

ABSTRAK

Gaby Lim (01041180107)

PEMBENTUKAN *TRUST* ANTRA DONATUR DAN *LIVE STREAMER E-SPORT* MELALUI *SOCIABUZZ TRIBE*

(xiii+ 88 halaman: 16 gambar; 12 tabel; 8 lampiran)

Kata kunci: *e-Sport*, *trust*, *social exchange theory*, donasi, *live streamer*, donatur, 8

Peminat *live streaming* terus bertambah pada perkembangannya diakibatkan semakin mudah dan murah akses internet pada semua kalangan dan usia. Hal ini menyebabkan munculnya fenomena pemberian donasi terhadap *live streamer*. Pemberian donasi ini juga didukung dengan adanya platform *SociaBuzz Tribe* yang mewadahi pemberian donasi khususnya terhadap *live streamer e-Sport*. *Live streaming* kemudian bisa dijadikan sebagai alternatif penghasilan bagi para *live streamer* dari donasi yang didapatkan.

Penelitian ini akan memaparkan hubungan kepercayaan antara donatur serta *live streamer* dan hubungan pertukaran yang ada didalamnya. Pendekatan penelitian yang akan digunakan adalah pendekatan kualitatif dan metode penelitian fenomenologi. Pengumpulan data akan dilakukan dengan melakukan wawancara mendalam, observasi partisipan serta melalui kajian pustaka, buku, dan jurnal. Penelitian ini dikaji dengan menggunakan konsep *trust* dari James Coleman dan teori pertukaran sosial dari George Homans.

Hasil penelitian mendapatkan adanya *trust* yang mendorong terjadinya hubungan pemberian donasi oleh donatur terhadap *live streamer*. Selain adanya *trust*, terdapat juga pertukaran sosial yang didasarkan pada hubungan untung rugi. Penelitian ini juga mengandung proposisi sukses, proposisi nilai, dan proposisi stimulus dari teori pertukaran sosial George Homans.

Referensi: 65 (1961-2021)

ABSTRACT

Gaby Lim (01041180107)

DEVELOPMENT OF TRUST BY DONORS AND LIVE STREAMER E-SPORT THROUGH SOCIABUZZ TRIBE

(xiii + 88 pages:16 pictures; 12 tables; 8 attachments)

Keywords: e-Sport, trust, social exchange theory, donate, live streamer, donors, game

Interest in live streaming continues to grow in its development due to the easier and cheaper internet access for all groups and ages. This has led to the emergence of the phenomenon of giving donations to live streamers. This donation is also supported by the SociaBuzz Tribe platform which accommodates donations, especially for e-Sport live streamers. Live streaming then can be used as an alternative income for live streamers from the donations obtained.

This study will describe the relationship of trust between donors and live streamers and the exchange relationships that exist in it. The research approach that will be used is a qualitative approach and phenomenological research methods. Data collection will be carried out by conducting in-depth interviews, participant observation and through literature reviews, books, and journals. This research is examined using the concept of trust from James Coleman and social exchange theory from George Homans.

The results of the study found that there was trust that encouraged the relationship between donations by donors to the live streamers. In addition to trust, there are also social exchanges based on profit and loss relationships. This study also contains the success proposition, value proposition, and stimulus proposition from George Homans' social exchange theory.

Reference: 65 (1961-2021)