Analysis of the Effect of Electronic Sports (E-Sports) Management on the Implementation of the Franchise League

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Abstract. This study aims to prove the significant effect of implementing a league franchise on mobile games on esports team management. Researchers also want to know the responses of esports community fans to the application of franchise leagues. This research was conducted using a qualitative method, where researchers obtained data by conducting interviews with esports team management who joined and invested in franchise leagues and competed in franchise leagues and from the esports community. The results that the authors get from this research is that the franchise league really attracts the attention of the management team to join the franchise league, where to join the franchise league requires capital to be invested. The enthusiasm of each esports team is very clear, such as the investment to join, there are no remaining slots given by the developer in organizing this franchise league. Another interesting thing is that the nominal investment invested by each team has so far increased rapidly beyond the profits earned during the league competition. The franchise league implemented in Indonesia makes the game look more exclusive and royal, where the only team that can participate in this prestigious event is the team that is included in the franchise league.

1 Introduction

The development of the industrial revolution 4.0 during the COVID-19 is a situation where many business sectors will experience a decline. The decline in performance during this period was due to the lack of investors who wanted to invest in the company, limited operating hours, the uncertainty of this pandemic ending, etc. The gaming industry is one of the sectors that was developed to be the center of attention in this revolution. According to Zhang et al. (2018), the sport industry's almost significant growth rate throughout the world as a whole, this can be seen from several factors which include interest of the public, celebrity attraction, sponsorship of several multinational companies and for investors who make parties willing to invest in it. This development allows the game to be operated using mobile phones with a network that supports the game by the specified qualifications. The development of the game industry now it has made game developers expand their the industry where the game is not only for users to enjoy, but the games they build are made for events or tournaments in the game that aim to attract more game players to improve the quality of their play. This is what makes mobile games that have been formed can be used as sports events that we know as electronic sports (e-sports). A mobile game is one of the games that was formed for the existence of a tournament and has grown until now to an international tournament. The game industry is trying to implement the franchise league into their tournament system. The franchise league opens up opportunities for investors to invest their capital to make it an investment. According to Mittal and Manavalan (2017), The biggest attraction of this league is the return on benefits that investors will get from the investment process. In this regard, sports in any form have blossomed in recent times to increase their existence.

The author realizes developer development by issuing a franchise league as its tournament system because the developer wants to pay attention to the teams that will compete in the game and make the tournament held by developer an exclusive tournament. Fuller (2019), The Franchise League requires not only investment in money but also investment in time. Fuller (2019) Like massive investments in franchises and hiring of professional players, paying attention to the quality of the players also requires time and financial investment. This program is also advantageous for the team due to their quick availability to run matches. Therefore, investment in players is gaining returns for the franchises as measured by the costs of the program and returns for teams. It has pros and cons for every e-sport player, but it does not rule out the opportunity where many parties support the formation and implementation of franchise leagues in Indonesia, both as sponsors and investors (main main.id, nd). Franchise league is a competition format, where every contestant who wants to compete, it’s required to invest with a specific capital to take part in every competition held by the developer. Implementing a franchise league is a barrier for teams that cannot join the franchise league to develop their team, where the financial condition of each team will determine whether the team

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can join or not. Team management is very influential in making decisions to join the franchise league. The author feels that there is big anxiety for teams that cannot join the franchise league, where franchise leagues seem to make it difficult for community teams to develop. Therefore, the author wants to examine the effectiveness of team management in the application of franchise leagues.

The author realizes that the application of franchise leagues is a hot topic that is widely discussed on social media and even within the community itself. According to Wills (2019), esports is in the spotlight of the world at this time which makes this industry can indeed develop all over the world. Eventually, anchored around a franchise model, participation in the largest leagues begins with careful consideration of the risks and synergies between players, teams, companies, and investors from day one. With the right legal structures in place, investors can go ahead and get their game on. To examine the topic that the author wants to develop, the author wants to find out what are the considerations for team management in deciding to join a franchise league with a nominal that must be invested, whether the franchise league is what the expected in its application, and how the response from the community towards the application of franchise leagues in the Indonesian esports industry. This implementation is not easy to be accepted by the community and even all the teams that compete in e-sport games. The author wants to examine how the management team of an esports organization views the application of a franchise league in a mobile game, especially in the esports mobile game which has been running for about 5 seasons, the benefits that the team gets from investment activities in the franchise league, whether to join into the franchise league already calculated against future value, value to the esports industry, etc. The author also wants to know what is the impact on small teams and pro players who cannot compete in the franchise league, whether other tournaments can be participated by teams that do not join the franchise league to improve their performance and exist in the e-sports world. This needs to be investigated because its existence is currently only owned by organizations or teams that can join the franchise league.

It can be seen from the development of the franchise league that it brings best opportunities to obtain benefits that can be seen from the enthusiasm of the audience and players in the game. The franchise league was formed not to be a problem for developers, but rather a best opportunity for viewers of every tournament held by developers from franchise league tournaments in Indonesia, especially the 8th session is a tournament with the highest number of viewers watched in the e-tournament forum in mobile sports. Peak viewers from the tournament session 8 franchise league tournament Indonesia were 2,392,579 and the hours watched were 76,945,678 hours. This data explains that the enthusiasm of the audience and players of the mobile game is very popular with many parties, where this number exceeds the record of franchise league tournaments in Indonesia in season 7 by 41%. (“escharts”, nd)

### 1.1 Objectives

Based on this background, the author considers franchise leagues to be a hot topic in the esports industry. This topic has many pros and cons in esports organizations. Many questions can relate to examining this topic, such as:

a. What did the management team consider in deciding to join a franchise league?

b. Is this franchise league by the implementation expected by the management of esports organizations?

c. How do players, communities, and esports players respond to a mobile game to the franchise league in Indonesia?

d. How much does the team earn by joining the franchise league tournament? Does it affect sponsorship and team merchandise sales?

### 2 Literature review

This study explores a lot of information from various previous studies related to investment and the application of franchise leagues that have occurred in Indonesia and even those that have circulated in several countries other than Indonesia. The information that will be obtained by researchers, in this case, will be used as a comparison material, both what has and hasn’t happened in Indonesia. Researchers also use data collection techniques with literacy and documentation techniques, where the authors use information from websites, mass media, and articles that discuss investment and the application of franchise leagues, especially in Indonesia. The theory that the author uses in this study, among others:

#### 2.1 Investment theory

Sunariyah (2011) investment is an investment activity against one or more assets owned in the long term, where investors in this activity expect profits or profits in the future. Munawir (2007) assets or assets obtained by individuals or corporations, namely as a resource that has economic value that can be used by the company within a certain time with an objectively measured acquisition value. Investments can be made individually or as a corporation. Researchers realize that with the development of the times, investment activities are no longer only investing in tangible assets but also investing in intangible assets. This franchise league is an investment activity that is included in intangible assets. John M. Keynes and Irving Fisher, both argued that investments are made until the present value of expected future revenues, at the margin, is equal to the opportunity cost of capital. This means that investments are made until the net present value is equal to zero.

#### 2.2 Personality traits theory

Pak and Mahmood (2015) said that, "A person’s investment decisions are based on demographic factors such as age, gender, income, education level, personal characteristics (personality trait) such as personality, risk tolerance, market (market) such as expected risk, interest
rate received, transaction costs and other related factors.” Ozer and Mutlu (2019) Personality traits are one of the important psychological factors affecting the financial behavior of individual investors. Dhiman and Raheja (2018) Decision-making with investment capital is strongly influenced by the personality of the investor in which there is personality psychology. Personality is divided into 5 factors, including openness to experience (creative people), conscientiousness (reliable, responsible & organized people), extraversion (active people), agreeableness (social people), neuroticism (emotional & moody people). Paliwal et al. (2018), Sadiq and Khan (2019), and Husnain et al. (2019) found conscientiousness has a positive relationship with long term investment decisions. Gunkel et al., (2010) which states that "A person with this Conscientiousness personality has a strong stance, is disciplined, and has high performance." According to Martins (2002) which states that "Conscientiousness describes someone diligent and trustworthy." Martins (2002) which states that "Conscientiousness describes someone reliable, trustworthy, diligent and persistent. Pak and Mahmood (2015) which states that "A person with awareness has a certain level of belief, is objective, methodological, self-disciplined, and tends to have clear investment goals." Research conducted by Husnain et al. (2019) says, “A person who has a conscientious personality will invest in long-term financial instruments. Because someone with a conscientious personality is very careful, responsible and they believe that with preparation, the chances of getting a profit will be greater so they choose to make long-term financial investments.”

2.3 Social integrative benefit theory

Verhagen (2015) which states social integrative benefits are benefits that come from social ties and relationships that develop over time between entities that participate in the customer community, social relationships provide various benefits to customers including an increased sense of belonging or social identity. The indicators of social integrative benefits according to Verhagen (2015) are (1) social relations and (2) social identity. Seonsoo's research (2018) reveals that social integrative benefits have a positive and significant effect on customer engagement. A similar study was also conducted by Nambisan (2009) where social integrative benefits have a positive and significant effect on value creation in the customer's online community. Andova (2016) also suggests that social integrative benefits have a positive and significant effect on customer engagement.

2.4 Community engagement theory

The level of social engagement is defined as a state of collective engagement that can be represented in behavioral (collective action, group participation), cognitive (shared knowledge), and affective (orientation, intention, and experience) forms and is the result of dynamics and systems located socially. The notion of the degree of social engagement comes from the notion of collective action and outcomes. Engagement is the ultimate relational decision-making tension between individuals of all types and general levels (whether human or artificial, organizations, groups, associations, business/industry, communities, and societies).

Fort (2006) pointed out two important features of sport franchise values: First, the lack of audited financial data from professional sports teams in North America, coupled with incessant, hard to verify, claims of financial difficulties made by team owners places a premium on the analysis of observable data like actual prices paid for professional sports teams on the open market; second, franchise values increased dramatically over the past 100 years, outstripping the growth rate of the overall economy by a wide margin, and understanding why franchise values grew so rapidly is an important research question in sport finance.

3 Methods

3.1 Research approach

reviewed through the type of data to be obtained, the research approach used in this study is qualitative. Sugiono (2018) qualitative research method is a research method used to examine the condition of natural objects, where the researcher is the key instrument, the data collection technique is done by triangulation (combined), the data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

The research method that the researcher uses is a qualitative method, where this method researchers use because the data that researchers can base on events that actually occur in the field. This research also begins by examining the development of Electronic sports with the Semi-Structural Interview method and researchers make active observations related to information related to franchise leagues in Indonesia.

This qualitative research method was chosen by the researchers because in order to convince researchers to obtain valid data from participating sources and observe the franchise league directly. so that the data that researchers get is in accordance with the information that researchers want to obtain.

This type of research approach is a descriptive approach. Descriptive research is research that is used to describe existing problem solving based on data obtained from interviews and observations made by researchers. In addition, to obtain information about the implementation of franchise league management implementation in Indonesia, especially in Electronic Sport (E-Sport) mobile games.

4 Data collection

4.1 Data source

The data source that the researcher uses is the primary data source. This primary data source was obtained by researchers through direct interviews in the field, but with
the COVID-19 pandemic, researchers conducted interviews with sources through online media (Google Meet). Primary data sources are data obtained directly by researchers to the source without any intermediary by digging the original source directly through the respondent. The primary data sources in this study are Electronic Sport (E-Sports) organizations/teams that participate in and join the franchise league held by the mobile game in Indonesia and representatives of the community who follow the development of the franchise league tournament from the start of the tournament (Season 1) to the present (Season 9). In addition, the researcher carried out observations on the website, direct events, and data obtained from trusted sources during the franchise league tournament running from Season 1 to Season 9. Until, in the end, the data that the researcher could take into consideration for the researcher to use the information.

4.2 Method of collecting data

The method that the author uses in collecting the required data is by conducting interviews and observations. The party being interviewed in this case is the e-sport organization that joins the franchise league. This is used by the author to inquire and seek information regarding the views of the management of e-sports organizations on the implementation of franchise leagues and inquire about the interest of e-sport organizations to decide to join and compete in the franchise league, where the game that runs the first franchise league in Indonesia. The author realizes that the e-sports team's management decisions have a big impact on the survival of the team and whether all the efforts that have been made by the team are in accordance with the benefits obtained so far. All investments invested by each team into this franchise league have a nominal value where the author realizes that all forms of investment have value in the future. Whether this has also been taken into account by the team to decide to join it. The author sees that teams that have joined the franchise league are not allowed to play games other than those who join the franchise itself, such as games based on battle arenas. In addition, the author also makes observations on several official websites and has evidence of events during franchise league tournaments. Thus, the author believes that the data obtained by the author can be fully trusted.

4.3 Interview sample selection

Researchers are very concerned about the selection of subjects to be interviewed. Moreover, the research that the researchers did is one of the new discoveries in Indonesia, namely, the franchise league format in an electronic sports tournament. The requirements for selecting an interview sample for an esports team / organization include an esports team / organization that joins a franchise league (already following the tournament format in the previous season), while for communities and game players who follow the development of the league franchise in Indonesia starting from Season 1 to at this time (Franchise league only started in Season 4), so that researchers can get complete information and views from sources starting from the differences and the positive and negative sides of the development of the franchise league.

5 Results and discussion

5.1 Results

In this study, researchers had the opportunity to conduct research on the effects of electronic sports (e-sports) management on the implementation of a franchise league which was starting to develop in Indonesia. In 2019, Indonesia first implemented a franchise league in one of the esports competitions. Mobile game itself previously had quite good development in Indonesia starting from 2018 one of the tournaments organized by Developer in Indonesia, specifically at Mall Taman Anggrek, Jakarta (1/4/2018). With the name of the tournament, Franchise league tournament. Along with the development and enthusiasm of the community, at Season 4 developers finally implemented a new tournament system in Indonesia, the franchise league. The franchise league itself is a competition format where contestants require a certain amount of investment to enter the competition (esports.skor.id). In this tournament system, there are 8 teams that invest. These include Evos Esports, Rex Regum Qeon Esports, Aura Esports, Alter Ego Esports, Onic Esports, Geekfam Esports, and Genflix Aerowolf Esports. Until Season 7 Genflix Aerowlf decided to withdraw from this tournament due to internal company problems which resulted in Aerowolf officially disbanding all divisions of its team (gamers.grind.id). So that the position of Genflix Aerowolf was replaced by Rebellion Esports which started its inaugural season in this Tournament in Season 8 (2021). And until now, the Franchise league is still running and it is rumored that there will be additional slots for contributions from franchise league tournaments later in Season 10 (2022).

Based on the results of interviews with researchers. Researchers interviewed from 2 different perspectives, first was from the Esports Team who contributed to Franchise league tournaments, and second from community representatives/esports players who knew and followed the trends of franchise league tournaments itself. Regarding this research, which was conducted on March 31, 2022. With a resource from the Head of Esports from one of the franchise league tournaments teams, Rebellion Esports. Rebellion Esports itself was formed in December 2019. Based on the results of interviews, researchers got several new results and findings. According to our sources, the Franchise League itself is a team that invests with a certain nominal value by getting several benefits and various benefits for the team itself. For the period of the franchise league itself, until now it is still valid for a lifetime. One of the advantages is the in-game battle emote according to our sources. In addition, our sources also explained that the team from Rebellion Esports had previously conducted research on this franchise league before the team decided to join this tournament. In this case, the researcher sees there are several views that are
considered by e-sport teams to join and invest in the gaming industry. Having knowledge of investment theory, personality traits and social integrative benefits is an important thing that must be possessed to see an investment opportunity. Respondent 1 explained that they needed time to do research and development before they made a decision to join the franchise league tournament. What makes researchers use the theory to support the results obtained from the interview process with the e-sport team. The research that we analyze also has developments in each season that runs during the Rolling franchise league tournaments from each Peak Viewer of each Season and each Match. In addition, the development of the community with the holding of the franchise league also increases every season. According to our sources, we also explained that the application of the franchise league itself also has a big impact on the community itself. Although it still has many pros and cons, so far the league / tournament is going well. That way the researcher can conclude that having a team invest in a franchise league is a good decision because the existence of a franchise league makes the tournament run clear from the system inside the tournament to outside the tournament. In addition, the role of the community is also very important in the franchise league itself.

In addition, we also conducted interviews with representatives from the esports community/players who are aware of the development of esports from the beginning to the present. We conducted this interview with representatives with various points of view from the point of view of the Content Creator, the Esports Community, to the Players of the mobile game itself. The results we get from this interview are quite a lot that the author can take from the interviewee's understanding of the franchise league also increases every season. According to our sources, we also explained that the application of the franchise league itself also has a big impact on the community itself. Although it still has many pros and cons, so far the league / tournament is going well. That way the researcher can conclude that having a team invest in a franchise league is a good decision because the existence of a franchise league makes the tournament run clear from the system inside the tournament to outside the tournament. In addition, the role of the community is also very important in the franchise league itself.

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5.2 Discussion

Based on the results that the researchers got, the researchers had several discussions that could be one of the reasons why the esports team really wanted to invest / join the Franchise league. The results are as follows:

5.2.1 Result of increase in peak views

From the findings that the researchers got, one of the management factors for joining the Franchise League system was the increase in the audience from the franchise league tournament itself. Based on the data we received from our observations. During franchise league tournaments Revolving (Season 1 - Season 9), increase from viewers looks very significant with the following graph in Figure 1.

Fig. 1. Peak viewers and average viewers.

From the graph, it can be said that as long as the franchise league tournament is running, it has a significant increase. In addition, the research sources also explained that viewers were very important in making management decisions to join the franchise league itself. In addition,
from the peak viewers, it can also be concluded that esports players are growing and increasing.

5.2.2 The increase on price pool

Researchers see that there is an increase in the provision of the Price Pool provided by developers in the implementation of the franchise league tournaments. Researchers see that the increase is very significant where at the beginning of seasons 1-3, developer provides a Prize Pool of $100,000 but at the time when developer implements the Franchise League, developer increases the Prize Pool to $300,000. It can be seen by researchers that there is an increase of 300%. The researcher concludes that the developer, by applying the Franchise League in this game, aims to pay more attention to the teams that compete in it together with developers. The results obtained by researchers from the presentation of resource persons show that the benefits offered to the team that join the Franchise League are very clear and the effects are very visible, where the benefits are actually implemented and not just talked about.

5.2.3 Increased revenue earned by game developers

Based on observations made by researchers, many improvements have occurred during franchise league tournaments Season 1 until now. Starting from season 1 (Franchise league has not yet been implemented) there are minimal sponsors and the sale of items in the ingame is less attractive. Until season 4 (Franchise league starts to be implemented). At that time, developers made changes to the tournament system into a franchise league. A fairly large increase was obtained by the mobile game developer itself. Starting from many partners in esports, sponsorship, and income from live streaming during the event which runs for approximately 9-10 weeks (3 days a week, every Friday, Saturday, and Sunday). In addition, based on information provided by informants. Many players from the community have started to purchase items in the game such as hero skins, to participate in paid events in the game. Of course it is very influential on game developers. Due to the increase in mobile game players, in-game sales also have an increase. Moreover, many players have seen good hero skins appear during the franchise league. The pros and cons of implementing the system simply come from the community and users of the game by implementing the franchise league itself, but the improvement after running the system can be seen by researchers that there is a very significant increase. Researchers can see a clear increase from the investment side where the income obtained from the existence of a franchise league is quite significant from sponsors, viewers gain, increased enthusiasm of game users, etc. This can affect everything a developer does to get the game's fans interested and owned.

5.2.4 Increase in terms of income and benefits that each team gets

Based on the information that researchers got both from the interview and from observation. Researchers can interpret the franchise league as one of the first steps for a team to develop. Each team can increase several factors ranging from branding the team name to being big due to entering an exclusive league or tournament (Franchise League). To get fans or profit from increased merchandise sales because new fans are starting to follow the team itself. Information obtained by researchers, one of the benefits that every team that contributes to the franchise league is getting is the battle emote. This battle emot can be obtained exclusively every season for the duration of the franchise league. This battle emot can be obtained in the game and can be obtained by anyone who plays the game itself by buying it in the game. In addition, based on observations, researchers observed that by joining a franchise team, the team can increase the exposure that the team can get. Such increased exposure can increase the investment value of the team's value. This is supported by the results of interviews with e-sports teams that have joined the franchise league and stated that the turnover value will be obtained as quickly as 2 years (4 seasons). Researchers can see that the opportunities here are promising where the development of each season has a big impact on the team. Therefore, it can be stated that the application of the franchise league is quite clear and has a positive impact on investors who invest in the world of esports.

5.2.5 Increase in income from merchandise sales

Based on sources who interviewed researchers, the community and players of the esports mobile game themselves have their own favorite teams. Fans of Evos Esports, Req Regum Qeon, Onic Esports, and so on. In addition to liking the team itself, many players and the community of the game buy merchandise as a form of love or fans for a team. In addition, the merchandise itself can also be interpreted as the identity of the individual community towards the team they like. Based on information obtained by researchers through interviews, more than 70% made purchases of merchandise from community information and as many as 30% made purchases from game players themselves. This is certainly one of the added values for the team itself, namely getting income from selling merchandise. The merchandise itself also has various kinds, such as the team jersey itself, dolls from the team logo, to key chains & stickers. Research informants of course explained that the majority of those who bought merchandise would buy jerseys for various reasons. Starting from being a pride for the team, to being a collection because the jersey of every esports team, of course, changes every year/season.

5.3 Proposed improvements

Researchers see that the direction of esports is a direction that continues to grow, both in terms of viewers, e-sports
Players, and even researchers see that enthusiasm for e-sport games is very large if we look at the data for each season run by developer. Researchers see that the developer has been good at managing and paying attention to the game's ecosystem itself, researchers realize that the application of this franchise league also has many positive sides, where researchers see that the rules and ecosystem of the game can be said to be neat and well-organized. Researchers can only suggest that what the developer did to implement the franchise league itself is good, but only remind that this decision is a dynamic decision where the movement is quite fast and feels if the developer is wrong in making decisions in the future and this will have a big impact on the popularity of the game. The. Therefore, the researcher believes that developers must be able to maintain the popularity that has been formed at this time, pay attention to every step that has been made by developers, and continue to make this franchise a positive view for the community to continue to maintain developer good name as a pioneer of franchise implementation. In Indonesia in the direction of e-sports. The exclusiveness of the existence of a franchise league itself, researchers hope that developers can maintain this.

This research is certainly one of the first steps for further research related to electronic sports in the future, especially regarding the franchise league that is already running in Indonesia, there are still many factors that can be researched regarding the league franchise to electronic sports in the future. Moreover, the development of esports is getting bigger every year, starting from the team to the community and of course the esports ecosystem in the future.

5.4 Validation

In this study, the researcher conducted validation by comparing the results of the data obtained by the researcher with interviews and observations. The explanations obtained at the time of the interview and the data obtained by the researchers were then synchronized and compared to obtain valid and appropriate data in the field. In addition, the researchers also conducted the same questions to different sources so that the answers had differences but had the same core and were in accordance with the observations obtained by the researchers. Until now, the researcher has conducted interviews with 9 resource persons and got more or less the same answers from the Content Creator side, the Esports Community, to players from the esports mobile game itself.

6 Conclusion

The conclusion that researchers can get while conducting this research in accordance with the objectives we want to get is one of the new inventions in Indonesia, although it has been implemented in foreign countries, the franchise league is an innovation. inventions for the Electronic Sports (E-Sports) industry. In Indonesia, the franchise league is applied to one of the games. This implementation is carried out in a system that has been running since 2018 until finally in 2019 it was officially running with the Franchise League system. Until the end of season 7, one of the esports teams improved themselves and was supported by a new esports team in its inaugural season, Season 8. Based on information obtained by researchers, to join a franchise league a team must invest approximately $1,000,000 (One million) US dollars with the exchange rate to IDR around Rp. 15,000,000,000 (Fifteen Billion Rupiah) (Source: esports.id, Indozone.id, esports.skor.id). In addition, the researcher's first resource person also mentioned that the Payback Period obtained may be approximately 2 years or the equivalent of a 4 Season tournament. The franchise league system also applies profit sharing (kumparan.com, n.d), meaning that any profits from the tournament itself will be distributed to the team that invested. The first informant of the researcher also explained that the league franchise was in accordance with what was found by the organizers. One of the things mentioned by respondent sources is the advantage of battle emoticons that are obtained exclusively for each team that contributes to this league franchise. In addition, research sources from the side of mobile game players, communities to content creators show that most have agreed to franchise leagues in Indonesia, even though they have pros and cons. For pros, franchise league tournaments are exclusive tournaments organized by developers for Esports Mobile game lovers and besides that from an investment perspective, leagues are a guaranteed form of investment due to several supporting factors. Such as increased tournaments, and increased prizes, also many who initially did not know mobile games were aware and interested in playing in the exclusive league itself. On the other hand, the drawback is that there are many talents or good talents that are not visible if you can't show them to the team that joined a league franchise tournament. This talent can also be seen in several events that have taken place, such as many players who were initially underestimated but when playing in a franchise league tournament became one of the stars. In addition, researchers also received information from informants that merchandise has an important role in the development of a team. Like the community that has contributed to the developer and the esports team itself. The third respondent of the researcher also explained that more than 30% of the community had an interest in buying their own merchandise and 70% wanted to top up and buy merchandise from the Esports Team. According to research sources, it can be said that merchandising as a team is the identity of someone who has an interest in their favorite team. In addition, merchandise can also be a collection for several people who have an interest in this industry. In addition, based on the data that the researcher gets, each season of the tournament has an increase in the number of spectators and has a good trend for the future. So it is an important factor for the income of each esports team which has increased due to a good trend from the audience side every season. In addition, based on the researcher's observations, the biggest income from each team is from sponsors who support franchise league tournament activities or independent sponsors to sponsor the esports team itself.
In addition, along with the development of industry 4.0, based on observations, researchers also received information that several esports teams followed the latest to the latest trend, namely NFT (Non-Fungible Token). However, it has not been done on a large scale. So according to the researcher, every esports team wants to develop and follow the latest trends in Indonesia. That way, each team is expected by researchers to be able to follow every development that exists without exception, such as NFT and Metaverse in order to be sustainable in the esports industry. (hybrid.co.id, n.d)

So the conclusion that the authors get in this study is that the league franchise applied in Indonesia is one of the new discoveries and is welcomed from mobile game players to esports teams. In addition, from the side of the esports team, it also benefits from its implementation, although to contribute to the league franchise, each team must invest with a nominal amount that is not small, but according to the explanation of the first respondent, research sources, investing in a franchise league is not entirely negative. However, there are many advantages to the esports team itself. Starting from bringing in new fans, getting benefits from selling team merchandise, to getting prizes from the tournament itself. In addition, the public also welcomed the holding of a franchise league. Because this is a new discovery and gets attention. So, from the community side to the esports team, they actually have their own advantages. So that each team will be asked to adapt to developments in Indonesia and the world with a new application, namely the franchise league.

References