

ABSTRACT

Communication accommodation is by definition a form of a person adapting himself or in other words the adaptation made to the person he is speaking to. This research will discuss the analysis of group communication accommodation for mobile legend online game players on Tel-u Alpha. The aim of this research is to determine the group communication accommodation that occurs among mobile legend online game players on Tel-u Alpha. This research uses qualitative methods by collecting data through interviews with focus group discussions conducted with Tel-u Alpha. This research uses CAT theory or Communication Accommodation Theory by Giles, where in this theory there are three divisions of communication accommodation, namely convergence, divergence and excessive accommodation. The research results showed that there were adjustments made by each member of the Tel-u Alpha team on the grounds that by adjusting their way of communicating, it would make it easier for the team to achieve common goals. This can happen because communication accommodation aims to equalize perceptions to reduce conflict that will occur in a group. In other words, in the group of Tel-u Alpha online game players there is no excessive accommodation, by imposing the will of one side.

Key words: Communication accommodation, group communication, group communication factor, Online Game Player