

Abstract

When we talk about entertainment, it is not strange when we hear the word game. One of the most famous game in Indonesia is known as Mobile Legends Bang Bang. Mobile Legends Bang Bang is the game developed by Moonton which was recorded as the 2nd best game in Indonesia and also become one of the games which is played in National Sport Week 2021 (Pon 2021). Besides, researcher suspect that there is some content commodification practice of the folklore on the Mobile Legends Bang Bang hero which become the background and foundation of the research. As a response to that assumption, writer conduct the research to dig deeper regarding how Mobile Legends Bang Bang applicated content commodification of folklore to their hero. The research will be conduct with qualitative content analysis method. The results reveal that from 124 hero of Mobile legend 43 of them is part of folklore content commodification in several aspect of name, physical appearance, theme, story, skill, and claim. Furthermore, researcher discusses several hero folklore commodification detail in chapter four for some country/group of country which have a notable relation with Mobile Legend Bang Bang and have the high amount of folklore content commodification.

Keywords: Commodification, Folklore, Mobile Legends Bang Bang, Content analysis, Online Game, Hero