

CHAPTER I

INTRODUCTION

General explanations of the topics the author will cover in this study are given in this chapter. The study's objectives, research questions, and background are also included in this chapter.

1.1 Background of The Study

YouTube is a video sharing platform that allows users to upload, share, and view videos. YouTube is one of the most versatile and accessible social media (Latifah & Prastowo, 2020). In other words, YouTube is an immensely popular platform that boasts over two billion users engaging with a wide variety of content, making it an ideal choice for research on esports commentary, particularly for the MPL Season ten Final. Video-sharing platforms have become widely recognized sources of information, with YouTube being the most prominent among them. The site boasts over two billion views daily, and a new video is uploaded approximately every minute. On average, users spend at least 15 minutes on the platform each day, emphasizes the platform's role in improving communication and social interaction between users.

MLBB E-sports YouTube channel is one of the channels that has 2.9 million subscribers. This E-Sports broadcaster has been active on YouTube since 2017 and has uploaded 4.5 thousand videos. MLBB E-sports YouTube channel also has an official license to broadcast every MPL match including the MPL final season 10. The channel provides various sub-languages, one of which is English. The platform promotes significant viewer interaction through features like comments, likes, and shares, enabling casters to engage with their audience in real-time, which is essential for examining turn-taking and communication strategies. Additionally, this channel is a YouTube channel that received the Gold Plate award from YouTube itself.

MPL Indonesia, also known as MPL ID, is the premier professional esports league for the game Mobile Legends: Bang Bang in Indonesia (Liquipedia 2024). Founded in 2018 as part of the original MPL Trio, it serves as a direct qualifying route for Indonesian teams to the Mobile Legends World Championship and the Southeast Asia Mobile Legends Championship. The league operates under a franchised model, with teams competing in a structured format that includes a regular season and playoffs. Typically, the regular season runs from March to May, followed by playoffs in June, with the top two teams advancing to international competitions. MPL Indonesia boasts a rich history, with teams like ONIC Esports and RRQ Hoshi consistently performing well and winning multiple championships.

Casters is a board term used to describe an individual who commentates on E-sports matches, providing play by play commentary or analytical view either from behind a desk or by hosting it from stage at the venue (Seth Sunco, 2024). Casters play an important role in linking the audience to the gameplay, drawing on classic sports commentary approaches while adapting them to the digital context of esports. They use two forms of commentary: play-by-play, which describes the action as it happens, and color commentary, which delves further into strategy and game mechanics. This duality enables a dynamic interplay between casters, making excellent turn-taking methods critical for sustaining viewer attention and understanding. The effectiveness of their commentary is primarily dependent on their ability to adopt efficient turn-taking strategies, which are critical for maintaining audience attention during matches.

A vital component of esports broadcasting is the part of casters—commentators who give real-time portrayal and investigation of the matches. Casters play an imperative part in forming the seeing encounter by keeping up the stream of commentary, clarifying techniques, and locks in the gathering of people. Their capacity to oversee turn-taking in discourse, particularly amid fast-paced and high-stakes minutes, is fundamental for viable communication. The MPL Indonesia Season 10 Last highlighted a add up to of three casters who worked collaboratively to supply live commentary all through the coordinate. These casters played

particular parts, counting play-by-play commentary and expository experiences, guaranteeing an energetic and locks in broadcast for the gathering of people.

The writer chose the casters for the MPL Indonesia Season 10 finals because the gameplay during that time was particularly intense, showcasing a variety of turn-taking strategies that kept viewers on the edge of their seats. The heightened competition between teams like ONIC Esports and RRQ Hoshi brought an electrifying atmosphere, making the matches not only thrilling to watch but also a showcase of strategic depth. The casters played a crucial role in enhancing this experience, as their insights and commentary helped to highlight the intricate tactics being employed by the players. Their ability to convey the excitement and drama of each moment made following the finals even more engaging, solidifying my preference for this season's casters over those from previous years.

The writer selected MPL Indonesia Season 10 because it coincided with the rapid rise of Mobile Legends: Bang Bang in the E-Sports scene. At that time, the game was gaining immense popularity, drawing a large audience and boosting viewership. The competitive landscape was dynamic, with teams from various regions vying to demonstrate their skills on a broader stage. Season 10 stood out for its thrilling matches and high-stakes gameplay, making it an exhilarating period to follow the league. The influx of new talent and innovative strategies further intensified the competition, thereby solidifying my interest in this pivotal season of MPL ID. This surge in popularity not only put MPL Indonesia Season 10 on the global stage, but also highlighted the importance of effective communication when broadcasting esports. A key aspect of this communication is the structured coordination of speech between commentators, which can be examined from a conversation analysis (CA) perspective."

According to Liddicoat (2007), "one of the most noticeable features of conversation is that speaker change". Conversation Analysis (CA), within the sociolinguistics field, is a research method dedicated to systematically examining spoken interactions. Its goal is to uncover the implicit norms and patterns that govern human communication by analyzing how conversations are organized and structured in everyday settings. Unlike conventional linguistic studies, CA,

developed by sociologists Harvey Sacks, Emanuel Schegloff, and Gail Jefferson, explores how individuals collaboratively create meaning through dialogue.

Turn-taking, as outlined by Stenstrom (1994), is a crucial element of conversation analysis that focuses on how speakers manage and coordinate their turns in a dialogue. This involves the respectful exchange of speaking opportunities, which supports the natural progression of conversation. Successful turn-taking not only promotes smoother interactions but also helps avoid interruptions and misunderstandings, thereby improving the overall coherence and flow of communication. It includes various techniques, such as signaling when to speak, actively listening, and responding appropriately, which are vital for maintaining engagement and ensuring all participants are heard. Understanding the dynamics of turn-taking provides valuable insights into the mechanics of effective communication in both informal and formal discussions.

According to Liddicoat (2007), The presence of dynamic transitions within turn-taking strategies significantly enhances the effectiveness of esports broadcasting by ensuring a smooth and engaging flow of commentary. These transitions allow casters to shift seamlessly between speakers, adjusting to the fast-paced nature of the game while maintaining coherence and clarity in their delivery. Effective dynamic transitions help avoid overlaps, minimize silence, and create a rhythm that keeps the audience attentive and informed. By coordinating their turns flexibly and responsively, casters are able to build on each other's commentary, provide timely insights, and sustain narrative momentum, all of which contribute to a more immersive and professional broadcast experience

The writer chose to utilize turn-taking theory for analysing the casters in the MPL ID Season 10 finals because it provides a structured framework for understanding how communication unfolds in high-pressure esports environments and also its relevant to the issues. Turn-taking strategies are crucial in maintaining the flow of commentary, especially during intense gameplay where rapid developments occur. By applying this theory, the writer can examine how casters effectively manage their speaking turns to ensure clarity and engagement, allowing viewers to fully grasp the complexities of the game. This approach not only

highlights the dynamics of interaction between casters but also sheds light on how their communication styles contribute to the overall viewer experience. Additionally, understanding these strategies can inform best practices for future esports commentary, ultimately enhancing the quality of broadcasts in this rapidly growing field.

The study for “Turn-taking Strategies Produced by Casters in MPL Season 10 Final on MLBB E-Sports YouTube Channel” was motivated by the realization that E-Sports commentary is becoming increasingly important in the digital age. E-Sports competitions, like the MPL Season 10, draw a sizable virtual viewership, underscoring the necessity of casters using efficient communication techniques.

It becomes critical to comprehend the nuances of turn-taking in caster dialogue because it has a direct impact on viewers’ engagement and understanding of the gameplay narrative. The objective of this research is to investigate the distinct linguistic and interactional strategies employed by commentators during the MPL Season 10 Final, thereby offering significant contributions to the domains of communication studies and esports commentary.

1.2 Research Questions

The following questions reflect the study’s focuses, which are derived from the background described above:

1. What are the turn-taking strategies does the casters use in the MPL Final S10?
2. What are the dynamic transitions in turn-taking strategies used by the casters in the MPL Final S10?

1.3 Objectives of the study

The objectives of the study are:

1. What types of turn-taking strategies used by the casters MPL final season 10 in MPL ID YouTube channel.
2. To explain the dynamic transition contribute to the overall dynamics of the broadcast.

1.4 Significant of the study

The result of this study is expected to provide advantages, following are significant, described theoretically and practically:

A. Theoretical Advantages

This study enhances the comprehension of communication dynamics in esports commentary by examining the turn-taking strategies used by casters during the MPL ID Season 10 finals. Through this analysis, the research aims to enrich existing theories by Stenstorm (1994) related to conversational analysis, especially in high-pressure contexts like esports. It offers valuable insights into how effective turn-taking can improve clarity and viewer engagement in commentary, which is crucial for audience understanding and enjoyment. Furthermore, this study may lay the groundwork for future research on turn-taking in various competitive environments, thereby broadening the theoretical framework surrounding interactive communication.

B. Practical Advantages

Practically, the results of this study can provide valuable insights for casters and esports organizations about the significance of organized communication during live broadcasts. By highlighting effective turn-taking strategies, casters can refine their commentary, resulting in a more captivating experience for viewers. This, in turn, can boost viewer retention and satisfaction, which are essential for the success of esports events. Additionally, the study could serve as a training resource for aspiring casters, equipping them with key communication skills necessary for thriving in high-paced environments. Ultimately, these practical implications aim to enhance the overall quality of esports broadcast and strengthen the connection between casters and their audience.

1.5 Scope and Limitation

This study focuses on investigating the turn-taking strategies used by casters during the MPL Season 10 Final. The analysis includes how the three casters control the flow of conversation, manage speaking turns, and interact with one another during live broadcasting. This study applies Conversation Analysis (CA), developed by Liddicoat (2007), to understand the communication patterns occurring in the interaction between casters. Turn-taking in this study is analyzed

based on the theory proposed by Stenström (1994), which includes strategies for taking the turn, holding the turn, and yielding the turn.

This study is limited to analyzing the verbal interactions of casters in the MPL Season 10 Final as broadcasted on the MLBB Esports YouTube channel. Non-verbal cues such as facial expressions, gestures, or tone variations are not the primary focus of this research. Additionally, the study does not compare turn-taking strategies across different esports events, languages, or caster teams. The findings are thus specific to this event and may not be fully generalizable to other esports commentaries.