ABSTRAK

Hamdan Maskur Aziz. 2024. Presepsi Komunitas *E-sports* Divisi Mobile Legends Terhadap Karir di Kabupaten Magetan. Skripsi. Ilmu Keolahragaaan, Fakultas Ilmu Kesehatan dan Sains, Universitas PGRI Madiun. Pembimbing: Drs. Lukas Susanto, M.Kes dan Titin Kuntum Mandalwati, S. Pd., M. Or.

Penelitian ini bertujuan untuk menganalisis minat dan persepsi komunitas *E-sports* divisi Mobile Legends di Kabupaten Magetan terhadap peluang karir di industri *E-sports*. Metode penelitian yang digunakan adalah triangulasi yang mencakup observasi, angket, dan dokumentasi. Hasil penelitian menunjukkan bahwa komunitas *E-sports* di Kabupaten Magetan memiliki minat dan antusiasme yang tinggi terhadap *E-sports*, terutama dalam partisipasi turnamen dan acara *E-sports*, meskipun jumlah anggota aktif dan frekuensi latihan harian masih rendah. Sebanyak 93,3% responden sangat setuju bahwa *E-sports* adalah cabang olahraga yang sah, dan 53,33% sangat setuju serta 46,67% setuju bahwa *E-sports* divisi Mobile Legends di Kabupaten Magetan telah berkembang. Angket juga mengungkapkan bahwa 66,67% responden sangat setuju dan 33,33% setuju bahwa *E-sports* dapat memberikan pekerjaan, menunjukkan optimisme tinggi terhadap peluang karir di industri ini. Namun, ada kesadaran akan dampak negatif dari keterlibatan intens dalam *E-sports*, seperti kurang tidur dan kurang bersosialisasi. Dukungan fasilitas latihan dan infrastruktur cukup memadai dengan dukungan dari pemerintah lokal dan sponsor. Pengalaman dan prestasi komunitas dalam kompetisi *E-sports* cukup signifikan, meskipun minat terhadap profesi lain seperti pelatih, wasit, dan manajer masih rendah. Mayoritas anggota komunitas merasa nyaman berkarir di *E-sports*, namun hanya 46,67% yang melihatnya sebagai pekerjaan utama, sementara 60% melihatnya sebagai pekerjaan sampingan. Kesimpulan penelitian ini menunjukkan bahwa komunitas *E-sports* di Kabupaten Magetan memiliki potensi besar untuk berkembang lebih lanjut dengan dukungan yang kuat dan pemahaman yang baik tentang industri ini, meskipun masih ada tantangan dalam meningkatkan keterlibatan rutin dan minat terhadap profesi non-pemain.

Kata kunci: *E-sports*, Mobile Legends, komunitas, karir, Kabupaten Magetan, triangulasi.

ABSTRACT

Hamdan Maskur Aziz. 2024. Mobile Legends Division E-sports Community's Perception of Careers in Magetan. Thesis. Sports Science, Faculty of Health Sciences and Science, University of PGRI Madiun. Supervisors: Drs. Lukas Susanto, M.Kes dan Titin Kuntum Mandalwati, S. Pd., M. Or.

This study aims to analyze the interests and perceptions of the E-sports community of the Mobile Legends division in Magetan Regency towards career opportunities in the E-sports industry. The research method used is triangulation which includes observation, questionnaires, and documentation. The results of the study indicate that the E-sports community in Magetan Regency has a high interest and enthusiasm for E-sports, especially in participating in E-sports tournaments and events, although the number of active members and the frequency of daily practice are still low. As many as 93.3% of respondents strongly agree that E-sports is a legitimate sport, and 53.33% strongly agree and 46.67% agree that the E-sports Mobile Legends division in Magetan Regency has grown. The questionnaire also revealed that 66.67% of respondents strongly agree and 33.33% agree that E-sports can provide jobs, indicating high optimism towards career opportunities in this industry. However, there is awareness of the negative impacts of intense involvement in E-sports, such as lack of sleep and lack of socializing. Support for training facilities and infrastructure is quite adequate with support from the local government and sponsors. The community's experience and achievements in E-sports competitions are quite significant, although interest in other professions such as coaches, referees, and managers is still low. The majority of community members feel comfortable pursuing a career in E-sports, but only 46.67% see it as their main job, while 60% see it as a side job. The conclusion of this study shows that the E-sports community in Magetan Regency has great potential to develop further with strong support and a good understanding of the industry, although there are still challenges in increasing routine involvement and interest in non-player professions.

Keywords: E-sports, Mobile Legends, community, career, Magetan Regency, triangulation.