

## Abstract

The International "is an annual event game" Dota 2 "organized by the famous game company called Valve that contains 16 top teams from around the world that aims to compete for a total prize of \$ 1,600,000 in the first edition and continues to increase to more than 18 million dollars in the fifth edition . the increase in total prize continuously every year due to the increasing interest of the players dotA and changes in gaming industry continues to increase every year.

This type of research is descriptive, descriptive study was conducted a study to determine the characteristics of the variables studied in a situation where researchers will be able to explain the characteristics of these variables and gives a history of the researchers on the aspects that are relevant to the phenomenon of multiple perspectives. The research method is qualitative. The purpose of this study was to determine the effect of perception and interest in increasing the total prize of "The International" using crowdfunding strategy. Data collected by interview persons who can be trusted by using purposive sampling technique. The data analysis technique that is by observation, interviews, questionnaires, documentation and joint fourth.