

ABSTRACT

This study focuses on the form of toxic behavior that occurs in the Valorant game. This includes an analysis of verbal insults, sarcasm, intimidation, and other detrimental actions carried out by players. The purpose of this study is to determine the phenomenon of toxic behavior in the Valorant game regarding flaming, griefing, cheating, scamming, and cyberbullying. This research methodology uses a qualitative approach with data collection techniques through in-depth interviews, observations, and literature studies. The informants consist of Valorant Online Game players, and the last academic informant is a lecturer in Communication Science, FISIP Unpas. Data analysis was carried out by finding out flaming, griefing, cheating, scamming, and cyberbullying in toxic behavior that occurs in the Valorant game using the CMC (Computer mediated communication) theory according to Tomic in Astuti (2011: 217-218). The results of the study showed that overall toxic behavior in the Valorant online game appears in various forms, such as flaming, griefing, cheating, scamming, and cyberbullying. The main factors that influence this behavior are competitive pressure, anonymity in digital space, lack of social control, and low digital ethics literacy among players. Computer-Mediated Communication (CMC) theory is used to understand how non-face-to-face interactions tend to reduce empathy and increase negative expressions. Toxic behavior not only impacts the course of the game, but also causes emotional, social, and in some cases, financial harm to the victim. This study emphasizes the importance of collaboration between players, communities, and game developers in building a healthy gaming ecosystem through education, improving moderation systems, and digital communication ethics awareness campaigns.

Keywords: *Behavior, Toxic, Online Games, Valorant*