

ABSTRACT

The development of technology supported at the speed of the internet made all aspects of human life drastically change and untenable. One sector that has new changes and developments is the sports sector, which now has a new sports branch, Electronic Sport or eSports. The development of eSports in Indonesia as well as in the world is also in line with the development of many new games that provide different experiences with various genres that can be played competitively. One of the online games that has experienced user or user surge is the PUBG Mobile (Player Unknown Battleground Mobile) game released in 2018. This research focuses on knowing a person's motives for joining the PUBG Mobile eSport team in Indonesia, as well as how he interprets as an eSport athlete who is part of his life. This study is a qualitative study with an interpretive paradigm as well as through a phenomenological approach. The data collection technique in this study was conducted through an in-depth interview with the research subject is Kuda Terbang eSport Team. The meaning of eSport athletes among teenagers who become athletes in the Player Unknowns Battle Grounds (PUBG) mobile game is as athletes who in the process of playing rely on strategy and skills. Esports athletes are also a hobby that has become a profession.

Keywords: esports, motifs, meanings, online games, PUBG mobile