

ABSTRAK

Perkembangan teknologi internet telah membuka peluang bagi munculnya berbagai bentuk hiburan digital, termasuk game online dan e-sports. Game DoTA 2, sebagai salah satu contoh populer, tidak hanya menawarkan hiburan tetapi juga menciptakan komunitas yang kuat melalui interaksi pemain di seluruh dunia. Shoutcaster, atau komentator pertandingan e-sports, memainkan peran penting dalam menghidupkan suasana pertandingan dan memberikan analisis yang mendalam. Penelitian ini bertujuan untuk mengeksplorasi kredibilitas Yudi “Justincase” Anggi sebagai shoutcaster dalam pertandingan DoTA 2 dan bagaimana kredibilitas tersebut mempengaruhi persepsi audiens. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan pengumpulan data melalui wawancara mendalam dan analisis konten. Hasil penelitian menunjukkan bahwa kredibilitas Yudi “Justincase” Anggi sebagai shoutcaster sangat dipengaruhi oleh pengetahuan mendalam tentang permainan, kemampuan komunikasi, dan kepribadiannya yang menarik.

Kata Kunci : Kredibilitas Komunikator, *Shoutcaster*, Game Online

ABSTRACT

The development of internet technology has opened opportunities for various forms of digital entertainment, including online games and e-sports. DoTA 2, as a popular example, not only offers entertainment but also creates a strong community through player interactions worldwide. Shoutcasters, or e-sports commentators, play a crucial role in enlivening the atmosphere of matches and providing in-depth analysis. This study aims to explore the credibility of Yudi "Justincase" Anggi as a shoutcaster in DoTA 2 matches and how this credibility affects audience perceptions. The research employs a qualitative approach, collecting data through in-depth interviews and content analysis. The results of the study indicate that Yudi "Justincase" Anggi's credibility as a shoutcaster is greatly influenced by his in-depth knowledge of the game, communication skills, and engaging personality. This study concludes that a shoutcaster's credibility relies not only on technical knowledge of the game but also on the ability to build strong relationships with the audience. The practical implications of this research can serve as a guide for shoutcasters to enhance their credibility and interaction with the audience in the e-sports field.

Keyword : Communicator's Credibility, Shoutcaster, and Online Game