

ABSTRACT

Technological advances in Indonesia make it easier for gamers to interact online without having to meet in person. This interaction often takes place while playing online games. However, the use of language in gamers' interactions is often uncontrolled, resulting in the use of abusive language. This research was conducted to analyse the communication accommodation strategies and social interaction of gamers in the use of abusive language while playing online games. This research uses a qualitative phenomenological research method by conducting interviews with pre-determined research informants. The findings show that convergence strategies occur when gamers adapt their harsh language styles to those of their interlocutors in intense gaming situations. In contrast, divergence strategies emerge in more casual, entertainment-oriented interactions, where individuals maintain their personal communication preferences. Gamers' social interactions related to the use of abusive language fall into two main categories, namely associative and dissociative. Associative interactions include cooperation, accommodation and assimilation. In addition, the dissociative interactions that occur include contradiction and conflict. Thus, it can be concluded that the use of abusive language in online games reflects communicative adaptations that are influenced by the social context and individual emotions in the game, so that it can influence the social interactions that occur for each individual involved.

Keywords: *abusive language, communication accommodation strategies, gamers, social interaction.*