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The development of the game is very rapid, allowing players to play games virtually as well as online games. Because of the high demand, a strong sense of competition arises between one player and another to form eSport as a platform for channeling talent and interest in playing online games. However, people's views about online games tend to be negative and understanding of eSport itself is still lacking. The method used in collecting data in the form of observations, interviews, questionnaires and literature studies conducted in Jakarta, for later analysis. In the results of the research that has been obtained it can be concluded that the information and promotional media is needed to increase public insight about eSport. With adequate information media, public knowledge can increase and also minimize negative feelings.

Keyword: Information Media, eSports, Apps, Gamers, Game Online, Jakarta