

ABSTRACT

Along with times, internet technology is growing rapidly, which one of them is online games. Nowadays, online games are not only available in a computer, but smartphone also has provided an online-based games, which one of them is Mobile Legends Bang Bang. This game is played by kids, teenagers, and even adults. This phenomenon of mobile legends also happening around Telkom University Environment. Students who initially only play during their free time are becoming obsessed and forgot about other more important stuff to do because of the game.

With this phenomenon, researcher is interested in knowing the motives and the changes of behaviour of the users that plays this game intensively. This research is a qualitative study with a study case approach. While the technique of determining informants uses propose sampling technique. The researcher took 5 students with certain criteria as subjects in this study.

The results of this study were to find out what the motives of the students played and if there are any changes of social or individual behaviour that felt by the users. These behaviour changes that occurs to the users of this mobile legends bang bang game produces positive effects such as lift up the users mood, training the mindset of the users and practicing patience. As for the negative effects of this game are, make the user addicted to the game, less socializing with the surrounding, decreasing the level of achievement in school for the users.