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Students' Perception of Communication Style in Live Streaming Grand Theft Auto V (Communication Science Student Study of Sriwijaya University)

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ABSTRACT

This study aims to identify and analyze students' perceptions of the communication style displayed by streamers in Grand Theft Auto V live streaming. Overall research results prove that communication styles in GTA V live streaming have a very important role in building attention, interest, and comfort for students as viewers. Interactive, relaxed, and entertaining communication styles are proven to be able to create closer closeness between streamers and their audiences.

INTRODUCTION

In the realm of live streaming, Grand Theft Auto V Roleplay (GTA V RP) has developed into one of the most popular content genres as well as having its own specialties. GTA V RP is a modification that gives players the flexibility to play certain characters in a virtual environment designed to resemble real-life reality. These characteristics require intensive, straightforward, and creative communication between players which is then broadcast live to the audience (Siregar, 2023). The various forms of interaction that are intertwined, ranging from negotiation sessions, dramatization, to spontaneous jokes, do not solely function as a mechanism for the game, but at the same time become the main attraction for the audience so that a rich virtual communication ecosystem is created.

Students are a segment of the audience that has strategic value and deserves serious scientific attention, considering that they are a group that has become digital literacy as well as being the most active consumers of live streaming content today. In their capacity as critically minded audiences, students' perception of the streamer's communication style not only has an impact on the popularity of a content, but also has the potential to influence the formation of interpersonal communication norms that they apply in daily life (Saputra Dewa, 2025).

Furthermore, the communication style displayed by streamers has real implications for the formation of social skills and communication ethics among students. A fluid, inclusive, and humorous style of language has the potential to be perceived as a medium to hone interpersonal communication skills while building positive virtual relationships (Putra et al., 2025). However, on the other hand, the use of verbal abuse, excessive sarcasm, or aggressive communication styles risks being internalized by students and then considered as commonplace in their daily lives. Sucipta, Ibrizah, and Dwiyani in their book explain that interpersonal communication does not only involve exchanging messages at the cognitive level, but also contains significant personal and emotional involvement. In every communication process, individual feelings, life experiences, and perceptions also influence

the way messages are conveyed, received, and interpreted. Emotional aspects such as empathy, trust, and the mood of the message recipient play a significant role in determining how a message will be interpreted and responded to. Communication that is colored by positive emotions tends to strengthen relationships between individuals, while communication that is full of negative emotions has the potential to create distance and tension between them. Thus, the communication style presented through digital media, including live streaming, has the potential to shape the emotional state of the audience while affecting the quality of their relationships and social interaction patterns in the future. (Johantan Alfando Wikandana Sucipta et al., n.d.)

Understanding students' perceptions also needs to be linked to the various motives that motivate them to watch. stating that the audience actively chooses certain media to meet their specific needs. In the context of GTA V RP live streaming, these motives can be diverse: from the need for entertainment and tension relief, from the need for social interaction such as the feeling of belonging to a chat community, to the need for information such as the desire to learn roleplay tricks. A positive perception of the streamer's communication style will validate and reinforce these motives, which in turn encourages the formation of continuous audience loyalty.

The communication style in GTA V RP is actually very rich and multi-dimensional, far beyond just casual conversation. The uniqueness of this genre lies in the unique combination of in-character communication—that is, communication that is in harmony with the role being played in the game—with out-of-character communication in the form of direct interaction between the streamer and his audience. Successful streamers are usually able to transition seamlessly between a serious or dramatic role in the game's narrative and a humorous or straightforward style when interacting with chat. The variety and dynamics of these stylistic transitions are key aspects that need to be examined, as they determine whether students view a streamer as a purely entertaining actor or as a role model in terms of communication.

With all its complexities that include the dimensions of technology, ethics, culture, psychology, and the creative economy, the research on "Student Perception of Communication Styles in Grand Theft Auto V Live Streaming" has become a study that is not only academically important, but also relevant in an effort to map the direction of the development of communication and social interaction of the digital generation in the future. This study is expected to be a comprehensive foothold to further understand how digital viewing shapes students' perspectives and communication patterns in their daily lives.

RESEARCH METHODOLOGY

This research uses a qualitative approach. The qualitative approach allows researchers to explore social phenomena in a more in-depth and comprehensive way. Kriyantono in his book explains that in qualitative research, the data collection process is not only carried out once, but can be repeated continuously to gain a richer understanding of the opinions, experiences, and meanings of the research subjects. In addition, observation techniques, both participant and non-participant, can be used to directly observe how behavior and communication dynamics occur in the context being studied. (Rachmat Kriyantono, 2014)

RESULTS AND DISCUSSION

A. Students' Perception of Communication Styles in GTA V Live Streaming

1. Students' Perception of Language Use and Communication Ethics

Based on the results of the study, the use of language in live streaming also has the potential to contribute to the formation of a younger audience communication pattern. Therefore, a higher awareness of streamers is needed in using responsible language.

Students consider that the boundary between entertainment and ethics must always be considered in live streaming. Although freedom of expression is one of the hallmarks of digital media, responsible communication remains a fundamental aspect in building a positive image of a streamer.

Students' Perceptions of the Credibility and Authenticity of Streamers

The results of the interview were reinforced by previous research that revealed that the credibility of streamers is greatly influenced by the audience's perception of the authenticity of the characters displayed during the broadcast. Audiences tend to trust streamers who show natural, consistent, and non-contrived communication. (Salsabila & Hidayah, 2024)

Students' perception of the credibility and authenticity of streamers shows that students value streamers who are natural, consistent, honest, and communicative. Credibility and authenticity are the main foundations in building audience trust, increasing audience loyalty, and creating a positive image in the world of digital live streaming.

The Impact of Streamers' Communication Styles on Viewing Interest

As a student of Communication Sciences, the informants in this study also showed a tendency to evaluate the streamer's communication style from an academic perspective, not just as an entertainment consumer. This reinforces the argument that educational background influences the way a person perceives communication.

Overall, the streamer's communication style has proven to be the dominant factor that influences students' interest in watching GTA V live streaming.

4. Students as Critical Audiences in Assessing Live Streaming Content

Overall, students as critical audiences have a significant role in assessing the quality of GTA V live streaming communication.

B. Streamer Communication Style in GTA V Live Streaming

1. Streamer's Verbal Communication Style

Based on the results of the study, Communication Science students have a tendency to assess the streamer's verbal communication more deeply than audiences who do not have a communication background. They not only pay attention to the content of the message, but also the way it is conveyed, intonation, and the context of the underlying communication.

Overall, GTA V streamers' verbal communication style has a very important role in shaping student perception. Relaxed, humorous, spontaneous, and interactive verbal communication has proven to be able to create a more engaging viewing experience, build social closeness, and increase audience loyalty. Thus, verbal communication is not just a way of speaking, but is the main element that determines the success of streamers in building a positive image and maintaining existence in the world of digital live streaming.

2. Streamer's Nonverbal Communication Style

In addition, nonverbal communication also plays a role in building a streamer's personal identity. Streamers who have characteristics in their expressions, gestures, or emotional responses tend to be easier to remember and recognize by the audience, thus strengthening their personal brand in the streaming world.

GTA V streamers' nonverbal communication style has a significant influence on student perception because it plays a role in creating authenticity, increasing entertainment value, strengthening verbal messages, and building a deep emotional closeness with its audience.

3. Streamer Interaction with Audience

Communication Science students in this study also showed a tendency to assess the streamer's interaction with the audience more critically. They realized that the quality of interaction not only affects the comfort of watching, but also reflects the professionalism and communication character of a streamer.

Streamer interaction with the audience has a huge influence on students' perception of GTA V live streaming.

CONCLUSION

1. Conclusion

Based on the results of the research and discussion that has been described in Chapter IV, it can be concluded that the communication style applied by streamers in GTA V live streaming has received a positive perception from students as the audience. This is reflected in the high interest of students in the way streamers convey messages, establish interactions, and build a relaxed and entertaining communication atmosphere during the broadcast.

This positive perception is influenced by several factors. First, at the selection stage, students tend to be interested in watching GTA V live streaming because the streamer's communication style is considered attractive, inviting laughter, relaxing, and easy to understand. The use of communicative language, spontaneous expressions, and direct interaction with the audience are the main attractions that encourage students to continue to follow the broadcast.

At the interpretation stage, students emphasized that the streamer's communication style in GTA V live streaming not only functions as a means of entertainment, but also succeeds in creating emotional closeness with the audience. Students consider that streamers are able to build meaningful two-way communication through responses to comments, spontaneous jokes, and interactions that make the audience feel actively involved in the course of the broadcast. The relaxed and expressive communication style also makes the message conveyed feel more natural and less boring.

In the evaluation stage, students assessed that the streamer's communication style had a real influence on their comfort and interest in watching GTA V live streaming. On the other hand, streamers who were considered too monotonous or less able to interact with the audience received a poor rating.

Overall, the results of this study prove that the communication style in GTA V live streaming has a very important role in building the attention, interest, and comfort of students as viewers. The interactive, relaxed, and entertaining communication style is proven to be able to create a closer relationship between streamers and their audiences.

2. Suggestions

Based on the results of the research that has been conducted, the researcher provides the following suggestions:

1) Share GTA V Live Streaming Streamers

It is expected that streamers will always maintain an interactive, communicative, and entertaining communication style in order to maintain and increase audience interest. In addition, streamers are advised to be more active in building interaction with viewers through comment responses, the use of easy-to-understand language, and the presentation of creative content in order to create a closer and meaningful relationship with their audience.

2) For Students as Audience

Students are expected to be wiser in choosing and filtering the live streaming content they watch, so that they do not just make live streaming as entertainment, but are also able to take positive values from the

communication conveyed by the streamer. In addition, students are expected to remain wise in managing the time so that watching live streaming activities do not interfere with the smooth running of academic activities.

3) For the Next Researcher

Further research is expected to develop this study using different approaches or theoretical frameworks, such as interpersonal communication theory, symbolic interaction, or quantitative approaches to measure the influence of streamer communication style on audience satisfaction and loyalty levels in a more measurable and in-depth manner.

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