



# UNDERSTANDING THE MOTIVES AND TYPIFICATIONS OF GAMING YOUTUBERS ON SOCIAL MEDIA: A PHENOMENOLOGY STUDY

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## ABSTRACT

This study aims to analyze the motives and categorize YouTuber Mobile Legend Bang Bang (MLBB). This study uses Alfred Schutz's theory of phenomenology with a constructivist paradigm and phenomenological methods. Data was collected by interviewing 7 informants and observing the informants' YouTube channels. The results of the research and data analysis show that there are several "because motives" MLBB players become gaming YouTubers driven by 2 things, namely hobbies or fun and having free time. Meanwhile, the "in-order-to motives" which was found was related to 3 things. First, it relates to the desire of MLBB players to share their knowledge and playing skills. Second, it is about how the MLBB players do their hobbies and fill their free time. Third, it relates to the desire of MLBB players who want to be recognized as great or professional in

playing Mobile Legend. Based on these identity on YouTube, namely Casual motives, this study categorizes 3 types YouTubers, Sharing YouTubers, and of YouTubers MLBB in forming their Achieved YouTubers.

## INTRODUCTION

Since 2017, YouTube creators have started to appear in the gaming genre, or what is commonly known as YouTube Gaming. Many gamers have emerged who have started trying to become YouTube gamers. Various game titles on YouTube gaming have also sprung up, from games played on smartphones to personal computers. The appearance of gamers on the surface through the media of YouTube seems to indicate the possibility of an identity crisis for gamers (Grooten & Kowert, 2021) so that these gamers present themselves in front of the public as quality gamers. Especially in 2017, the YouTube media looked convincing enough to publish various things in the form of videos to a wide audience. This makes it possible for everyone to construct their own identity on YouTube media according to their wishes and expectations. Things that they may not be able to get or construct in the real world, they start from cyberspace and social media sharing. YouTube is one of them.

Survey data shown in January 2017 and 2018 by We Are Social and Hootsuite shows that YouTube is ranked first as a sharing medium that is frequently accessed in Indonesia. Even at the beginning of 2018, it was recorded that YouTube reached 43% of viewers in Indonesia. In addition, YouTube has also almost defeated television as a medium that is often used by Indonesian citizens, according to data quoted from Techinasia.

YouTube users in Indonesia have developed to be content creators (Chen & Dermawan, 2020). They are known to be creative people full of ideas and who make video content to be uploaded on YouTube media (Sasongko & Marta, 2018). Each of the YouTubers has their privileges, expertise, and uniqueness, starting from video content to the appearance in each video content they create. As a result of the development of this media culture, many eventually became famous, becoming

"YouTube artists" after they managed to gain a large audience and subscribers on their YouTube channels (Briandana, Fasta, Mihardja, & Qasem, 2021).

Famous YouTubers make themselves the center of attention to become "YouTube artists" (Fauzi, Fasta, Nathan, & Jeong, 2020). Based on the experiences they share on their channels, there are many ways or processes for them to become YouTubers that are liked by many people. For example, by creating up-to-date content, creating funny content, creating entertaining content, and providing information (Holland, 2016).

There are various categories in YouTube to meet audience interests including gaming since YouTube created a special category called YouTube Gaming where the page contains many video games consisting of various games that are played and uploaded by many YouTubers from all over the world, including Indonesia (Mulyana, Briandana, & Fauziah, 2020).

This YouTube Gaming category has produced "YouTube artists" in Indonesia. This is an inspiration for YouTube viewers who are not gamers to play certain games. To be more specific, the Mobile Legend Bang Bang (MLBB) game category is one of the most popular categories being played in Indonesia. Likewise, with game content on YouTube, there are so many choices and shows on the topic of this MLBB game. Many MLBB players have also become YouTubers with their game content. Several of them have succeeded in becoming the center of attention in cyberspace and the real world, as a result of their popularity on YouTube.

From these symptoms, MLBB players who are actively building their MLBB game content can be seen as a phenomenon in phenomenology describing the meaning of experience—both in terms of what was experienced and how it was experienced (Neubauer, B. E., Witkop, C. T., & Varpio, 2019). A phenomenon in the sense that they are competing to build or construct their identity on Media YouTube, to become noticed and recognized by netizen users and viewers of YouTube content. It is interesting to know through their perspectives and experiences about the things

they do as gaming YouTubers who are directly or not constructing their identity, to become famous and popular like other YouTubers.

In this study, the MLBB players who will be researched are those who upload their games and do live streaming, either games or game analysis from other matches. As explained by we are social and Hootsuite in a survey conducted during 2018 and issued in January 2019 regarding digital activities in Indonesia, it is explained that the most downloaded mobile game is Mobile Legend Bang Bang. As of December 2017, 35 million MLBB has been downloaded and played by 8 million active users. In parallel, the development of mobile legend Bang Bang YouTubers has also continued to increase and has become the current trend, wherein it drives new channels to emerge featuring Mobile Legend Bang Bang game content (Aditya, 2017).

This research examines the motives and experiences that occur in Mobile Legend Bang Bang players and YouTubers in uploading their game videos. The formulation of the problem that will be answered in this research is how the Mobile Legend Bang Bang players construct their identity through games and uploading video content on YouTube and the motives they become Mobile Legend Bang Bang game players and also gaming YouTubers

This research uses the theoretical basis of phenomenology which is defined as science-oriented to get an explanation of the apparent reality. Phenomenology connects scientific knowledge with everyday experience and the activities from which that experience and knowledge originated. This concept introduced by Alfred Schutz (1971) bases social action on experience, meaning, and awareness as the essence of Schutz's thought is how to understand social action (which is oriented towards the behavior of people or other people in the past, present, and future) through interpretation. The social world is something that is intersubjective and a meaningful experience and in this case, the meaning of action is identical to the motive that underlies the action.

To describe all of one's actions, Schutz (1971) classifies motives into 2 categories, namely: a) In-order-to-motive (Um-zu-Motiv), namely motives that refer to actions in the future. Actions taken by someone must have a predetermined purpose. b) Because motive (Weil Motiv), namely actions that refer to the past. Actions taken by a person must have reasons from the past when he did them. Schutz's phenomenology offers a new perspective on the focus of research studies and the exploration of the meaning that is awakened from the realities of everyday life contained in research specifically and within the broad framework of social science development (Schutz, 1971).

## CONCEPTUAL FRAMEWORK

Research on phenomenology studies on social media has been conducted by several studies including Tatiana Hildago Mari & Jesus Segara Saavedra (2017), Anne Jerslev (2016), Florencia Garcia-Rapp (2016), Aya Yadlin-Segal (2017), Brook Bolander, and Miriam A. Locher (2010), and Afdal Makkuraga Putra & Anissa Febrina (2019).

Research conducted by Tatiana Hildago Mari and Jesus Segara Saavedra about The YouTuber Phenomenon and Its Transmedia Expansion was conducted in 2017. This research uses a phenomenological approach to research the empowerment of young people on social media, specifically YouTube media in Spain. This research examines ten young people who are active as YouTubers in Spain, they construct and build themselves to become famous by making entertaining videos, so that they are indirectly referred to as entertainers starting from the personal videos they upload on YouTube (Hidalgo-Mari & Segarra-Saavedra, 2017).

Anne Jerslev discusses micro-celebrity (Microcelebrity) and Celebrification by taking the case of YouTuber Zoella in the UK (2016). The research examines the temporal changes in celebrity culture caused by the spread of digital media, social networking sites, and video sharing platforms, arguing that, in contemporary celebrity culture,

various temporality is connected to the performance of celebrities across various media. This article discusses the issue of celebrification-- a transition from ordinary person to celebrity and suggests that celebrification on social media platforms works hand in hand with the temporality of permanent updates, closeness, and authenticity. Taking UK vlogger Zoella as an analytical case, the article shows that (micro)celebrity strategies are primarily linked to displays of online accessibility, presence, and intimacy; in addition, the expansion of the celebratory process outside of YouTube could put pressure on celebrity micro-claims for claims of authenticity. YouTuber is a clear example of what is called a micro-celebrity (Jerslev, 2016).

Florencia Garcia-Rapp conducted a study on the phenomenon of beauty teachers (beauty vlog) on YouTube by taking the case of Bubzbeauty in England (2016). Bubzbeauty is managed by a British-Chinese beauty vlogger. This Bubzbeauty channel has consistently and continuously uploaded videos about beauty tips and tricks, as well as ways of facial and skin beauty care since 2008. To explore the beauty guru phenomenon, Florencia analyzed 80 video samples from the Bubzbeauty channel and introduced typologies from two categories. videos: tutorials and vlogs. Her findings suggest that strengthening the role of teachers as popular online personalities is the result of two areas of influence; commercial and community. The commercial side consists of YouTube as a business platform represented by the tutorial. As for the community side, it is supported by the strength of affective bonds with the audience, through its vlog. Florencia argues that Bubzbeauty commercial value as a well-known "teacher" is built through her knowledge expressed in hands-on tutorials. Conversely, her social value as an attractive and trustworthy personality is nurtured by intimate vlogs (García-Rapp, 2016).

Aya Yadlin-Segal's research on the construction of national identity online is a case study on #iranjeans on Twitter conducted in 2017. This research explores the circulation of social media users from the Twitter hashtag #IranJeans because it reflects a complex transnational dialogue about markers of Iranian identity in a

global mediascape. By conducting a thematic analysis of 140 tweets and photos shared under #IranJeans, this research draws attention to how social media provides a unique space for users to discuss global political discourse, reconstruct their identities, and refute cultural misconceptions at the transnational level. This study presents this cross-cultural dialogue as "affirmative opposition," which focuses on a process of identity construction that simultaneously criticizes and reformulates existing binary cultural oppositions. This, in turn, broadens the discussion about the identity construction of the older generation of mass media to the new online media platforms (Yadlin-Segal, 2017).

Brook Bolander and Miriam A. Locher research on Identity Construction on Facebook: A pilot project in 2010. This research discusses a study conducted on ten teenagers in Switzerland who actively use the social media Facebook. These ten people were used as research subjects to get results about how they claim their identity on Facebook to introduce and promote themselves. The ten people were then grouped into several categories based on how they constructed their identity on social media (Bolander & Locher, 2010).

Afdal Makkuraga Putra and Annisa Febrina (2018) researched the motives of parents in uploading photos of their children on Instagram. The results of the research and data analysis show that "Because motives" in uploading photos of children on Instagram are driven by two things, namely the experience of past photo albums and the interference and limitations of the parents' technology. Meanwhile, the "motives for" (to motives) were found related to 3 things. First, it relates to the efforts of parents to make their children known by many people. Second, it relates to a demand to share children's development moments with others, especially to distant family or friends who have not met these children for a long time. Third, as a display of pride and gratitude for the parents for what they have today. Based on the above motives, this study categorizes 3 types of parents in uploading photos of their children on Instagram, namely the Exist Parents, the Sharing Parents, and the Memories Parents. This research provides substance in the form of a new model

about the types and motivations of parents to upload photos of their children on Instagram (Putra & Febrina, 2019).

## METHODOLOGY

To answer the problem formulation, the researcher used a qualitative research type, phenomenological research method, with data collection techniques through observation and interviews with seven people from various cities in Indonesia. The interview was conducted in Jakarta during the 4th session of the Mobile Prime League-MLBB Championship in November 2019 and was continued with an online interview. They are:

1. Adam Tubs. The first informant is a private employee domiciled in Makassar, South Sulawesi. The informant has been playing games since elementary school, both online games and offline games. The owner of a YouTube account with a total of 590,000 subscribers admits that he has only recently played MOBA-type games and the MLBB game is his first MOBA game. His YouTube account was only created in 2017 and the second upload already contains MLBB game content. By the end of 2018, a total of 549 videos uploaded had reached a total of 48 million viewers for all videos uploaded by his YouTube channel.
2. Vira Vioura. The second informant was a young woman from Bandung, a graduate in Agriculture study and not yet working. She creates YouTube contents while waiting for work calls. Her YouTube channel has been established since 2014, but the first video she uploaded was around 2018 and it was an MLBB game video. With a total of 339 videos, today she got a total of 33 million views. Within a year, this informant had more than 600,000 subscribers. Based on her admission, she is indeed no stranger to the world of games.
3. Putu Gaming. The third informant is a male teenager from Bali who is still in grade 12 high school. These informants include those who are new to creating a YouTube channel with MLBB game content, and only have a total of 72 uploads.



However, the development of the channel was fast enough to get more than 450,000 right-hand subscribers and a total audience of more than 39 million viewers. According to him, the channel he creates must have unique and fun things to watch, and this can be sufficiently proven by his achievements which were gained in a fairly short time.

4. Nanda Bonda. A private employee in Palembang. His first video content was uploaded around 2017 and also his first video was a MLBB game. This man from Palembang can be said to be routine enough to upload video content on his channel by uploading 1 video every day, so he has a total of 715 uploads. His channel has over 233,000 subscribers and a total of about 61 million video viewers. His YouTube contents contain challenges, proofs, reviews, and MLBB game tips and tricks.
5. Penguin Gamer. Penguin Gamer is a student who lives in Kotabumi, North Lampung. He has had a personal YouTube channel since 2015 and he has been playing MLBB since 2017. In 2018 he began creating MLBB game content. Initially, the content was largely tutorials and tips on using characters that other players consider difficult to use. But then the contents have been developed to include the experience of playing and the achievement in playing the game,.
6. Kopex Gaming. Kopex Gaming has had a YouTube channel since late 2013, when he was in grade 12 of high school . Initially, his channel was filled with his video works, such as video clips, short movies and video works. Since 2017 he started making MLBB game content but he almost gave up on those contents until he finally found the patterns that were liked by the audience or MLBB players as the channel has steadily grown in viewership within 2 years.
7. Naf Gaming. The informant is a male adolescent who is still in the 11th grade of high school in Malang East Java. He started playing MLBB in early 2017 and playing YouTube in 2018 when the first channel and content were also created. This channel has uploaded about 100 videos and it has reached a total of 14 million viewers and 100,000 channel subscribers.

## FINDINGS & DISCUSSION

Based on the phenomenology of Alfred Schutz in examining the phenomena contained in this study, namely YouTubers MLBB, the researcher divides motives into two phases, namely in-order-to motives action (referring to the future) and because-motives action (referring to the past). Where these two motives are relevant to show the reasons why the informants carry out activities as YouTubers MLBB. From 7 MLBB YouTuber informants, researchers got several motives for why they decided or started to create YouTube content and become active gaming YouTubers. Thus, the findings are divided based on similar motives.

### **The Because Motive**

Over time, MLBB YouTubers of various ages and various regions began to appear. They appear with their uniqueness, and with their reasons or purposes. Many reasons encourage gamers to switch or have two roles to become YouTubers too.

Based on the results of interviews with informants, the MLBB game was not the first game they played. They play the game not only for their content as a first step into the world of YouTubers MLBB. Before the MLBB game was present and before they decided to create content, they were gamers who had played various types of games that had existed in previous years, and games that were popularly played at that time. When they became MLBB YouTubers, they still played other games, which were also sometimes uploaded on the same channel, even though the percentage was not as big as their MLBB game content.

This was revealed by the informants who have experience doing this, becoming MLBB YouTubers starting from their fun when playing games. The informants answered with various narratives, but the characteristics of their responses answered this as their initial motives to start becoming MLBB YouTubers.

For Adam Tubs, he said that he had been playing games for a long time and that one thing that came to mind at that time was trying to record the game and share

it on YouTube. Initially, he never thought of becoming a specific YouTuber, just wanted to share his fun playing the games he was currently playing.

*"I've been playing games since elementary school. I never thought about it, at first it was just for fun, but it turned out that many supported it, I finally lived it,"* said Adam Tubs.

His enjoyment of playing MLBB games is based on his experience, bringing the idea to record and upload it on YouTube. There is no target audience or target income from the videos he uploads. The informant only likes playing games and has enough time to process the recorded games and upload them on YouTube. When asked whether he specifically created a channel for MLBB games or not, the informant said that it was a coincidence that when he had the idea to record and upload it, he was having fun playing MLBB games.

The same thing was also expressed by channel informant Vira Vioura who stated that being an MLBB YouTuber was just a fad and an attempt for her to record her MLBB game and upload it to her YouTube channel. There is never any purpose or special purpose when uploading video games to her personal YouTube channel.

*"I like playing games, bro. From school days. When I was playing Mobile Legend, I occasionally recorded. Even then, I only recorded from my cellphone, and I also edited it using my cellphone, not like the others using good applications. Then just upload it,"* said Vira Viora.

Viora also admits that she does not only play MLBB games, she also plays many other games on her smartphone. Viora likes to try games that are trending or popular right now, but not all of the games are recorded and uploaded on her YouTube channel. This was expressed because at first she thought of only wanting to create MLBB content because it was one of the most popular at that time.

*"I also don't just play mobile legends, bro. Sometimes I play PUBG too. So when will I make a pubg video, but it's not as rich as the mobile legend content. I like trying games too, bro. Hehehe .."* added Vira Viora.

For the two informants, motives for fun or trying to upload MLBB game content videos which are part of the fun of playing games are the initial motives for starting

their journey. Where they feel they have no pressure or demands to create specific MLBB content, no target audience, no extraordinary game results or show of prowess.

*"80% of my content is what it is without any preparation or script hehe I just make the content as is. 20% coincidence,"* admits Adam Tubs.

The recording and editing techniques they do for a view or video content on YouTube tend to be less complicated. They do it with the equipment they have, in fact most of the process is done using their smartphone at the start of becoming an MLBB YouTubers. According to them, they tend to only document their game, then if there is something interesting then they upload it on their YouTube channel.

*"So I didn't just become a YouTubers right away. In the beginning, I made videos and I only used my old Samsung cell phone, and I bought microphones from online shop only for 70 thousands Rupiah. There is no special amount of money. The PC I used was from my school in grade 2, I can give it to my parents,"* said Penguin Gaming.

The motive was later revealed by Penguin Gamer, who actually has a motive because he likes playing games too. The informant plays many types of games according to his mood and preferences at that time. The platforms used are various, not only on the smartphone platform but also on several games using a personal computer or PC.

If asked the reason for being a YouTubers which begins by uploading the video on his personal channel is to fill his spare time. While he likes playing games, and fills his spare time because he has not been busy with other work activities, he started to record his MLBB games, both gameplay or just updating the latest information from the game, as well as conducting live streaming sessions. play MLBB. According to him, playing it just turns out to be boring. When they felt that they had enough time to conduct recording sessions and game editing, the informant decided to try to start being gaming YouTubers. At that time, the game he often played was MLBB,

the one chosen to be used as content was the MLBB game. The rest, according to him, there is no other reason to become an MLBB gaming YouTubers.

*"I never uploaded a video for 3 weeks. Because when I am busy in my real life. "I still play the game, just to record and edit me, which was not the case at that time,"* said Penguin Gamers.

The informant revealed that for some time he did not create MLBB game content because he did not have enough free time to do it. The informant is also immersed in his fun playing other games that are not used as game content on his YouTube channel. On the other hand, the informant was currently having various activities that took up his spare time, but it did not last long.

Figure 1. The motive of MLBB players on YouTube.

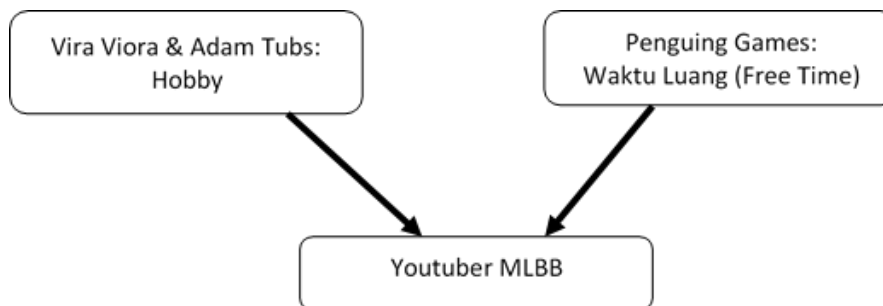


Image source: processed from research results

### Analysis In Order To Motive

Motives to relate to future actions. In this study, the motives for those found from YouTubers were so diverse. Uploading YouTube content with the theme of the MLBB game is well planned. Starting content upload is based on the things that you want to achieve in the future. Each of them had different goals and objectives when they first thought about and started the path to become an MLBB YouTubers at that time. Almost every MLBB YouTubers have imagined what their channel will be made and what they will do with it.

The motive for what the researchers found from YouTubers informants is because of the desire to share things that are unique, interesting, funny to those that are useful for improving MLBB games for players. This motive also influenced some informants' reasons for starting to create MLBB game content. Not a few of the YouTubers have more than two MLBB game accounts. That is, they do their game research needs, try out with certain conditions, and analyze various experiences at various game levels, or commonly in MLBB games, it is called rank or tier.

To enrich their knowledge and experience, these MLBB gaming YouTubers do not hesitate and feel bored to play trials to get the knowledge they need so their content will contain a lot of tutorials, game character analysis, analysis of team play, and so on.

As expressed by the MLBB gaming YouTuber Kopex Gaming, he currently dedicates his channel to MLBB content with the theme of analyzing skills and how to play from global top MLBB players (those who reach the peak of mastery of certain characters at the level of all MLBB servers). According to him, by creating global top game analytics content he is getting a large audience for each of his videos. A minimum of 1 million viewers per video will get a top global game analysis theme.

Kopex gaming does not find it difficult to create this content. Because according to his confession, he has been playing the DotA 2 game for a long time, which has the same game category as MLBB. So he felt that he did not need a lot of adjustments, because basically the whole game was the same, only the character of the players was different. But besides this content, there is also some other content that contains tutorials or experiences that can be used as a reference for other players, because according to him it's quite important to know.

*"I've been playing DotA 2 for a long time before. So if it's just a mobile legend, I've already watched me, bro. There's not much difference. Now, many have suddenly MOBA since the mobile legend appeared on the cell phone, but not many people understand what the MOBA game is like. So while I'm playing, I just write content discussing the top global games, so they can get lots of information for them. Hopefully, I can*

*play it and the style suits me, I can play it together .. haha ... "* recalled Kopex Gaming.

Still with the same goal, because they feel they can be helpful and have more knowledge and experience, some of them even provide assistance or knowledge about how they, the audience, can become MLBB gaming YouTubers. The same thing with Kopex gaming but it has a different context for YouTuber Naf Gaming. He did not hesitate to give his experience to become an MLBB YouTubers like the others. On the other hand, he also has several MLBB game accounts, which according to him are used for research from each rank or tier which he can discuss as a reference for other viewers.

This informant performs various games and analyzes the situation of the game, to be able to find gaps in the game algorithm that are considered to help MLBB players get their best performance when playing. Naf Gaming also analyzes the habits or tendencies of MLBB players based on their playing time, which in turn can be studied and interpreted and then made as to content by him. Typical content is made in the form of MLBB game tips and tricks.

Raising the experience of Naf Gaming who has played MLBB since the second season of the game, she felt the need to share certain tips and tricks in MLBB games. Because he experiences in the season of play which is now entering his 15th season, he finds many new players who cannot play well, which according to him spoils the team play for those who do solo matches (playing alone without a team, and joining randomly determined by the algorithm. match search from MLBB). Naf Gaming feels the need to provide game information and education to new players, to those who are looking for tips or tutorials on using certain characters.

*"I've played mobile legend from season 2. Since there is a mythic rank, I always end up in that rank at the end of the season. I think now there are a lot of kid players who break the game, make solo players stress. Because I am also a solo player and have been playing for a long time, I think it is necessary to share the experience. Because I believe in my achievements, "* said Naf Gaming.

From this experience, it was found that there are YouTubers with their experiences and characteristics, aiming to be able to educate and provide information for other MLBB players, or the audience. Even though they have the same goal, they depart from experiences and different content characteristics, which according to them can add to the variety of information about MLBB games that have been widely spread on other people's YouTube channels (Holland, 2016).

In addition to the objective motives above, you can also find the motives for wanting to be seen by other people. YouTubers feel like being seen by others (Spartz, Su, Griffin, Brossard, & Dunwoody, 2017). Apart from being seen or watched by people, they also want to be known or remembered as unique YouTubers to their audience. They hope that when they mention certain MLBB content themes or topics, people will remember them. They want something to impress and acknowledge themselves.

Like Putu Gaming's experience, these gamers started their journey to become MLBB YouTubers because people want to see them. But he did not just want to be seen. He specifically designed what the content would be like in the early days of its appearance. Based on his admission, Putu Gaming likes funny things, and Indonesian viewers also often look for funny things, so he creates MLBB game content with a funny editing style, which is his trademark.

*“I like funny things, and I also like to edit. So I just made funny mobile legend content, so that people could see it. The game is still neat, but my editing focus is what makes it fun, ”* said Putu Gaming.

According to Putu Gaming, you have to look creative as a YouTubers. The audience will be bored if you only display content about gameplay. There must be something unique and referenced to YouTubers themselves. This makes Putu Gaming's foundation to always predict what themes or topics the audience will like or that can attract new audiences.



The final objective motive that researchers can find is the motive for being considered a professional player. By showing a strong character in the game, skill and great victory in the game, the informant hopes to be seen as a professional player.

*"I made a good video, bro. see how we can win even in the worst conditions. or if we lose, I will see what can make us lose. But I'm really good, so I often win. Hahaha ... but still have to entertain "* said Nanda Bonda.

The informant also revealed that in his experience as an MLBB YouTubers, he never played along with other players who are not in the same rank level for he only wants to play with experienced and professional people, to ensure a win or a good team result. Unless the informant is conducting a Live Streaming session, everything will happen as it is during the game session.

Based on what they have experienced and done, informants also often make game video titles with sentences that show their strength or ability to play. Informants indirectly expressed their desire to be recognized as strong players. Even though he cannot join the MLBB professional team, according to him he can still show his skills and abilities in playing and upload it on his YouTube channel. According to the admission and seen from the video content, since then there are not a few whiles in the game who recognize his nickname in the game, and know that he is an MLBB YouTubers (Cunningham, Craig, & Silver, 2016). *"Not only players on the same team, but the enemy team also knows that he is a YouTubers,"* he said. At least the game can be accepted by MLBB video content connoisseurs on their channel.

Alfred Schutz created a model of human action created through a process called "typification". This typification lasts throughout human life. The type depends on the person who made it so that we can get to know the type of actor, action, person's personality, and so on. Typifications are made based on common objectives, but in a structure that is relevant to the object of research. In this study, researchers typified the identities of gamers who began to make themselves MLBB gaming

YouTubers into three groups. The researchers describe this as follows: (1) Casual YouTubers; (2) YouTube Sharing; (3) Achive YouTube.

Figure 2. In-Order-To motive MLBB players on YouTube

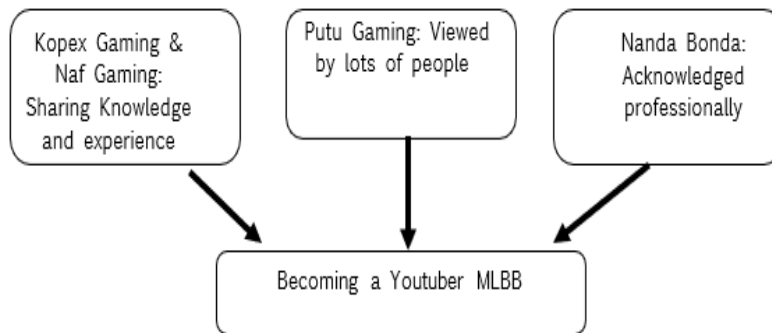


Image source: compiled from research results

### Casual YouTubers

Casual YouTubers in this first tip are MLBB YouTubers who like to play games. They have been playing games for a long time with various types of games, not specific in certain types of games. The games they play are based more on their liking to play, not on the needs of certain YouTube content. They tend to play more and do not hesitate to show their weak side to the situation played.

Some of them spontaneously and randomly recorded their performance. They do not always have a specific schedule to record, edit and upload video games on their YouTube channel. Some of them are even very random when selecting and recording their MLBB game. So it is not uncommon for the MLBB game content they upload to be a game with an end to defeat. Even though it ends in defeat, usually some things are funny or impressive for the YouTubers, so they are chosen to be uploaded.

Uploaded content usually begins with a liking for the game being played at that time. At the time of the research, Vira Viora was indeed happy to play the MLBB game. Because according to her at that time, the most popular game was the

game. While playing, they occasionally record their game randomly, so the results that appear are not always games that end well.

YouTubers MLBB with this tip usually does not think too much about the content of their games that end up winning or losing. Because the most important thing in it is fun or excitement when playing. And the games were randomly recorded according to their wishes and their usual mood.

In addition, those who have this casual YouTuber type, play several games besides MLBB although there are not as many as MLBB. And in this study, the YouTubers who are members of this type are mostly with MLBB content, but they still have other game content. They also like to upload some video games from new games that are released amid fun playing MLBB so the video content will look more varied in the game title. Each YouTuber of this type has several videos with game titles other than MLBB. There were several other types of games uploaded, such as PUBG, Monster Hunter, and various others which were currently popular.

Penguin Gamer also has a lot of fun and has been playing games for a long time and he has an additional reason for creating his YouTube channel-- to fill his spare time. The contents he uploaded are about how happy he is to play MLBB games. Besides that, he uploaded old games that he liked in the past.

With such a trend, usually, the frequency of uploading YouTube video content with this type is not constant. There are times when they are active almost every day uploading their games. But there are times when they only upload about 1-2 videos a week. In addition, they usually do not have a special schedule to conduct live streaming sessions playing MLBB. Only when there is free time or when they feel like doing it.

In this casual YouTubers tip, they indirectly form their identity in every video upload on their channel. With not much preparation, making video covers are more "random" without a particular concept. As well as game uploads that do not always win.

In addition, the style of play in the videos uploaded by them also forms a game style that is casual, relaxed, and fun. As revealed by Penguin Gamers, as an MLBB player who is relaxed or just likes to play, sometimes he just uploads a montage of his favorite characters or heroes. The montage video he uploaded was just a combination of clips from the game using one character he chose. It is made as a variation of the content of his channel because it does not have a specific theme. So according to him, he uploads the things he likes or is in his mood.

When they do it based on the fun to play, the channel indirectly looks to be more varied in the video content they make. Accompanied by narratives that reveal that they are not great or professional MLBB players, it has further established themselves that they are only playing and becoming MLBB YouTubers because of the joy of playing MLBB.

In their interactions with the audience, these typified YouTubers will be more relaxed in dealing with comments and reactions from their viewers. It can be seen from Adam Tubs who in every video upload, in the contents of the video he always opens the opportunity for his audience to comment if there are things that might be done wrong while playing, as input for the development of his game. So that indirectly, the YouTubers who are members of this type narrate themselves that they are not great players. Only people who love to play games and have MLBB YouTube content. So if you pay attention to the number of viewers in each video, it's not too much, when compared to professional gaming YouTubers.

### **YouTubers Sharing**

In this type, what is meant by sharing YouTubers is YouTubers who have the characteristic of sharing goals. Usually, they appear among gamers who have experience or high playing hours. They feel they have enough experience to provide tutorials to their audience. Especially they are aimed at players who still have minimal flying hours or experience, and are looking for information on how to play MLBB well to get the highest chance of winning and achieving it.

Figure 3. Typical MLBB YouTuber Casual

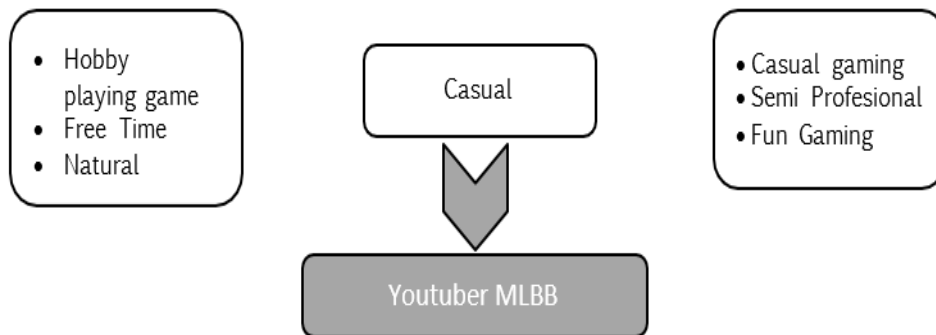


Image Source: compiled from research results

Naf Gaming, which has been playing MLBB since the second season of the game, appeared. Approximately since the end of 2016. Even though he is new to creating his YouTube channel, he already has more experience and knowledge. Therefore, he feels confident that he can provide the information needed by new players at this time, the MLBB players who have just joined in recent seasons. So with confidence, Naf Gaming provides game tutorials to reach the best game version.

Another interesting thing that characterizes this YouTuber's sharing is that they do not just share game content. But not infrequently, on the sidelines of their MLBB game video upload, they upload a video about how they started working to become MLBB gaming YouTubers. YouTubers are not shy and hesitant to tell and shared their experiences about starting work to become MLBB gaming YouTubers. There are also many motivations provided by them, as well as the easiest and fastest ways to start and maintain the YouTube channel they make. Again, because they have already experienced and can process it into content that has positive content for the audience.

YouTubers sharing type tends to have open characteristics. They are open to direct interaction with their fans or viewers. In some cases, they also opened their interactions directly through their social media. Starting from just greeting, to

discussing the MLBB game in their uploaded video content. YouTubers also frequently open polls about what video content they want to create next.

To accommodate the audience if anyone wants to find certain information from the MLBB game. With regards to the identity construction, they form on their YouTube channel, these YouTubers tend to wrap their content with more knowledge. By using titles that describe that they know or experience problems that usually occur when the MLBB game takes place. And it is not uncommon to offer solutions or views with the uploaded video content.

In addition, they also form their content with a lot of content containing tips, tricks, reviews, discussions, or tutorials as a form that they have this knowledge and experience. Coupled with the narratives in the video which are more suggestive or informative, without any narratives that show their prowess. It can be said that the voice and writing narratives they use look humble, without any provocation that shows they are experienced, or good at playing MLBB. The models are as follows:

Figure 4. MLBB YouTuber sharing tips

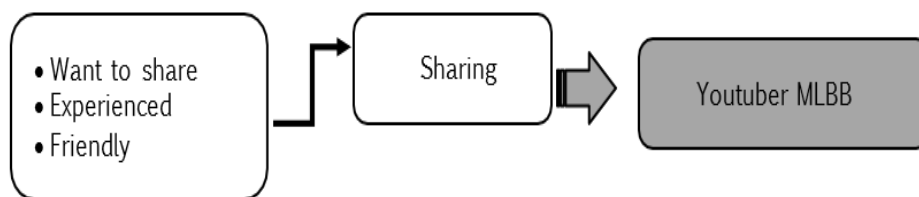


Image source: compiled from research results

### Achieved YouTubers

In this tip, it is found that MLBB YouTubers in their experience build YouTube MLBB channels and content are to be accepted and seen by others. Not a few of them want to be recognized or considered as professional players. From this tip, it can be seen that they want themselves and their YouTube channel to be accepted by MLBB viewers who come from other channels.

This tip of achieved YouTubers has the characteristics of a gamers, which when viewed from the frequency of uploading videos, is routine. YouTubers uploads videos at a constant time, like every day, or once or twice a week. The point is they are constant in uploading MLBB video content.

When asked for the reason, they explained that it was to attract viewers' attention and hoped to be included in the MLBB video top search algorithm. Because according to them by frequently uploading videos, the content will easily appear on the front page when someone uses the keyword "mobile legend" in the search field on YouTube.

Apart from uploading video content regularly, this YouTuber habit also has a regular schedule for live streaming sessions. In this live streaming session, some of them even invited other MLBB YouTubers to play together or "hang out". With the hope of sharing the channel's audience and subscribers among them. This is done to increase audience growth and awareness of their MLBB YouTube channel.

Putu Gaming, who started a YouTube channel containing MLBB game content, revealed that he wanted people to see or watch, through his video content. Before starting to upload his video games, he admitted that he had done research or observations on other YouTube channels, to find out how content was made interesting. The characteristics of achieved YouTubers like Putu Gaming are commonly found among YouTubers who are in this category. They confidently say they want to be known, in whatever style and style they want to get. Like Putu Gaming, he wants people to see or watch by creating funny MLBB content. Because he likes funny things and wants to be seen by other people too and he thinks that type of content is still small. Putu Gaming builds content characteristics using flash editing techniques using spicy memes as a way to make the content funny. So apart from playing well, he also makes characteristics through editing. Until it was proven that when he started creating this content, the audience growth of his MLBB YouTube channel quickly increased. So, at that time Putu Gaming was well known as

MLBB's funny game experience content, and many of the videos have also been made as reaction video content by other MLBB YouTubers.

The feeling of pride is also a characteristic of YouTubers of this type. When they feel accepted by the audience, there is a sense of pride and joy that is also shown in the video content they produce. The MLBB game content they produced contains their prowess in winning games. There is also content about their prowess in using certain characters. The construction was built when they upload a video, usually by giving the video title that provokes the audience. Not infrequently they use titles that show that they are great, such as "global top, auto-win..." and so on. Added with the narratives that are built into the game that is recorded and uploaded, describing his ability or prowess in playing MLBB.

As is usually done by Nanda Bonda, these YouTubers often upload their videos with titles that enhance or show their prowess. And usually, the contents of his MLBB game that are uploaded often end in victory, or achieve high personal game ratings or also known as MVP (Most Valuable Player). YouTubers show the game according to the title. So that he too gets acceptance from the audience, through the interaction column in each video that acknowledges his greatness. There is pride shown by these YouTubers in every MLBB video content.

Nanda Bonda uploads his best video games to acquire other possible goals besides self-acknowledgment and pride. By uploading a video of his best game, accompanied by a description in almost every video that states that he opened an open jockey service, he also indicated that it was the goal of his promotion. Making his image as a great and good player will give confidence to the audience who is also an MLBB player to be offered open jockey services by him. The open jockey service is a service to play someone else's account, the jockey is paid to play someone else's game account until it reaches a certain rank or tier according to the amount paid to him. Because when opening an open jockey service, it is necessary for prospective customers to see how the players are doing, whether they are convincing in terms of quality and personal achievements or not. This is a



unique characteristic found by YouTubers who want to be recognized and seen as great players. Because there is mutual understanding when someone opens a game jockey service, the player indirectly declares himself a great player. In this context, the research formulates a model that can be implemented as follows:

Figure 5. Typical achieved YouTuber MLBB

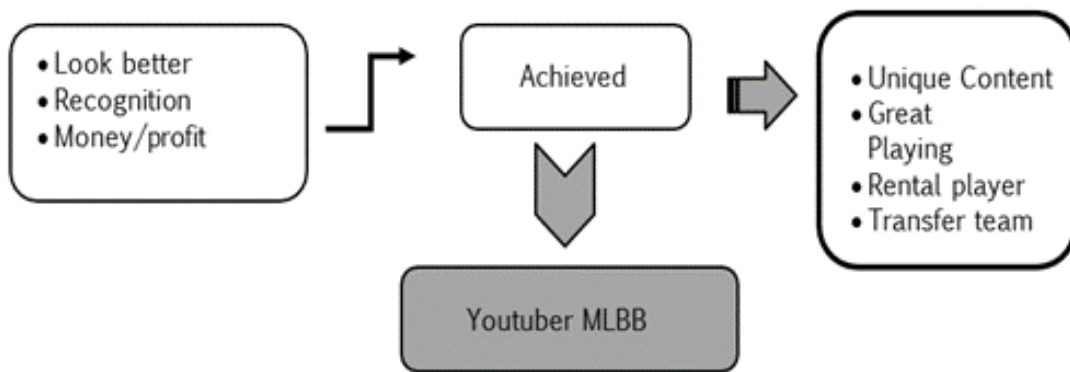


Image source: processed from research results

## CONCLUSION

This research finds new models of motives and types of gamers in uploading videos on YouTube. Schutz (1971) proposed two types of motives--because of motives and in-order-to motives. Because motives on becoming MLBB YouTubers are doing hobbies and filling free time. The in-order-to motives to become an MLBB YouTubers are sharing knowledge, being watched by many people, and being recognized for their prowess.

## LIMITATION AND STUDY FORWARD

This research uses qualitative approach by collecting data through interviews which produce findings that cannot be generalized. Furthermore, future study may implement other methods so that the results can be complementary.

## ACKNOWLEDGEMENT

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