

THE INFLUENCE OF YOUTUBE CONTENT ON MOBILE LEGENDS ON THE INTEREST IN E-SPORTS TOURNAMENTS AMONG ADOLESCENTS IN JAGAKARSA, SOUTH JAKARTA

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Abstract

Today's technology is getting more advanced and sophisticated with smartphones that can be applied easily anytime and anywhere. Having a smartphone makes it easier to get trending information. There are several examples of social media applications that are in great demand, such as Instagram, WhatsApp, Line, Twitter, YouTube, and others. Most people in the world use YouTube to share their videos or just enjoy various video clips. This study aims to describe interest in participating in E-sports tournaments after watching YouTube mobile legends content. Knowing the influence of YouTube mobile legends content on interest in E-sports tournaments in Jagakarsa youth, South Jakarta. The method used in this research is quantitative by involving teenagers in Jagakarsa, South Jakarta who play mobile legends games and are active in the mobile legends community. The data collection process uses a questionnaire that is distributed via the Google Form link and then processed using a simple linear analysis technique. The results of the study show that Youtube Mobile Legends content has a significant influence on adolescents in Jagakarsa, South Jakarta. It can be concluded that Mobile Legends content has a positive and significant influence on interest in tournaments among young people in Jagakarsa, South Jakarta. Obtaining these results is dominantly influenced by the Cognitive effect dimension as the highest measure of variable X (Influence of Mobile Legends Content) with the indicator: Motivated to Play the Mobile Legends Game.

Keywords: Youtube, Game Online, Stimulus-Organism-Response (S-O-R) Theory, E-sports

1. INTRODUCTION

Technology is a tool used by humans for the continuity and comfort of human life. From year to year the development of technology is very fast, from some existing technologies, telephones, computers, and the internet whose development is very clear. In the modern era like now, technology has developed increasingly sophisticated. Advances in internet technology have come along with technological advances (Akbar & Noviani, 2019).

At present there is also sophisticated technology, namely smartphones that can be applied easily anytime and anywhere. Smartphone as an electronic equipment commonly used for communication, it can even be used to find information. There are various applications in smartphones that can facilitate everything humans want. And almost everything can be done online by utilizing social media or websites found on smartphones. There are several examples of social media applications that are in great demand such as Instagram, Whatsapp, Line, Twitter, Youtube, and others. All of these applications are used for various personal interests, such as YouTube. Users can easily participate in sharing and producing work on YouTube (Istiani & Islamy, 2020).

Most people in the world use YouTube to share their videos, or just enjoy various video clips shared by others, such as music videos, educational videos, video blogs, video

tutorials, short films, television movies, movie trailers, and also videos of someone playing online games (Riyadi, 2019).

Currently, many gamers use YouTube as a place to show their gaming skills by uploading recorded videos while playing games. Games content on YouTube began to be enlivened by E-sports players in the world, after which many gamers began to follow suit to upload their videos on YouTube (Rakhmawati et al., 2021).

E-sports or the abbreviation of Electronic Sports as a term with quite popular in the current era. E-sports is a type of sport that uses electronic devices such as computers, smartphones, Playstation or Xbox. There are various genres and titles of E-sports games that are competed in parts of the world in the form of small-scale competitions to world championships. Various genres and variants of games have attracted the interest of many people to play as well as to compete and are even played by professional gamers in the world (Rizky, 2022).

According to (Rani et al., 2018) Online games can be referred to as the development of electronic technology with very rapid development in the current era of globalization. Online games have been busy playing in Indonesia for quite a long time and the spread is very fast, in this case more precisely in the last four years the Mobile Legends game has been very popular with teenagers.

Mobile legends can be played using smartphones such as android and also ios. Mobile legends can also be played on a PC or computer, but most people play it using a Smartphone because it tends to be easier to play. Mobile legends is a game developed or published by Moonton Develover and the game began to attract the attention of gamers in 2016 until now. The main objective of the game is to destroy the base of the opposing team, if one team can destroy the opponent's base first, eating is declared the winner. Mobile legends is currently in demand in the community, approximately 50 million people have downloaded the Mobile Legends game. This game went viral with many MOBA game enthusiasts around the world and became the best MOBA game in the andorid version to date (Hutagaol, 2018).

Mobile Legends game specifications tend to be lighter and can be played on smartphones with even standard specifications, making it easier for fans to access creative reality in the digital world. The very light file size of around 194 MB and only requires a very small access memory of 1GB RAM is another reason why Mobile Legends games are in great demand.

Fans of this game do not look at age, ranging from small children to adults, but most fans of this game are teenagers. The game has been familiar to some teenagers, the problem is, do the teenagers who download and play this Mobile Legends game learn it from YouTube and then are interested in participating in the E-Sports competition or not? And what factors influence the interest of teenagers in the jagakarsa area in Mobile Legend games?

An E-sports player who has retired took the initiative to make a Youtube box about the Mobile legends game, the person is Jess No Limit. Jess No Limit is a former E-sports player who is now a Youtuber. Jess No Limit started building his Youtube from scratch with 0 subscribers until now late reaching 25.8 million subscribers. From the beginning of his career as a Youtuber, Jes No Limit consistently created content about interesting Mobile Legends games, ranging from tips and tricks to info about the latest Mobile legends game updates. Jess No Limit was also the first person to create content about Mobile Legends on Youtube (KlikTimes., 2023).

The case study of this research is for teenagers in the Jagakarsa area, South Jakarta to find out the habit of studying mobile legend games on YouTube and then participating in E-sports competitions, and to find out whether because of the Youtube content of Mobile Legends E-sports Players can generate interest in joining the E-sports team and participating in world-level tournaments. The Jagakarsa area in South Jakarta has a large number of teenagers and every time they get together they always play the Mobile Legend game. There are also many Mobile Legend communities.

This research will be useful based on two aspects, namely academic benefits and practical benefits. Academic benefits to add references to studies on online games and e-sport tournament interest, as reference material and research references that are parallel to this discussion. And practical benefits can also be taken, which are expected to provide information to teenagers who play the Mobile Legend game about the attractiveness of the E-sport tournament and can channel their hobby of playing online games.

2. LITERATURE REVIEW

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information to teenagers who play the Mobile Legend game about the attractiveness of the E-sport tournament and can channel their hobby of playing online games.

2.1. Media Sosial

Social media as an internet-based media as users can more easily take part, share, and produce content such as blogs, social networks, wikis, forums and virtual worlds. Blogs. Frequently used forms of social media around the world are wikis and social networks. Another assessment assumes that virtual entertainment is online media that upholds social intercourse by using electronic innovations that can transform correspondence into interactive dialog discourse. Therefore, social media can be seen as an online platform (facilitator) that strengthens relationships between users as well as a social fabric (Cahyono, 2016)

Based on the opinion conveyed by Intan in Surya (2014), social media is dominantly assumed to be something that causes asocial behavior for people who use it. This is because the internet as a communication medium has an interactive characteristic by making someone who uses it as if there is a face-to-face interaction in a direct and similar way that is done in the real world, even though this is only experienced in cyberspace (Palupi, 2020).

So with social media, users can carry out an activity in two directions with many models in the form of exchange, collaboration, or an introduction to written, visual or audiovisual models. Social media begins with three things, namely Sharing, Collaborating and Connecting (Puntoadi, 2011).

Currently, the most commonly used social media include Instagram, Youtube, TikTok, Snackvideo, Twitter, and Facebook. Interactive live streaming platforms such as live podcasts with live chat features to interact with users and other broadcasters are also increasingly attractive and attractive to teenagers. Live streaming platforms on Youtube, TikTok, and Facebook are very often used by online game players (gamers) to show their skills while sharing their knowledge of playing games. It can even be said that gamers have become a new phenomenon in the world of Youtube, and are an attraction for researchers to analyze the behavior of gamers and fans of game content on Youtube (Lozano-Blasco et al., 2021).

2.2. Youtube

Youtube is a media sharing site, especially a type of social media that allows users to access various media, including images, audio, and video. YouTube is a web-based entertainment that began to rise to prominence some time ago. According to information obtained from YouTube's official website, the platform currently has more than one billion users, or nearly one-third of all internet users. Today, YouTube is more than just a website it is a business opportunity.

According to a quote from (Jurnalponsel.com., 2017) explains that YouTube, which was founded in February 2015, with YouTube founders Chad Hurley, Steven Chen, and Jawed Karim, established a headquarters in San Bruno, California, United States. Until now, a record has been made of videos with a total duration of 400 hours uploaded to YouTube media every minute. If a calculation is made according to the calculations used, there are at least one billion hours of YouTube content watched every day.

So there is no doubt that YouTube is the number 1 video sharing platform in the world. YouTube is also sometimes referred to as a video-based social media platform. Because YouTube is the main site that can be accessed when someone needs certain video

content. With this rapid development, more and more people are creating YouTube accounts to be used as a business as a source of income, including attracting the interest of game players to create content on YouTube to reap business benefits.

2.3. Youtube Influence

Influence is an asset that can shape or change something different. So in this review, researchers analyze how much interest can be generated by watching YouTube content. As we know, along with advances in information technology, almost everyone in the world is familiar with YouTube, this cannot be separated from the influence of the ease of accessing the internet (Iwantara et al., 2014).

According to (Kamhar & Lestari, 2019) social media can increase a person's enthusiasm for learning something, especially YouTube. Many of the people use YouTube to find the knowledge they want to learn. The advantage of video learning is that it presents an image and sound representation of an idea or event.

If used well, of course this will come back with good things too. For example, teenager A is used to listening to motivational videos, craft tutorials, and other access to knowledge. He will gain knowledge from what he has accessed, of course this will have an impact on his behavior and actions. He will also have higher motivation, because every day he listens to words that can motivate him (Education et al., 2019).

In the context of the current research in knowing the influence produced by Youtube Mobile Legends content on E-sports Tournament Interest. The concept proposed by Lavidge and Steiner (1961) in the results study (Lee et al., 2017) with the main focus of knowing the cause and effect produced when consuming a content can be used in the current study to determine the effect of Youtube content on E-sports Tournament Interest in Teenagers in Jagakarsa South Jakarta, including:

- 1) The concept of cognitive effect is related to the impact produced on the information and meaning contained in a Youtube content. This concept will affect positively or vice versa if someone gets and obtains positive values or meanings contained in a Youtube content.
- 2) Affective effect (Affective effect) the concept of affective effect affects the aspect of how audiences can feel, motivated to be satisfied or amazed when consuming Youtube content.
- 3) Behavioral effect (Behavioral effect) the final part to determine the effect produced on a Youtube content is the behavioral effect, namely the concept of how the audience likes and can be moved or have a plan in line with the will of the message on a watched Youtube content.

2.4. E-Sports

E-sports or Electronic Sports has become a type of sport that uses electronic devices such as computers, smartphones, PlayStation or Xbox and is mostly played online with the support of high-speed internet network access. Gamers who have entered the level of E-sport games understand the many genres and variants of E-sports games. Some of the game genres and variants that are busy being played by professional gamers are

(1) Multiplayer online battle arena (MOBA) as one of the most popular e-sports genres. In essence, the purpose of this game is to bring together two camps to destroy the opponent's main object in order to win the match. Some Moba games are DOTA 2, Mobile Legends, League of Legends, and Arena of Valor. Next (2) Battle Royale as one of the

newest genres in e-sports. Some Battle Royale games are PUBG PC, PUBG MOBILE, Free Fire, and Apex Legends. Then (3) Racing and Sports Some Racing and Sports games are MotorGP, F1, PES, and FIFA. Then (4) Fighting Games, Some fighting games that are busy competing are Tekken, Mortal Kombat, Marvel vs Capcom, and Super smash Bros (Rizky, 2022).

Motivation is defined as the inner drive, impulse, emotion or desire that moves a person to certain actions. Organizations such as E-sports are a trigger for teenagers who want to achieve their goals in order to be successful like E-sports players who only by playing Mobile Legends online games can earn. E-sports is also a role model for Mobile Legends game players, players give all their abilities in order to become like E-sports players. Examples of E-sports in Indonesia are Aura Fire, Alter Ego, Geek Fams, Onic, Bigetron, Evos, RRQ, Dewa United, Rebelution and have 12 players from each team (Ginting & Sitepu, 2019).

In the context of the current study, the concepts put forward by Fraenkel and Wallen (2007) in the results study (Kalaycı, 2015) can be used in the current study to determine the effect of Youtube Content on E-sports Tournament Interest in Teenagers in Jagakarsa South Jakarta, with the following concepts:

- 1) Viewpoint (Viewpoint) the initial concept in Tournament Interest is a person's point of view on how to respond to or define the Esports Tournament.
- 2) Socialization (Socialization) socialization becomes a benchmark for E-sports Tournament Interest by providing the widest possible opportunity for Mobile Legends Game players.
- 3) Ideological (Ideological) the concept of E-sports Tournament Interest is related to ideology. Thus the E-sports Tournament Interest relates to how a person views a certain ideology.

2.5. Stimulus-Organism-Response (S-O-R) Theory

The S-O-R theory interprets the stimuli received to cause a response. The simplest example is interaction when someone performs an action it will receive a response from another person. In the S-O-R theory, organisms form behavior according to the stimulus or stimuli encountered. Therefore, the effect that is present is a reaction to a specific stimulus. From this, one can adjust the message conveyed and the communicant's reaction. In this theory, the elements are message or stimulus, communication or organism, and effect or response. If you look at someone's changing attitude, the changes experienced by the communicant occur if the stimulus obtained is beyond his expectations or experience (Onainor, 2019).

The process of changing behavior shows the existence of a learning process in individuals starting from a stimulus or stimulus given to an organism that can be rejected or accepted by the individual. Stimulus is a stimulus that is present from the message that wants to be conveyed to the audience. If the stimulus is not accepted by the audience, it can be concluded that the stimulus is not effective in making an influence on others and stops here. And on the other hand, if the stimulus is received by the organism, the individual will pay attention and the stimulus is considered effective (Spss, C. T., Dong, L., 2016).

In the current research on the Effect of Youtube Content on E-sports Tournament Interest in Teenagers in Jagakarsa, South Jakarta. S-O-R theory is closely related to knowing the influence produced in the current research context, both from the aspects

contained in the thinking assumptions of the S-O-R theory through the explanation of the variable concepts formed.

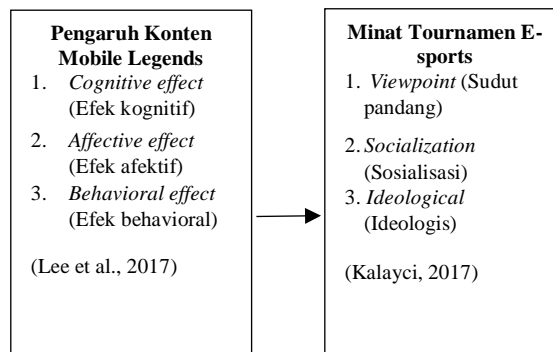


Figure 1. Framework of Thought

2.6. Research Hypothesis

The research hypothesis is a result that is temporarily sought from the problems in the research, based on a match with the theory used, and not the same as the information, obtained in the data obtained. The formulation of the problem is in the form of a question sentence that is interrelated between variables (Sugiyono, 2010).

The research hypothesis is said to be a tentative answer because the answer can be found in existing theory. The presumptive hypothesis of the current research results can be known as follows:

- 1) H0 : There is no influence on Mobile Legends Youtube Content on E-Sport Tournament Interest among Teenagers in Jagakarsa, South Jakarta.
- 2) H1 : There is an influence on Mobile Legends Youtube Content on E-Sports Tournament Interest in Teenagers in Jagakarsa, South Jakarta.

3. RESEARCH METHODS

3.1. Form of Research

This research was conducted on adolescents in the Jagakarsa area, South Jakarta. Researchers chose the Jagakarsa area because based on existing data from the South Jakarta City Statistics Agency, Jagakarsa is the number 1 largest area in South Jakarta, with an area of 24.87 km² and an area percentage of 17.60%, and also has a population of approximately 350 thousand people (Jakarta, 2022).

Kecamatan	Luas Wilayah Menurut Kecamatan di Jakarta Selatan					
	Luas (km ²)			Persentase		
	2015	2019	2021	2015	2019	2021
Jagakarsa	24,87	24,87	24,87	17,59	17,60	17,60
Pasar Minggu	21,69	21,69	21,69	15,35	15,35	15,35
Cilandak	18,16	18,16	18,16	12,85	12,85	12,85
Pesanggrahan	12,76	12,76	12,76	9,02	9,03	9,03
Kebayoran Lama	16,72	16,72	16,72	11,83	11,84	11,84
Kebayoran Baru	12,93	12,93	12,93	9,14	9,15	9,15
Hampang Pripatan	7,73	7,73	7,73	5,47	5,47	5,47
Pancoran	8,63	8,63	8,63	6,10	6,04	6,04
Tebet	9,03	9,03	9,03	6,39	6,39	6,39
Setiabudi	8,85	8,85	8,85	6,26	6,26	6,26
Kota Jakarta Selatan	141,37	141,27	141,27	100,00	100,00	100,00

Sumber: Berdasarkan SK Gubernur Kota Administrasi Jakarta Selatan Nomor : 171/2007 Tanggal 22 Januari 2007

Figure 2. Area By Sub-District In South Jakarta
Source: (Jakarta, 2022)

In addition, in the jagakarsa area there are also several small-scale mobile legends gaming communities that are still active. The community also sometimes participates in mobile legends tournaments between communities.

The approach used in this research is explanatory quantitative, specifically the data is collected using a survey through a questionnaire regarding the Effect of Youtube Mobile Legends Content on E-sports Tournament Interest in Teenagers in Jagakarsa South Jakarta (Hendrawati et al., 2018).

In conducting this research, the questionnaire was distributed online via google form to teenagers in Jagakarsa, South Jakarta. The online survey was conducted because teenagers in the mobile legends game community play at their respective homes and some also play in one place such as a gathering place for community members. Therefore, it is easier to conduct the survey online (Ma & Si, n.d.).

The survey results aim to get feedback given by Jagakarsa teenagers who are members of the mobile legends community and actively play Mobile Legends games.

3.2. Population and Sample

3.2.1 Population

Pointing to the right place to choose a radius of respondents, researchers will look for a specific population. Population itself is an abstraction area consisting of objects and subjects that are considered to have certain advantages and characteristics that have been determined by the researcher to be examined until a conclusion is drawn (Sugiyono, 2013).

Population is the whole of a collection of elements that have a number of common characteristics or, a group of people, events, or things that the researcher wants to study is called a population. Therefore, the entire collection of elements that can be used to draw some conclusions is the population (Nuha, n.d.). In this study, researchers chose the area or population to be used as a sample of Jagakarsa South Jakarta teenagers who play the Mobile Legends game.

In this case there are 851 teenagers in the Jagakarsa area of South Jakarta who are the population for this study. The teenagers referred to here are teenagers aged 17-22 years. In that context, teenagers in Jagakarsa South Jakarta were chosen to be the overall population.

The current research places itself in the perspective of teenagers in Jagakarsa South Jakarta regarding the influence of Mobile Legends youtube content on interest in Tounament e-sports among teenagers in Jagakarsa South Jakarta.

3.2.2 Sample

After the researcher has finished determining the population, the researcher will determine which sample to use. The sample becomes part of the quantity and characteristics of the population. The sample here describes all elements in the population naturally or there is an opportunity that is equal to all elements of the population to be selected. Therefore, it is considered capable of describing how the actual conditions in the entire population (Kriyantono, 2017).

The number of samples is taken from the entire population in this study which is already known by the researcher including the attitudes and characteristics in it. Selected

using the slovin formula from a tolerant limit of five percent calculated from the number of Jagakarsa South Jakarta teenagers who watch Mobile Legends youtube content (Sugiyono, 2010).

The following is a sample calculation using the slovin formula:

$$n = N / (1 + (Ne^2))$$

Description:

n: sample size

N: population

e: allowance for inaccuracy or 10% tolerance degree

$$n = 851 / (1 + \{851 (0,1)^2\})$$

$$n = 851 / (1 + \{851 (0,01)\})$$

$$n = 851 / (1 + \{8,52\})$$

$$n = 851 / 9,52$$

$$n = 89.4 \text{ then rounded up to } 89 \text{ respondents}$$

Based on the existing population, after calculating using the Slovin formula, the sample value obtained is 89 adolescents who are respondents.

3.3. Data Retrieval Technique

Convenience sampling technique was used in the current study to determine a sample based on an understanding of the availability of research respondents who had been created (Craswell, 2012).

Questionnaires are a method for collecting data obtained by researchers in this study. Where the data collection technique is carried out using questions and answers, asking a set of questions and written statements will later be given to respondents. This technique was also taken because it is an efficient data sorting step (Issn,J, n.d.).

The questionnaire consists of several open and closed questions, in this study the set of questions to be given are closed questions, where respondents cannot choose an answer other than using the answers provided in the question (Sugiyono, 2013).

The Likert scale is used in this questionnaire which is able to measure the opinions, attitudes, or characteristics of individuals and groups regarding existing social events. The Likert scale is as follows:

SKOR	JAWABAN
4	Sangat Setuju (SS)
3	Setuju (S)
2	Tidak Setuju (TS)
1	Sangat Tidak Setuju (STS)

Table 1. Likert Scale

The four categories chosen above are based on the wishes of the researcher, where the researcher wishes to eliminate the Neutral (N) category from the list to make it easier to find the results of the study.

3.4. Operational Concept

Understanding intuitive in the form of abstract forms with concepts and explanations so that it can be understood from the variables formed becomes a benchmark that is crucial enough to obtain significant research results. The variables formed in this study are the influence of Youtube Mobile Legends content as variable (X) and E-sport Tournament Interest as variable (Y). In addition, there are also several concepts used in this study to generate or form a questionnaire structure by connecting each variable that represents a statement of the existing variables (Malhotra et al., 2017).

The formation of a structured questionnaire can be known as explained in the following concept operational table:

Table 2. Concept Operationalization

Variabel	Dimensi	Indikator
Pengaruh Konten Mobile Legends (X)	<i>Cognitive effect</i> (Efek kognitif)	1. Mengetahui Mobile Legends <ul style="list-style-type: none"> - Saya mengetahui apa itu Mobile Legends! - Saya bermain Mobile Legends! - Saya menonton konten Mobile Legends untuk mencari informasi!
	<i>Affective effect</i> (Efek afektif)	2. Sering menonton konten Mobile Legends <ul style="list-style-type: none"> - Saya sering menonton Konten Youtube Mobile Legends! - Saya sering bermain Game Mobile Legends! - Konten Youtube Mobile Legends mudah dimengerti!
	<i>Behavioral effect</i> (Efek behavioral)	3. Termotivasi untuk Bermain game Mobile Legends <ul style="list-style-type: none"> - Konten Youtube Mobile Legends Menjadi motivasi bermain! - Konten Youtube Mobile Legends menambah skill bermain! - Saya bermain Game Mobile Legends karena menonton Konten Youtube Mobile Legends!
Minat Tournament E-sports (Y)	<i>Viewpoint</i> (Sudut pandang)	1. Tertarik terhadap E-Sport <ul style="list-style-type: none"> - Saya tertarik terhadap E-sports! - Karena Konten Youtube Mobile Legends saya tertarik mengikuti Tournament!
	<i>Socialization</i> (Sosialisasi)	2. Membangun minat mengikuti tournament <ul style="list-style-type: none"> - Saya minat untuk bermain Mobile Legends lebih serius untuk mengikuti Tournament E-sport! - Konten Youtube Mobile Legends mempengaruhi minat untuk mengikuti Tournament! - Saya berminat memasuki dunia E-sports karena Konten Youtube Mobile Legends!
	<i>Ideological</i> (Ideologis)	3. Medorong minat masuk team E-sports <ul style="list-style-type: none"> - Saya termotivasi untuk masuk team E-sports karena pemain E-sports! - Saya minat mengikuti Tournaments antar komunitas Karena Pemain E-sports! - Saya berminat mengikuti Tournament Mobile Legends kelas Dunia!

Source : (Sitepu et al., 2018)

After making structured steps in the research design, the next stage will be data processing techniques in the form of data confirmation tests and data analysis. The data confirmation test is needed to determine the validity and consistent level of the acquisition

of the questionnaire results formed with the output of data processing with the Validation Test and Reliability Test (Sujarweni, 2014).

Meanwhile, data analysis is needed in the processing stage of the questionnaire results as an effort to form hypotheses with output and results that can be described by the Simple Linear Analysis Test Technique with the provisions of the results of the F Test, T Test and Coefficient of Determination Test (Gupta, 2020).

4. RESULTS AND DISCUSSION

The initial stage of the data confirmation test to obtain the current research results is to conduct a Validity Test with the Bivariate Correlations Output on the IBM SPSS software version 26. The validity test results can be said to be valid in knowing the level of accuracy of each research statement item if the Sig. value is lower than 0.05 and each variable indicator item formed that has been processed through the Bivariate Correlations Validity Test technique is greater than R_{tabel} .

The Reliability Test with the Cronbach's Alpha technique will be carried out in the current study as a complement to the Data Confirmation Test to see the level of instrument consistency in each variable formed. The research instrument or questionnaire can be said to be reliable or have a significant level of consistency if the results of Cronbach's alpha are greater than 0.060. In the current research context, the results of the Data Confirmation Test can be seen as described in table 2 below:

Table 3. Data Confirmation Test of the Effect of Mobile Legends Content

Variabel	r_{hitung}	r_{tabel}	Sig.
X ¹	0,797	0,174	0,000
X ²	0,896	0,174	0,000
X ³	0,869	0,174	0,000
X ⁴	0,915	0,174	0,000
X ⁵	0,832	0,174	0,000
X ⁶	0,896	0,174	0,000
X ⁷	0,869	0,174	0,000
X ⁸	0,915	0,174	0,000
X ⁹	0,932	0,174	0,000
Cronbach's Alpha = 0,959			

It can be seen that the results of the Data Confirmation Test for the Influence of Youtube Mobile Legend Content Variables in table 2 above can be said to have a significant level of validity and reliability. This is known from the results of the table above that each statement item on the variable is formed to have a significance value (Sig.) of 0.000 so that it can be assumed to be lower than 0.05 as a decision reference. The acquisition of these results is again reinforced by the results of the rcount of each statement item on the variable formed with the highest result of 0.932 and 0.797 as the lowest rcount value. It can be concluded from these results that the Validity Test is said to be valid so that the research instruments of the variables that have been formed can represent the characters in each research variable validly.

The results of the Confirmation Test of the previous table also produce significant reliability as a high level of confidence in the instrument used, because the output generated by Cronbach's Alpha exceeds the decision reference which is above 0.60 as can

be explained in detail the results of Cronbach's Alpha on the digital literacy variable (X) produce 0.959, thus the research instrument of the variables that have been formed is declared consistent.

Table 4. E-sport Tournament Interest Test

Variabel	r_{hitung}	r_{tabel}	Sig.
Y^1	0,846	0,174	0,000
Y^2	0,917	0,174	0,000
Y^3	0,889	0,174	0,000
Y^4	0,91	0,174	0,000
Y^5	0,941	0,174	0,000
Y^6	0,91	0,174	0,000
Y^7	0,941	0,174	0,000
Cronbach's Alpha = 0,964			

The results of the E-sport Tournament Interest Variable Data Confirmation Test in the table above can be said to have a significant level of validity and reliability. This is known from the results of the table above that each statement item on the variable is formed to have a significance value (Sig.) of 0.000 so that it can be assumed to be lower than 0.05 as a decision reference. The acquisition of these results is again reinforced by the results of the rcount of each statement item on the variable formed with the highest result of 0.941 and 0.846 as the lowest rcount value. It can be concluded from these results that the Validity Test is said to be valid so that the research instruments of the variables that have been formed can represent the characters in each research variable validly.

The results of the Confirmation Test of the previous table also produce significant reliability as a high level of confidence in the instrument used, because the output generated by Cronbach's Alpha exceeds the decision reference which is above 0.60 as can be explained in detail the results of Cronbach's Alpha on the digital literacy variable (X) produce 0.964, thus the research instrument of the variables that have been formed is declared consistent.

After obtaining the valid and reliable results of the current research instrument, the Simple Linear Regression Analysis stage will be carried out with the initial output, namely the F Test, which aims to determine the resulting influence between the influence of Mobile Legend Youtube Content on E-sport Tournament Interest. At the stage of the F Test process, it has a decision assumption in the form of if the probability value of Sig.

The result is lower than 0.05, it can be assumed that the regression model analysis technique can be used as a means of predicting the effect of the variables formed in the current study. The results of the F Test that have been carried out in the current study can be seen as follows:

Tabel 5 . Uji F

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3576.256	1	3576.256	321.056	.000 ^b
Residual	235519	7	2.707		
Total	3811.775	8			

a. Dependent Variable: Minat

b. Predictors: (Constant), Pengaruh

The acquisition of the F test results in table 4 above resulted in an Fcount value of 1321.056 and a probability of Sig. 0,000. Thus the regression model analysis is able to be used as a means of predicting the variables formed from the Effect of Youtube Mobile Legend Content on E-sport Tournament Interest in current research, because the probability value Sig. 0.000 is lower than 0.05.

From the acquisition of the F Test results as an assumption of the regression model analysis decision. Furthermore, the t test stage will be carried out as an effort to find out significantly the results of the current research hypothesis. The t test can be said to be valid if the Sig. value is lower than 0.05 and the tcount value is higher than the ttable. In the context of current research, the t-test output can be explained as the results in the table below:

Tabel 6. Uji T

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.	Beta		
1	(Constant)	-17.493	1.170		-14.946	.000
	Pengaruh	1.374	.038	.969	36.346	.000

a. Dependent Variable: Minat

The acquisition of the t test results in table 5 above results in a significance value (Sig) of 0.000 in the formed variable, and there is a tcount value of 36.346 and a ttable of 1.663 which is known from the ttable distribution results on the Mobile Legend Youtube Content Influence variable. From the acquisition of these results, it can be assumed that the presumptive hypothesis that has been proposed can be accepted because it has met the reference assumptions of the t test decision if the Sig value of 0.000 is lower than 0.05 and the tcount value of 36.346 is greater than the t table of 1.663. So that in the context of current research Ha is accepted and H0 is rejected, in other words, Mobile Legend Youtube Content has a Significant Effect on E-sport Tournament Interest in Teenagers in Jagakarsa, South Jakarta.

It can be further explained if there are partial results between the variables formed in the table known by looking at the constant value (a) -17.493 which represents the regression equation and the acquisition of the regression coefficient (b) 1.374. To explain the output of partial influence between the variables formed which can be clearly described through the following formulation:

$$Y = a + bX$$

$$Y = -17.493 + 1.374X$$

It can be known in detail from the formulation above that there is a partial influence of Youtube Mobile Legend Content on E-sport Tournament Interest in Teenagers in Jagakarsa, South Jakarta -17.493 if there is no change in the addition or subtraction of the variables formed in the current study. As for other explanations, it can be seen from the results of the regression coefficient (b) 1.374 which assumes that there will be a significant increase of 1% if there is a positive increase in the Youtube Mobile Legend

Content Influence variable outside of the current study and the effect of this increase will indirectly also simultaneously affect the E-sport Tournament Interest in Teenagers in Jagakarsa South Jakarta by 1.374.

The final stage of data processing in this study is the Coefficient of Determination Test which is useful as a measurement of the influence produced on the results of the hypothesis that has been known by looking at the output of R Square. If you get high results, the amount of influence between the variables formed will be higher and vice versa. The output of the results of the Coefficient of Determination Test can be explained as in the following table:

Table 7. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. of the Estimate
1	.969 ^a	.938	.938	1.645
a. Predictors: (Constant), Pengaruh				

It can be seen from the details of the table above as previously stated, there is a nominal focus on the results of R Square 0.938, it can be concluded that Youtube Mobile Legend Content has a Significant Influence on E-sport Tournament Interest in Teenagers in Jagakarsa South Jakarta by 93% and from the acquisition of these results also leaves 7% (100-93) it can be seen that there are other factors or other aspects outside of research that can affect the E-sport Tournament Interest variable in Teenagers in Jagakarsa South Jakarta.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

From the current series of research analysis results, it can be concluded that Mobile Legends content has a positive and significant effect on Tournament Interest in Jagakarsa South Jakarta Teenagers.

The acquisition of these results is dominantly influenced by the Cognitive effect dimension as the highest measure of variable X (Effect of Mobile Legends Content) with indicators: Motivated to Play Mobile Legends Game. While in Variable Y (E-sports Tournament Interest) the ideological apparatus dimension with indicators: Building Interest in Following the Tournament.

It can be concluded from the acquisition of the highest results in the dimensions and indicators of the variables formed in the current study, that there is a significant relationship between one another. In this context, Mobile Legends Youtube Content is considered capable of providing a greater understanding of the importance of E-sports Tournament Interest for Reamaja in Jagakarsa, South Jakarta. In addition, Mobile Legends Youtube Content is able to provide more understanding of the E-sports Tournament Interest that has been assumed or understood by Teenagers in Jagakarsa, South Jakarta, who tend to emphasize personal opinions compared to the opinions of others regarding E-sports Tournament Interest.

5.2 Suggestions

The overall gain in the current study resulted in a collation of influence on each variable of 93%. These results can be assumed if there is another influence of 7% (100 - 93), which means that there are still other factors outside the current research variables that can increase the effect of understanding the Interest in E-sports Tournaments. For this reason, further research needs to be carried out regarding the understanding of E-sports Tournament Interest outside of the current study, given the many other positive elements that can influence the understanding of E-sports Tournament Interest.

Academic advice in this study, namely, for further research to explore more about the two variables studied, because there are still other factors that can support interest in e-sports. As for practical advice, it is hoped that teenagers in Jagakarsa, South Jakarta will pay more attention to the positive things that result from Mobile Legends content, such as interest in playing Mobile Legends games seriously and trying to enter the world of E-sports, because if you just play it is just a waste of time.

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