

ABSTRACT

At the beginning of the 21st century, technology has evolved. All jobs and activities have become easier with just one technology, it's a device called a mobile phone. Indonesian Society Especially teenagers are very happy to play games on the smart phone. By playing games, we unconsciously get various kinds of benefits, both positive benefits and negative benefits. One of them is getting money out of it. Many people who often play games take this game to a higher level, take part in game competitions, also join one of the gaming organizations that at this time is not underestimated by everyone. Esports is one of them. But underneath it all, there are still many Indonesian people who underestimate Esport and compare it with some sports that require a strong physique as one of the references. While Esport itself has entered into the category of Sports itself and become one of the most draining mind sports and also energy at the same time With the existence of these problems in the community makes the writer interested to discuss it. Data analysis method used is quantitative, by collecting data from interviews and questionnaire and collecting study data from relevant design theory libraries. From the available data, a basis will be made to gather information media that can be reached by the community of all circles, both adults and children.

Keywords: *Media Information, Esport, Games.*