

ABSTRAK

Penelitian ini menganalisis upaya diplomasi korporat *MOONTON Shanghai Technology* dalam mengembangkan pasar di Indonesia melalui *Mobile Legends: Bang-bang (MLBB)*. Fokusnya adalah strategi *MOONTON* menarik minat pemain Indonesia dan menjadikan *MLBB game mobile* terpopuler di sana. Metode deskriptif kualitatif dengan studi kasus digunakan untuk menganalisis strategi *MOONTON*. Data dari analisis dokumen menunjukkan *MOONTON* bekerja sama dengan pemerintah, komunitas pemain, dan penyelenggara turnamen *esports*. *MOONTON* menyesuaikan konten *game* dengan budaya lokal, memasukkan karakter dan tema Indonesia. Media sosial dan seniman lokal digunakan untuk promosi dan membangun komunitas pemain. Turnamen *esports* rutin meningkatkan popularitas *MLBB* di Indonesia. Hasil penelitian menunjukkan diplomasi korporat *MOONTON* berhasil meningkatkan pangsa pasar *MLBB* di Indonesia.

Kata Kunci: Diplomasi korporat, *MOONTON Shanghai Technology*, *Mobile Legends: Bang-bang*, pasar Indonesia, *esports*.

ABSTRACT

This research analyzes the *Corporate Diplomacy* efforts of *MOONTON Shanghai Technology* in expanding the market in Indonesia through *Mobile Legends: Bang-bang (MLBB)*. The focus is on *MOONTON*'s strategies to attract Indonesian *players* and make *MLBB* the most popular *mobile game* in the country. A descriptive qualitative method with a case study *approach* was used to analyze *MOONTON*'s strategies. Data from document analysis shows that *MOONTON* collaborates with the government, *player* communities, and *esports* tournament organizers. *MOONTON* adapts *game* content to local culture, incorporating Indonesian-inspired characters and themes. Social media and local artists are used for promotion and to build a *player* community. Regular *esports* tournaments increase *MLBB*'s popularity in Indonesia. The research findings indicate that *MOONTON*'s *Corporate Diplomacy* has successfully increased *MLBB*'s market share in Indonesia.

Keywords: *Corporate Diplomacy, MOONTON Shanghai Technology, Mobile Legends: Bang-bang, Indonesian Market, esports.*