

## DAFTAR ISI

|   |     |
|---|-----|
| <b>HALAMAN JUDUL</b> .....                        | i   |
| <b>HALAMAN PERSETUJUAN</b> .....                  | i   |
| <b>HALAMAN PERNYATAAN ORISINALITAS</b> .....      | ii  |
| <b>KATA PENGANTAR</b> .....                       | iii |
| <b>ABSTRAK</b> .....                              | v   |
| <b>ABSTRACT</b> .....                             | vi  |
| <b>DAFTAR ISI</b> .....                           | vii |
| <b>DAFTAR TABEL</b> .....                         | ix  |
| <b>DAFTAR GAMBAR</b> .....                        | x   |
| <b>DAFTAR LAMPIRAN</b> .....                      | xi  |
| <b>BAB I PENDAHULUAN</b> .....                    | 1   |
| 1.1 Latar Belakang .....                          | 1   |
| 1.2 Tujuan Penelitian .....                       | 11  |
| 1.3 Pertanyaan Penelitian.....                    | 11  |
| 1.4 Manfaat Penelitian .....                      | 11  |
| 1.4.1 Manfaat Teoritis.....                       | 11  |
| 1.4.2 Manfaat Praktis .....                       | 12  |
| 1.5 Waktu dan Lokasi Penelitian .....             | 12  |
| <b>BAB II TINJAUAN PUSTAKA</b> .....              | 13  |
| 2.1 Kajian Pustaka .....                          | 13  |
| 2.1.1 Computer Mediated Communication (CMC) ..... | 13  |
| 2.1.2 Interaktivitas .....                        | 15  |
| 2.1.3 Sosial Media.....                           | 17  |
| 2.1.4 Facebook .....                              | 18  |
| 2.1.5 Game Online .....                           | 21  |
| 2.1.6 Forum Online .....                          | 22  |
| 2.1.7 Mobile Legends .....                        | 23  |
| 2.2 Kerangka Pemikiran.....                       | 24  |
| 2.2.1 Bagan Kerangka Pemikiran .....              | 25  |
| 2.3 Penelitian Terdahulu .....                    | 25  |
| 2.1 PenelitianTerdahulu Nasional .....            | 25  |
| 2.2 Penelitian Terdahulu Internasional .....      | 27  |

|  |           |
|--|-----------|
| <b>BAB III METODE PENELITIAN .....</b>             | <b>30</b> |
| 3.1 Metode Penelitian .....                        | 30        |
| 3.2 Paradigma Penelitian .....                     | 31        |
| 3.3 Subjek dan Objek Penelitian.....               | 32        |
| 3.3.1 Subjek Penelitian.....                       | 32        |
| 3.3.2 Objek Penelitian.....                        | 32        |
| 3.4 Unit Analisis Data.....                        | 32        |
| 3.5 Metode Pengumpulan Data.....                   | 33        |
| 3.5.1 Data Primer .....                            | 33        |
| 3.5.2 Data Skunder.....                            | 33        |
| 3.6 Lokasi Penelitian.....                         | 34        |
| 3.7 Informan Penelitian.....                       | 34        |
| 3.8 Teknik pengumpulan Data .....                  | 34        |
| 3.8.1 Observasi.....                               | 34        |
| 3.8.2 Wawancara.....                               | 36        |
| 3.8.3 Dokumentasi .....                            | 36        |
| 3.9 Teknik Analisis Data.....                      | 36        |
| 3.10 Teknik Keabsahan Data .....                   | 37        |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b> | <b>38</b> |
| 4.1 Hasil Penelitian .....                         | 38        |
| 4.1.1 User to Sistem.....                          | 39        |
| 4.1.2 User to User .....                           | 49        |
| 4.1.3 User to Document .....                       | 55        |
| 4.2 Pembahasan.....                                | 73        |
| 4.2.1 User To Sistem.....                          | 74        |
| 4.2.2 User To User .....                           | 80        |
| 4.2.3 User To Document.....                        | 85        |
| <b>BAB V .....</b>                                 | <b>93</b> |
| 5.1 Kesimpulan .....                               | 93        |
| 5.2 Saran .....                                    | 94        |
| 5.2.1 Saran Akademis .....                         | 94        |
| 5.2.2 Saran Praktis .....                          | 94        |
| <b>DAFTAR PUSTAKA.....</b>                         | <b>96</b> |
| <b>LAMPIRAN.....</b>                               | <b>98</b> |