the EVOS team and fans because they did not qualify for the M4 world championship)</p> <p><i>Kalah draft acil Menang draft Arcadia</i> 🤡🤡 (This sentence refers to the drafting stage of the match, where if RRQ loses then Acil is blamed and if they win then Arcadia is praised. they are both RRQ coaches in the M4</p>

	tournament)
	<i>Untung vens ipos</i> ("Luckily for Evos fans". This sentence offended the Evos team and its fans because they did not take part in the M4 tournament, and also offended RRQ who suffered defeat)
Troll Cyber	<i>Dukung yg pasti aja untung vote blacklist awokawok</i> ("Just support the one who is sure to win, luckily I voted blacklist". This statement humorously suggests that it's better to support a winning team, BLACKLIST, rather than a team with uncertain outcomes)
	<i>"bang udh bang nasi udh jdi bubur wkwk"</i> ("It's done, bro, the rice has turned into porridge, haha.". This phrase is an Indonesian idiom meaning that something can't be undone or changed.)
	<i>Siap coach</i> ("Ready, coach." This phrase indicates a willingness to cooperate with the team's strategy or comply with a coach's directions.)

The "Kena Mental" character represents someone who reacts to different types of meme posts—such as Satire Expert, Fanatic Fervor, and Troll Cyber—with a tone of sadness. The term "Kena Mental" literally means "affected mentally," often used to describe individuals experiencing psychological or emotional distress. In the context of Satire Expert, a "Kena Mental" response involves commenting on the meme's content with a touch of melancholy or sadness, showing a subtle vulnerability. Similarly, when encountering memes related to Fanatic Fervor, this character participates in the discussion but responds with a saddened tone, suggesting a deeper emotional impact.

In the context of Troll Cyber memes, the "Kena Mental" character tends to engage in a more serious discussion, often contradicting other comments but with a tone that reflects a sense of despair or distress. This character's approach to interaction is typically more subdued and introspective, suggesting an underlying emotional or psychological struggle. Their comments reflect an attempt to engage in dialogue while projecting a sense of sadness, perhaps indicating their own struggles with emotional or mental health.

Tabel 4. "Kena Mental" Comments Examples

Meme Tone of Voice	Comment Example
Satire Expert	<i>Rrq= recal recal qalah</i> ("RRQ = recalling, recalling, and then losing." This phrase points out that RRQ frequently taunts, leading to their defeat.)
	<i>Sulit kan ngukir sejarah</i> 🗡️ ("It's hard to make history, isn't it?" These comments satirized RRQ and praised EVOS as the only Indonesian team that managed to win the MLBB world championship.)
	<i>yamaaf cuma bisa fredrin</i> ("Sorry, I can only play Fredrin." This line indicates a limitation in the variety of heroes a player can use, which could be a disadvantage in competitive play.)
Fanatic Fervor	<i>Gwe ttp ererqi</i> ("I'm still RRQ." Despite any shortcomings or defeats, this statement shows unwavering loyalty to the RRQ team.)
	<i>Nt ererqi</i> 😞 ("Nice try RRQ 😞." The comment reflects disappointment that RRQ's current performance does not align with what fans expect but also that they are still proud and support the team. The sad emoji (😞) emphasizes disappointment but also appreciates the effort.)
	<i>coba kmaren ada liam,james,xinn,lemon,tuturu</i> (If only yesterday there were Liam, James, Xinn, Lemon, Tuturu." This statement reflects nostalgia, suggesting that RRQ's former players might have changed the outcome of the game or brought success.)

<p>Troll Cyber</p>	<p><i>Kasian Pemain RRQ Yang Paham Mau Ban² Hero Malah Di Debatkan Gak Di Kasih Buat Ban Hero Yang Mau Dia Ban, Pemain Jga Ada Alasan Ban Hero Tertentu Kek Contohnya Itu Pas Vyn (Kalo Gak salah) Mau Ban Estes Malah Yang Ada emosi Soalnya Gak Di Kasih Hak buat Ban Estes Malah Ban Aldous 🤔</i> ("Pity the RRQ player who understands which heroes to ban but isn't allowed to ban the ones he wants. For example, wanted to ban Estes, but they were forced to ban Aldous, leading to frustration 🤔." This statement points to internal disagreements within the team, suggesting that RRQ players weren't given full autonomy over their drafting decisions, causing dissatisfaction.)</p> <hr/> <p><i>Bkn mnghina tpi mnghargai prjuangan acil jdi bken ber inisiatif buat nasi tumpeng untk semata-mata untk mnutupi kesedihn bang bkent slut gw ama bg bkent 🤔</i> ("Not to offend but to honor Acil's effort, so Bkent took the initiative to prepare nasi tumpeng (Indonesian rice dish) to cover up his sadness. I respect Bkent 🤔.")</p> <hr/> <p><i>Ketergantungan hero buff,udah tau di M3 lalu dia jago counter fany eh malah d pake lagi lawan dia lawac 🤔</i> ("Reliance on hero buffs. He knew from M3 that he's good at countering Fanny, but they used him again against the same opponent 🤔." This comment criticizes the team's repeated strategy and it leads to predictable outcomes and vulnerabilities. The crying emoji (🤔) emphasizes the frustration with repetitive strategic mistakes.)</p>
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The "Pantat Tipis" character describes someone who responds to online meme posts with anger and indignation, particularly when feeling targeted or offended. The term "Pantat Tipis" translates to "thin-skinned," indicating that this type of individual is easily provoked in online environments. When presented with Satire Expert memes, the "Pantat Tipis" character often reacts with angry comments, expressing resentment in a way that remains connected to the topic but is driven by emotional outbursts. Similarly, when encountering Troll Cyber memes, this character tends to unleash their irritation in the comment section, perceiving the memes as personal attacks. Despite their strong emotional reactions, they generally stay on topic while expressing their displeasure, embodying the essence of an easily triggered netizen who quickly turns to anger when engaged in online discussions.

Tabel 5. "Pantat Tipis" Comments Examples

Meme Tone of Voice	Comment Example
<p>Satire Expert</p>	<p><i>Berkali kali masuk gk prnh juara, siapa kah dia??? Biarkan nitjen yg jwb</i> ("Enters the tournament many times but never wins, who is it??? Let the netizens answer." This statement is a sarcastic comment to RRQ, which has never won any MLBB World Championship yet.)</p> <hr/> <p><i>Bodoch pantes ktmu di rank partyan full rrq ez game</i> ("Bodoch, makes sense to meet in ranked games, full RRQ party, easy game." This comment mocks the RRQ players and team who play with a full party and are easily beaten in non-competitive games.)</p> <hr/> <p><i>Gak pemain Gak fandom Sama sama songong</i> ("Not just the players, even the fandom is arrogant.")</p>
<p>Troll Cyber</p>	<p><i>#BuangAcil</i> ("#ThrowOutAcil". This hashtag called for Coach Acil's dismissal, expressed dissatisfaction with his performance and was a direct criticism of the coach, leading many fans to believe that his dismissal would be beneficial to the team's future success.)</p> <hr/> <p><i>Binatang tu si acil</i> ("That Acil is a bitch." This harsh statement reflects a strong negative sentiment, showing that some fans hold him in contempt or blame him for the team's poor performance.)</p> <hr/> <p>Fans pepeqi sedang menghibur diri ("RRQ fans are consoling themselves.")</p>

Two distinctive netizen comment characters, "Mengkeren" and "Sepuh," emerge exclusively in memes characterized by the "Satire Expert" tone. Despite RRQ's defeat in the M4 Tournament, both characters maintain an engaging and cheerful tone in their responses. "Mengkeren" actively participates in meme discussions with detailed and sometimes contradictory comments, yet always maintains a lighthearted attitude. This approach keeps the conversation lively without veering into sarcasm or provocation. "Sepuh," in contrast, brings a personal touch, using experiences and a calm, wise demeanor to offer insights without resorting to anger. Both characters employ humor and serene reflection to steer the discourse, fostering a balanced and respectful online environment.

Tabel 5. Netizen Comment Characters that Only Appear in Memes with the "Satire Expert" Tone of Voice

Netizen Comment Characters	Comment Example
Mengkeren	<p><i>todak?,falcon?,valley? emng juara M world itu mudah eh enggak salah mksdnya M Asia yg main plg cuma 3 negara tim yang lainnya paling cuma Hiburan doang</i> "Todak? Falcon? Valley? Is it easy to win the M world championship? Oh, sorry, I meant M Asia, where only three countries play; the other teams are just for entertainment." This comment dismisses the significance of certain countries, questioning the credibility of the tournament.</p> <hr/> <p><i>Todak kan coachnya si paling tau counter dan kebanyakan respect makanya Estes tidak pernah diban dari awal sampai akhir 🤡🤡</i> "Todak's coach is supposed to be the expert in counter-strategies, which is why Estes was never banned from start to finish 🤡🤡." This line criticizes the coaching decisions in the Todak team, pointing out that the coach's strategy, which many believe should have been to ban certain heroes like Estes, seemed flawed or overly respectful, indicated by the clown emoji.</p> <hr/> <p><i>Gpp setidak e sdh bisa recal in para pro player walaupun hasilnya jelek, yang nonton juga palingan nggak bisa masuk m-series</i> "It's okay, at least you can recall against the pro players, even if the results are bad; the viewers probably can't even get into the M-series." This statement has a dismissive tone, suggesting that taunting using the recall feature against professional players may be an achievement, even if it does not produce positive results, and mocks spectators who may not have the skills to play at a professional level.</p>
Sepuh	<p><i>Masuk Mword 4x tapi Juara 0x wkkkkkk Todak</i> "Entered M World 4 times but 0 championships, hahaha, Todak." This comment makes fun of Team Todak's inability to win a championship despite repeated participation.</p> <hr/> <p><i>Ini ngakak bgt sih, udah di selamatin albert ehh malah recal2 kocak emang skylar.Dikira bennyqt setara ama publik kali yaa 🤡🤡🤡Di match terakhir jg irithel gk ada damage 🤡🤡</i> "This is hilarious; Albert saved him, but Skylar kept recalling, he's a joke. He thinks he's on the same level as BennyQT, but he's just like the public players 🤡🤡🤡. In the last match, Irithel didn't even do any damage 🤡🤡." This comment pokes fun at Skylar, implying that he doesn't meet the same standards of skill.</p> <hr/> <p><i>Keduanya badut yg gak pernah angkat trofi piala dunia</i> "Both of them are clowns who have never lifted a world championship trophy."</p>

The mapping of research data on the "Fanatic Fervor" tone of voice in meme responses reveals three distinct netizen characters: "Si Masbro," "Badut," and "Naik Pitam". "Si Masbro" represents a laid-back, humorous approach to reacting to memes.

This character typically employs casual language and light-hearted jokes as a means of coping with RRQ's loss. Comments from this character minimize the impact of the defeat, emphasizing camaraderie and community engagement among fans, while maintaining an optimistic outlook. "Badut," which translates to "clown," adopts a more sarcastic and mocking tone. This character's responses tend to ridicule RRQ's performance, using humor to point out perceived mistakes or shortcomings. The use of clown emojis and playful language underscores its role in highlighting the absurdity or incompetence they associate with RRQ's performance in the tournament. "Naik Pitam," which translates to "to get enraged," is characterized by a more intense and confrontational reaction. This character's responses to memes reflect deep-seated anger and frustration at RRQ's loss, often expressed through aggressive language and heated commentary. "Naik Pitam" embodies the more emotional side of fan reactions, indicating a strong connection to RRQ's success or failure.

Tabel 6. Netizen Comment Characters that Only Appear in Memes with the "Fanatic Fervor" Tone of Voice

Netizen Comment Characters	Comment Example
Si Masbro	<p><i>"Dewasa itu kalah menang dukung MU"</i> "Maturity is supporting MU whether they win or lose." Maturity supports MU, win or lose. These comments reflect a sense of loyalty and maturity that indicates true support for a team. In this comment the example is Manchester United, an English Premier League team that was once dominant but is now only mediocre, but its fans still support them whether they win or lose.</p> <hr/> <p><i>"wkowwo onic nt 🤔"</i> "Haha, Onic is something else 🤔." This phrase refer to the esports team Onic, with the stone emoji (🤔) suggesting an indifferent attitude. It indicates a humorous or mocking response to Onic's performance.</p> <hr/> <p><i>"Pulang 🏠🏠"</i> "Go home 🏠🏠." This phrase, suggesting that a player or team might as well go home because of their poor performance or lack of success.</p>
Badut	<p><i>"Badut m series aowkaokw"</i> "The clown of the M series, haha." This comment mocks a player or team, implying that they are not serious contenders in the M series and are more like a joke.</p> <hr/> <p><i>"Dewasa bnget 🤪"</i> "So mature 🤪." This comment uses sarcasm, with the shocked emoji indicating disbelief, suggesting that someone is acting in a way that contradicts what is expected from a mature individual.</p> <hr/> <p><i>"Piala kok Lokal 🏆🏆🏆🏆🏆🏆🏆"</i> "How come they can only get trophies in local tournaments?" Questioning the capacity and quality of the RRQ team which is dominant in national tournaments but has never won an international tournament yet.</p>
Naik Pitam	<p><i>"Mampus kao main sombong bisa pulang mlah recal recal"</i> "You're doomed if you play arrogantly; you could end up recalling and going home." This statement criticizes a player's overconfidence, suggesting that arrogance in gameplay could lead to failure or defeat.</p> <hr/> <p><i>"dewasa bangett smpe lokasi gw dilacak"</i> "So mature that my location got tracked." This comment uses sarcasm to suggest that someone might have gone to extreme lengths to track someone else's location, indicating a lack of maturity and an invasion of privacy.</p> <hr/> <p><i>"gameana nasib evos?"</i> "What will happen to EVOS?" This comment reflects concern and curiosity about the future of the EVOS esports team.</p>

DISCUSSIONS

Within the scope of this study, a profound realization has unfurled its wings, demonstrating that memes transcend their role as mere sources of amusement. They emerge as potent vehicles of expression, donned with the ability to convey a vast spectrum of emotions, deftly relay crucial pieces of information, and even serve as instruments for constructive critiques. In essence, these visual narratives assume multifaceted roles within the digital realm, nurturing the rich soil of interconnectedness and engagement within the online communities. These quirky and often whimsical creations form intricate threads in the tapestry of shared experience, strengthening the bonds that unite players and enthusiasts alike. To truly plumb the depths of communication behaviors within these digital domains, particularly within the vibrant and dynamic sphere of gaming communities, it becomes imperative to comprehend the multifarious dynamics that govern the creation, dissemination, and interpretation of memes, thus unraveling the rich nuances embedded in the digital discourse.

As discerned from the comprehensive findings presented earlier, a rich tapestry of emotions, spanning the gamut from unbridled happiness to fervent anger, surged forth from the passionate members of the "Gamers Mobile Legends" Facebook group as they actively participated in the comment section of each post during the momentous M4 World MLBB Tournament. The vivid display of this emotional spectrum serves as a poignant testament to the profound significance that this dynamic online community attaches to their digital interactions. Emotions, in their kaleidoscopic diversity, emerge as powerful agents, galvanizing individuals to wholeheartedly engage with issues they hold in the highest regard, none more so than the esteemed MLBB Tournament, which represents Indonesia on the global stage as its distinguished host, a matter of national pride and deep-seated importance.

Moreover, the unvarnished and unfiltered expression of these emotions within the comments underscores the potent sway that social media holds over its users. It becomes abundantly clear that these digital platforms transcend the realm of mere convenience and profoundly impact the emotions and perspectives of their users, driving them to take action and invest in the virtual spaces they inhabit. This phenomenon aligns seamlessly with the well-documented and scholarly notion that the emotional effects experienced in the digital sphere can attain heightened intensity when users actively immerse themselves in social media, including the act of commenting on specific content, as has been astutely explored. a facet of digital communication that illuminates the extraordinary and transformative potential of emotions in the realm of modern connectivity (Steinert and Dennis 2022).

Furthermore, the meticulous analysis of these interactions underscores that the terrain of interactive behavior within the digital realms, especially within the intricate ecosystems of gaming communities, harbors an overtly pronounced emotional undercurrent. The vigorous and enthusiastic involvement of users, whether manifesting as effusive support or discerning criticism, serves as a vivid reflection of the profound emotional investment they possess in the very subject matter that occupies the center stage of discourse. This resounding revelation serves to reiterate and emphasize the inherent significance of delving into the intricate tapestry of emotions that are inexorably woven into the dynamics of digital communication. It is precisely within the profound wellspring of these emotions that one can unearth the essential keys to understanding how the interplay of sentiment influences the nuanced interpretation of

content and ultimately shapes the diverse responses that ripple across the digital landscape.

Another salient and thought-provoking facet that emerges from the multifaceted canvas of this study pertains to the intricate web of user interactions with the posts shared within the "Gamers Mobile Legends" Facebook group. Remarkably, the reactions stemming from the diverse pool of Facebook users, all converging upon the same post, exhibit an astonishing degree of variance, ranging from heartfelt expressions of connection to sharp, witty sarcasm, and even playful humor. This fascinating mosaic resonates harmoniously with the profound theory of interactivity, a theory that astutely posits that the true essence of interactivity is a phenomenon that resides in the eye of the beholder. It hinges upon the unique and individual interpretations that users craft in response to the content they encounter, a notion thoughtfully elaborated upon (Mcmillan 2015).

Delving further into the insights offered by the research, it becomes unequivocally evident that an overwhelming 69.66% of the comments on these posts are imbued with the noble purpose of facilitating the exchange of valuable information and the sharing of insightful perspectives. This further attests to the fundamental premise that social networks are wielded as potent tools for individuals to engage in the act of sharing and disseminating knowledge on a diverse range of topics (Biancovilli et al. 2022)

In the broader context of interactivity, it's crucial to embrace the wisdom offered by Rafaeli, who aptly asserts that true interactivity blossoms when the participants in the digital discourse actively engage in the vital exchange of information. It transcends the confines of being a mere one-way "action" or a potentially unresponsive two-way "reaction." In this nuanced paradigm, each message becomes an integral and interconnected component, weaving into the tapestry of the previous one, even though the original sender retains the highest degree of control, a dynamic elegantly encapsulated (Mcmillan 2015).

As we traverse the landscape of "Gamers Mobile Legends" Facebook posts, it becomes abundantly clear that the theater of interactivity knows no bounds, transcending the conventional lines of communication between the post uploader and the group members. It unfurls as a dynamic tableau wherein users, congregated beneath a specific post, engage in multifaceted and intricate discussions that might either adhere to the linear progression of the original content or embark on a winding and non-linear journey, charting their own course within the digital realm. It is within this unique amalgamation of interactivity dimensions, the fluid dynamics of the messages exchanged, and the rich tapestry of embedded emotions that the essence of netizens' continued engagement and the vibrant exchange of information are sustained, even as they journey further away from the original post.

The compelling insights drawn from this research lay bare a rich tapestry of interactivity intricately woven into the fabric of the comments within the hallowed halls of the "Gamers Mobile Legends" Facebook group. Within this dynamic digital landscape, the dominance of Connectedness looms large, manifesting in an impressive tally of 415 comments, while Playfulness trails closely behind, exuding its vibrant essence through 237 comments, followed by the palpable Sense of Presence, evident in a noteworthy 113 comments. The dimension of Immersion, though less prevalent, carves its own unique space in this digital terrain, albeit with a more modest representation of 26 marked comments. A closer examination of the intricate web of comment message links reveals a predominantly linear trajectory, with 557 comments following this well-trodden path. Yet, a fascinating 234 comments embrace a more non-linear narrative, signifying the

instances where netizens courageously steer away from the prescribed course set by the original group member's post.

When it comes to the array of responses that enrich these digital exchanges, the most common thread is woven with the threads of insights and information, adorning a striking 551 comments. The landscape is further enlivened with the presence of contrasting opinions and the personal experiences of participants, illuminated by 176 and 41 comments, respectively. In the midst of these interactions, a spirited willingness to partake in calls to action shines through in 23 comments, adding an element of proactivity to the discourse. The emotional undercurrents that course through this digital forum present a captivating blend of positive and negative sentiments, with happiness radiating most brilliantly, closely followed by the fiery hues of anger and the somber shades of sadness. Alongside these, the palette of emotional reactivity also boasts the nuanced flavors of surprise and disgust, although the element of fear emerges as the rarest and least encountered emotion, painting a vivid and emotive tableau of the digital human experience.

One of the noteworthy limitations inherent in this study lies in its exclusive focus on a solitary social media platform, specifically Facebook, which, although providing valuable insights, necessarily constrains the breadth of the research's purview. Furthermore, the study's temporal boundaries, confined within a specific and delineated timeframe, although a necessary constraint, inherently restrict its ability to capture the ever-evolving dynamics of digital communication within gaming communities.

To attain a more exhaustive and panoramic comprehension of the intricate tapestry of digital communication behaviors that permeate these vibrant and dynamic ecosystems, future research endeavors might find it imperative to cast a wider net. This entails a deliberate and thoughtful expansion of the scope to encompass multiple social media platforms, each wielding its unique dynamics and nuances. Such a multifaceted approach would provide a holistic perspective that reflects the variegated modes of interaction, information dissemination, and emotional expressions across the digital landscape.

In a similar vein, extending the observational lens to encompass longer and more extensive timeframes would yield a richer harvest of insights, allowing for a more in-depth exploration of the evolving trends, shifts in user behavior, and the enduring impact of digital discourse within gaming communities. By transcending the temporal confines, researchers would be better poised to uncover the nuanced subtleties and persistent patterns that shape this ever-evolving domain.

CONCLUSION

The domain of meme humor within the "Gamers Mobile Legends" community emerges as a vibrant arena of communication and cultural expression. Memes, as dynamic vehicles of humor, encapsulate a rich spectrum of language-based comedy, incorporating elements such as puns, sarcasm, and cultural references that resonate deeply within the community. Thus, it serves as a means of communication and a way to form engagement within its members which shares the community's identity.

Aligned with McMillan's theoretical framework, the observed interactivity within the MLBB community in Indonesia can be categorized under Responsive Dialogue. This form of interaction is characterized by reciprocal communication between meme creators and their audience, wherein each message demonstrates an awareness of previous exchanges. This model acknowledges the primary control retained by the message sender, emphasizing a hierarchical structure of communication (Rafaeli and Ariel, 2020). Conversely, Dialogue, as a more egalitarian form of interaction, distributes

control more evenly among participants, blurring the traditional boundaries between sender and receiver.

This research emphasizes the tendency of netizens in the digital space to share valuable insights and knowledge generously. This tendency to share knowledge fosters a strong sense of digital camaraderie, where participants are firmly embedded in the ongoing discourse. Emotions, ranging from overwhelming joy to intense anger, were clearly expressed in these virtual interactions, underscoring how deeply involved and invested the participants were in community affairs. Moreover, an enthusiasm for active participation pervades these interactions, reflecting a collective culture that reverberates through the digital world, weaving participants into a dynamic connectivity that transcends the boundaries of cyberspace.

In accordance with the findings, future research endeavors are encouraged to explore inter-platform analyses to gain a more comprehensive understanding of interactive behavior within gaming communities. Additionally, further investigation into the role of emotions in digital communication would provide valuable insights into the nuanced dynamics of online interactions and their impact on community cohesion and engagement.

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