

ABSTRACT

This research is based on the controversial content presented by TikTok @evosesports. This research analyzes Mobile Legends users and Evos E-Sports fans' responses to the controversial TikTok @evosesports content. The data analysis used in this research is Miles and Hiberman's interactive data analysis. Researchers used a qualitative method with a case study design in this study. Data was collected using a semi-structured interview approach with seven key informants and one expert informant and documentation studies by investigating the content of TikTok @evosesports. The data validation technique in this study uses triangulation of data sources. The theory used as the theoretical basis for this study is the reception theory proposed by Stuart Hall. Reception analysis coined by Stuart Hall explains three codings in receiving a message: dominant, negotiated, and oppositional. The results of this research found three things, firstly, the Evos E-Sports content published via the TikTok platform was received in its entirety. This recipient occurred because the content presented by TikTok @evosesports was by the facts of achievement. Apart from that, the content presented is a form of marketing carried out by Evos E-Sports and can be accepted without rejection. Both positions are negotiated, and the relevant informants can take the controversial content presented with several notes on the understanding and culture they adhere to. The informant accepted the content as comedic content even though the content presented was repeated. This research gave rise to new findings in the absence of opposition coding.

Keywords: Reception Analysis, E-Sports, Mobile Legends, Social Media, Fans, TikTok