

Digital Narrative: A Framing Analysis of the “Stop Judi Ya Guys” Campaign by Mobile Legends Influencers in the Boycott of Online Gambling

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Abstract

This article examines the framing strategy in the digital campaign “Stop Judi Ya Guys” conducted by Mobile Legends influencers in response to the spread of online gambling in the digital space of young people. The urgency of this study lies in the massive normalization of online gambling in digital entertainment media and the weak digital literacy of the younger generation, which allows the infiltration of deviant values through gaming and live streaming platforms. This research employs a qualitative method with a virtual ethnographic approach to explore the construction of narratives and public responses to the campaign. Data collection techniques include observing digital content on YouTube, conducting in-depth interviews with influencers, their followers, and digital communication experts. Data analysis uses the Miles, Huberman, and Saldana model, which includes data reduction, data presentation, and verification. Data validity was tested through source triangulation and expert triangulation to ensure consistency between the campaign narrative and the digital actions that occurred. The results of the study indicate that the representation of online gambling occurs subtly through symbols, game features, and digital forums, forming a normalization process that is difficult to recognize. Conversely, the digital campaign by influencers uses an organic, contextual, and participatory approach to build a moral counter-narrative. The discussion emphasizes the importance of framing and innovation diffusion as social intervention strategies within digital communities. In conclusion, the strength of digital campaigns lies in integrating values into the daily digital lives of audiences through familiar, emotional, and participatory communication styles.

Keywords: Digital Campaigns, Online Gambling, Gaming Influencers, Young Generation.

INTRODUCTION

The development of online gambling in Indonesia has become a serious concern for the government in recent years. One of the most alarming aspects is the large transaction value involved in this activity. According to data from the Ministry of Communication and Information Technology (Kominfo), the value of online gambling transactions using e-wallets has reached IDR 5.6 trillion. This figure indicates that online gambling practices are no longer limited to certain groups but have spread widely in society, leveraging digital technology massively, particularly in terms of financial transactions (Nugraheny & Djumena, 2024).

In its efforts to eradicate online gambling, Kominfo has focused on monitoring increasingly complex digital transactions, especially the use of digital wallets or e-wallets. The use of e-wallets as a transaction tool complicates surveillance efforts due to the high volume and hidden nature of transactions within the digital system. This shows a shift in the operational patterns of illegal activities from conventional methods to the use of more modern financial technologies that are more difficult to trace using traditional approaches (Gómez et al., 2020; Marionneau et al., 2023).

Experts see the rapid growth of online gambling transactions through e-wallets as a serious misuse of financial technology. Minister of Communication and Information Technology, Budi Arie Setiadi, stated that the use of digital wallets has made supervision more difficult and poses a new challenge in the regulation of digital finance. The large transaction value also reflects the potential social and economic impacts that may harm the public, especially if no strategic steps are taken promptly and effectively (Dalimunthe et al., 2024).

Beyond financial transaction issues, online gambling also poses a serious threat to the younger generation. Many gambling platforms take advantage of the popularity of online games such as Mobile Legends to attract the attention of children and teenagers (Pratama, 2025). This strategy is carried out by embedding gambling elements in attractive and easily accessible forms, making young people more vulnerable to involvement in such illegal activities. To counter this trend, an approach that is not only regulatory but also educational is needed (Macey & Kinnunen, 2020; Oksanen et al., 2019).

One example of an educational approach is the “Stop Judi Ya Guys” campaign involving Mobile Legends gaming influencers. This campaign aims to deliver moral messages and education about the dangers of online gambling to young audiences. By using the digital storytelling power of influencers, these messages are more easily received and internalized by their followers, most of whom are youth. This reflects how technology and social media can be utilized positively to influence public opinion (Killick & Griffiths, 2020).

Nevertheless, the greatest challenge of such campaigns lies in how to ensure that the messages delivered remain relevant, engaging, and emotionally resonant. Online gambling is often packaged in an enticing manner with visually attractive elements, making anti-gambling campaigns require even more creativity and alignment with the preferences of young audiences. Therefore, the narratives built by influencers must not only convey information but also inspire behavioral change and enhance critical awareness regarding the use of digital technology (Pereira et al., 2023).

Ultimately, the success of eradicating online gambling in Indonesia requires synergy between the government, digital service providers, gaming communities, and the public. Digital campaigns such as “Stop Judi Ya Guys” must be accompanied by firm policies and strict monitoring of platforms that are prone to misuse. Through a combination of educational strategies and consistent legal approaches, it is hoped that Indonesia's digital ecosystem can be freed from harmful online gambling practices, while simultaneously fostering a healthy and responsible digital culture.

The urgency of this research lies in the increasingly widespread negative impacts of online gambling in Indonesia, particularly among young people who are vulnerable to digital trends and online games like Mobile Legends. With online gambling transactions reaching IDR 5.6 trillion and new methods involving the use of e-wallets, more effective and adaptive prevention strategies are needed. This study is important for exploring how digital campaigns led by gaming influencers can serve as powerful tools in delivering moral messages and influencing public opinion. Given that influencers have a significant impact on shaping the behavior of the younger generation, this research contributes to finding the right way to integrate anti-gambling campaigns within digital narratives (Xin et al., 2024).

In a study conducted by Siregar and Qurniawati (2022), framing analysis was used to examine how buzzer-related news coverage was constructed in online media, particularly on *Tempo.co*. Their study highlights how certain narratives can be shaped through media to influence public opinion. Although both studies utilize framing analysis, my research is more specifically focused on digital campaigns carried out by gaming influencers in shaping public perception of online gambling, rather than on media coverage of buzzers.

Prisgunanto (2018), in his research, employed a qualitative approach to discuss the interpretation of information in the digital era and its impact on communication. His study had a broader scope, examining how information is understood and utilized within the context of digital communication in general. In contrast, my study is more focused on the framing of anti-online gambling digital campaigns conducted by *Mobile Legends* influencers, which represents a more specific communication strategy within the gaming industry.

The study by Purwitasari et al. (2022) used framing analysis to examine the commodification of poverty in video content on the YouTube channel @BaimPaula. Their

research focused on how social phenomena are exploited in the production of digital content to attract audience attention. Although there are similarities in discussing framing in digital media, my research concentrates more on social campaigns, particularly within the gaming sphere, by observing how influencers construct anti-online gambling narratives within the *Mobile Legends* community.

Enjelika and Samatan (2022) conducted a framing analysis of news coverage on the Sinovac vaccine on *CNNIndonesia.com* and *Detik.com*. They highlighted how both media outlets constructed reality in health-related news reporting, especially regarding vaccination programs. The key difference with my study lies in the object of analysis, where I examine the framing of digital campaigns carried out by gaming influencers, rather than media coverage of health issues.

RESEARCH METHODS

This study employs a qualitative approach to gain an in-depth understanding of the meanings, perceptions, and social constructions embedded in the “Stop Judi Ya Guys” campaign involving Mobile Legends influencers. Through this method, the researcher is able to examine how anti-online gambling messages are packaged and delivered, as well as how audience responses are formed within digital spaces. Additionally, a virtual ethnographic approach is used to observe communication patterns within the Mobile Legends gaming community and to understand the dynamics of interaction that emerge during the campaign (Harahap, 2020).

The object of this research focuses on the use of Mobile Legends influencers in anti-online gambling campaigns. This study explores how message framing strategies are constructed by influencers and how these messages are received by their followers on social media. To obtain a comprehensive perspective, the informants involved include influencers directly engaged in the campaign, their audiences, and digital communication experts who are familiar with narrative-based social campaign strategies.

The research was conducted over a one-month period, starting on April 1, 2025. During this time, data were collected from various digital platforms such as YouTube, which served as the primary channel for the campaign. The main goal of this study is to analyze the framing strategies used by influencers and to observe public reactions to the campaign messages. Indicators of public response are measured through digital interactions such as comments, likes, and shares, which reflect how far the campaign messages shape audience opinions and attitudes.

Data collection methods include content observation of digital materials uploaded by influencers, including videos, texts, visuals, and interactions within comment sections. In addition, in-depth interviews were conducted with several influencers, their followers, and digital communication experts to explore their motivations for participating in the campaign, their perceptions of the conveyed messages, and the challenges they face in advocating against online gambling.

Data analysis is carried out using the model proposed by Miles, Huberman, and Saldana, which involves three stages: data reduction, data display, and conclusion drawing/verification. The collected data are focused on communication strategies and narratives built throughout the campaign. Data are presented systematically to identify message patterns and audience engagement, while the final stage is used to compare findings with framing theory in order to assess the campaign’s effectiveness in shaping public perception regarding online gambling issues (Miles et al., 2021).

To ensure data validity, credibility tests are conducted through source triangulation and expert triangulation (Flick, 2020). The researcher compares interview data from influencers such as Bkent, R7, and Windah Basudara with their actual campaign content on social media. This approach aims to assess the consistency between the narratives conveyed and the real actions

undertaken in the digital campaign. Furthermore, triangulation is also conducted by involving social media and digital campaign experts to obtain critical perspectives on the strategy and impact of the campaign. The combination of field data and expert insight provides a comprehensive picture of the effectiveness of digital narratives in shaping public opinion. Through this approach, the research not only describes individual perceptions but also reflects broader social dynamics related to the use of digital media to combat online gambling.

RESULT AND DISCUSSION

The Representation of Online Gambling in the Digital Space of Young People

The phenomenon of online gambling representation in the digital space of young people reveals a complex and layered reality. Based on interviews with ten informants, it is evident that digital platforms originally intended as spaces for expression and entertainment have been infiltrated by gambling narratives, cleverly disguised within popular content such as Mobile Legends games, YouTube live streaming, and online social interactions. Informants reported that online gambling promotions often appear covertly through mechanisms like top-ups, giveaways, or links embedded in comments and gaming forums. This indicates that gambling representation is not always explicit but symbolically and behaviorally internalized, forming a hidden habit that risks normalizing deviant behaviors.

Table 1. Interview Results on Online Gambling in the Digital Space

Informant	Subtheme	Transcript	Finding
M	Normalization of Gambling in Game Platforms	"Gambling promotions are often disguised as giveaways or top-ups, showing weak digital literacy among youth."	The digital space becomes a site for covert gambling normalization due to poor content control and digital literacy.
RR	Ad Infiltration in the Entertainment Ecosystem	"Gambling ads in games like Mobile Legends can damage the morals and minds of young players."	Gambling ads infiltrate youth entertainment media, disturbing moral and psychological development.
KRS	Infiltration via Digital Interaction	"Gambling links are inserted into discussion forums and YouTube comment sections without users realizing it."	Digital interactions are exploited to spread gambling links covertly among teenagers.
A	Latent Presence in Streaming Media	"Gambling promotions aren't dominant but still exist and may appear during live streams."	Although not massive, gambling content still exists in live streaming and represents a latent moral issue.
AG	Digital Culture as a Deviant Channel	"Young people don't realize they're being influenced because gambling is integrated into popular platforms like games."	Popular platforms blur gambling practices into digital culture without ethical safeguards.
AH	Decadence Educational Gaming Values	"Online gambling erodes the educational values that games are supposed to have."	Games lose their educational function due to the infiltration of deviant values like hidden gambling.

R	Symbolization of "Gambling promotions aren't just visual disturbances, but symbols of value corruption in games."	Gambling content acts as a symbol of deviant cultural infiltration that blurs the line between entertainment and deviation.
FS	Uneven Exposure among Users	"Gambling promotions aren't always visible it depends on the player's engagement level."
MRH	Duality of Audience Influence and Response	"Exposure to gambling may encourage people to stop or trigger gambling impulses."
TAP	Normalization in Everyday Digital Life	"Gambling ads become part of young people's daily digital reality, disguised as entertainment."

Source: Researcher's Data Compilation (2025)

The table above reveals how online gambling is represented in the digital environments of young people, generally characterized by the infiltration of gambling-laden content into daily digital activities, especially in online gaming such as *Mobile Legends*. Based on interviews with ten informants, it was found that these representations do not appear frontally but are embedded in various interactive elements such as giveaways, diamond top-ups, and links in comment sections and live streams. Informants emphasized that although gambling content appears casual and integrated into the game system, it poses serious risks by shaping perceptions and normalizing deviant behavior among youth (Rahmawan et al., 2019).

Gambling promotions in games are often packaged in seemingly harmless forms like digital top-ups or giveaways, causing many young players to be unaware of their involvement in deviant practices. When digital spaces are dominated by ethically ambiguous content, the normalization process occurs unconsciously and systemically. This reflects weak digital literacy, where young users fail to distinguish between entertainment and exploitation.

Gambling advertisements within digital entertainment ecosystems disrupt the moral and psychological stability of young people. Beyond being mere visual content, these ads act as ideological instruments that promote the acceptance of illegal practices rooted in instant gain. This creates an entertainment environment that is no longer sterile, where educational values are replaced by transactional logic.

Gambling links infiltrate interactive spaces such as community forums and comment sections, showing that dissemination no longer depends on formal advertisements. This form of infiltration supports the argument that young people's interactive literacy is not yet strong enough to protect their digital space from manipulation by commercial actors. In this context, social media functions not only as a communication medium but also as a vehicle for the diffusion of hidden deviant values (Fatanti & Prabawangi, 2021).

The presence of gambling content in live streaming indicates that the issue is not only hidden but also normalized as part of the viewing experience. Its emergence in spontaneous moments or during game-related conversations shows how the line between entertainment and deviance is increasingly blurred. The lack of clear indicators makes it difficult for audiences to distinguish between neutral information and speculative propaganda.

Popular platforms are now used as channels for concealing gambling values. The fusion of game design and elements of chance allows for speculative practices to be disguised as gameplay experiences. The absence of ethical control in system design creates a permissive digital culture

that exploits users psychologically especially young people, who are emotionally more vulnerable.

Educational values in games are gradually eroded by the dominance of speculative content. Spaces that should support creativity and collaboration are being transformed into arenas for illegal economic experimentation. The absence of content filtering systems allows educational messages to be replaced by narratives of instant gain, turning games into subtle tools for transmitting deviant values (Tambunan & Hendarsih, 2022).

Gambling symbols no longer appear literally but as new cultural symbols embedded in digital routines. Their presence marks a transformation of values in the digital media ecosystem, where deviance is wrapped in game aesthetics. In this context, value transmission no longer takes place through formal institutions but through everyday content consumed repeatedly.

The level of exposure to gambling content is uneven but still poses risk. Varying access creates diverse experiences, yet all contribute to forming perceptions that may influence attitudes. The hidden nature of gambling content makes it more dangerous, building cognitive biases that normalize such practices as part of digital habits (Riady, 2021).

The impact of online gambling representation creates two extremes: it either fosters awareness to resist or reinforces the urge to participate. This suggests that digital habitus strongly influences how messages are interpreted. The digital space becomes a battleground between moral consciousness and speculative impulses, thus requiring not only technical but also cultural interventions. Critical literacy and community-based anti-gambling narratives are urgently needed to curb the infiltration of deviant values into young people's digital ecosystems (Ignatow & Robinson, 2017).

Digital Anti-Gambling Campaign Through Game Influencers

A digital campaign is a strategic approach that leverages online platforms to deliver messages massively and interactively to specific audiences. In the context of anti-online gambling, game influencers such as R7, Bkent, and Windah Basudara have played a central role by delivering a simple yet powerful message: "stop judi ya guys." This phrase is not just a spontaneous remark during YouTube live streams; it has become a symbol of moral resistance against online gambling practices infiltrating youth digital spaces. The campaign operates through the immediacy, responsiveness, and precision reach of digital tools (Agustina Erry Ratna Dewi & Muhamad Isnaini, 2023).

The success of a digital campaign heavily depends on message clarity, distribution channels, and audience engagement. In this case, YouTube is an effective channel due to its real-time and interactive nature. When Bkent or R7 utter "stop judi ya guys" amid gameplay, they are not merely issuing a prohibition; they are embedding the message into spaces familiar to their audience: entertainment, gaming, and community. By framing the message within a relevant context, the campaign aligns with the fundamental principle of digital campaigns: building awareness by integrating messaging into the daily digital lives of the target audience.

Another strength lies in continuity and consistency. Even though it's just a short phrase, repeating "stop judi ya guys" across multiple live sessions makes it memorable and resonant. Digital campaign theory suggests that consistent repetition is a key strategy for reinforcing memory and emotional attachment to the message. The influencers do not present this in the form of a formal ad; instead, they weave it into their casual, close, and authentic communication style, creating stronger connections with their audience.

Furthermore, this influencer-driven digital campaign is two-way. Viewers don't just listen; they respond directly in the comment sections, share campaign clips, and integrate it into the gaming community discourse. This interactivity shows that digital campaigning isn't just one-way messaging; it builds a participatory space where the public helps spread and reinforce the campaign message. Here, "stop judi ya guys" transforms from a personal slogan into a collective rallying cry.

The campaigns by R7, Bkent, and Windah Basudara demonstrate that influence can come not only from formal authorities but also from digital personalities who share everyday experiences. The message “stop judi ya guys” is a concrete example of how digital campaigns can be simple yet effective as long as they follow the basic campaign principles: relevance, accessibility, consistency, and participation. In a digitally distracted environment, successful campaigns speak the language of their communities. In this case, game influencers have succeeded in embedding the anti-gambling message into the vibrant digital discourse.

Researcher observations in the digital space regarding the “stop judi ya guys” campaign are summarized in the table below:

Table 2. Digital Campaign “stop judi ya guys” on Digital Platforms

No.	Influencer	Campaign Message	Observational Description
1	Bkent	“Stop judi ya guys”	During a <i>Mobile Legends</i> livestream, Bkent explicitly reprimanded viewers joking about slots and online gambling. He urged them to avoid gambling with a firm but friendly tone, embedding moral guidance within gameplay.
2	R7	“Jangan main judi, rugi guys” (“Don’t gamble, it’s a loss guys”)	R7 voiced his opposition to online gambling spontaneously during several live sessions, stressing that gaming should focus on competition and strategy, not shortcuts like gambling. The message consistently appeared in response to viewer comments.
3	Windah Basudara	“Jangan sampai masa depan hancur ya guys gara-gara judi online ini” (“Don’t let your future be ruined guys because of online gambling”)	Windah shared real stories of followers who became victims of online gambling and urged viewers to report promotional gambling accounts. He repeated “stop judi ya guys” multiple times during the stream, accompanied by empathetic storytelling.

Source: Researcher’s Digital Observations (2025).

The observations show a consistent pattern among game influencers Bkent, R7, and Windah Basudara who actively use YouTube live streaming as a medium for digital anti-gambling campaigns. Although each uses a different style and diction, all three voice similar messages: encouraging their audience to steer clear of online gambling increasingly integrated into gaming. Phrases like “stop judi ya guys” and “jangan main judi, rugi guys” have become part of their everyday communication, not as formal slogans but as spontaneous warnings emerging from direct interaction with viewers.

Campaign analysis reveals the strength of an organic approach in digital campaigning: the message is not packaged in the form of formal education or advertising, but conveyed through each influencer’s personal communication style. Bkent uses a firm and direct tone when correcting jokes about slot gambling, R7 frames his message as defending the essence of healthy, competitive gaming, and Windah Basudara takes a narrative and emotional approach, linking real-life victim stories with moral messaging. This illustrates that digital campaigns are effective when messages are contextual and aligned with the communication style of the community (Maritasari & Lestari, 2020).

Overall, these three influencers do more than just deliver prohibitions; they foster collective awareness that online gambling is a real threat to the future of youth. Their campaigns are

responsive, participatory, and trust-based, which are key ingredients in digital campaign strategy. Observations suggest that live streaming is not only an entertainment medium but also a new public space for moral education, driven by digital figures trusted by millions of Indonesian youth (Collado-Alonso et al., 2023).

To understand how the representation of online gambling and anti-gambling digital campaigns are framed within the digital space of youth, this study employs Robert Entman's framing theory. Entman outlines that framing operates through four key elements: (1) Define problems, (2) Diagnose causes, (3) Make moral judgments, and (4) Suggest remedies. Using this approach, the study analyzes how informants interpret the presence of online gambling, as well as how influencers construct digital campaigns in response to the phenomenon. The table below examines both major sides of online gambling representation and influencer-led digital campaigns by applying Entman's analytical framework to reveal how reality is interpreted, structured, and narratively directed by these two digital actors (Sunengsih, 2023).

Table 3. Framing of Online Gambling Representation and Gaming Influencer Campaigns (Analysis using Robert Entman's Theory)

Framing Element (Entman)	Representation of Online Gambling in Youth Digital Spaces	“Stop Judi Ya Guys” Campaign by Gaming Influencers
Define Problems	Online gambling is normalized in games and digital entertainment spaces as part of gaming culture.	Online gambling is framed as a moral and psychological threat to the future of young people.
Diagnose Causes	The spread of gambling is driven by weak digital literacy, lack of content moderation, and exploitation of interactive features.	Gambling spreads due to user ignorance and the lack of moderation, and exploitation of community-based digital education.
Make Moral Judgments	Online gambling is perceived as a covert deviation that undermines the educational and moral value of digital spaces.	Influencers assert that online gambling is morally, economically, and socially harmful.
Suggest Remedies	Critical literacy, content filtering, and the reinforcement of educational values in youth digital platforms are needed.	Influencers use narrative and interactive approaches to raise awareness and shape collective anti-gambling opinions.

Source: Researcher's Digital Observations (2025).

The table above presents a framing analysis of the representation of online gambling and the anti-gambling digital campaign within the digital space of youth, referring to Robert Entman's four key framing elements: *define problems*, *diagnose causes*, *make moral judgments*, and *suggest remedies*. This approach enables the researcher to map how meaning constructions around online gambling are shaped from two opposing directions: first, from the perspective of informants who experience and directly witness the normalization of gambling practices in digital media; and second, from the perspective of gaming influencers who openly initiate campaigns of resistance. The contrast between these perspectives illustrates the dynamics of framing in shaping public perception, while also opening up space to evaluate the effectiveness of narrative interventions on digital platforms.

In the *define problems* aspect, informants tend to view gambling as an integrated part of gaming and digital entertainment activities, rendering it normalized and seemingly harmless. This representation shows that the normalization of deviant practices operates through symbols and daily interactions that are no longer recognized as problematic. In contrast, gaming influencers frame online gambling as a real and urgent moral crisis, particularly because it targets the youth

segment and threatens their future integrity. This difference in problem definition highlights a significant awareness gap between passive consumption experiences and critical reflection rooted in social influence (Muhaemin & Sanusi, 2019).

In the *diagnose causes* element, informants identify weak digital literacy and the absence of content control as the main roots of gambling proliferation in digital spaces. The penetration of gambling occurs through unfiltered mediums such as comment section links and in-game features, reinforcing a system of symbolic infiltration. Meanwhile, influencers emphasize ignorance and the lack of community-based education as the primary reasons audiences are exposed to such practices. They stress the importance of building collective understanding from within the user community itself. This framing marks a shift in perspective from structural emphasis to cultural response, showing that prevention is not solely a matter of technical regulation but must also involve internal narratives that grow organically within digital communities.

As for the *make moral judgments* and *suggest remedies* aspects, stark differences also emerge. Informants view gambling as a form of deviation that erodes the educational value of gaming, though this awareness remains latent and is not accompanied by concrete acts of rejection. In contrast, influencers actively embed moral messages into their communication styles and offer solutions through narrative approaches, repetition, and community participation. The “Stop Judi Ya Guys” campaign serves as an example of moral framing that not only condemns deviant behavior but also integrates relevant and relatable solutions into the audience’s daily digital context. Thus, the influencers’ strategy demonstrates how strong and consistent framing can serve as a constructive effort to build collective awareness of social issues within the digital sphere (Wang et al., 2024).

The findings above reveal that the digital space of youth has been hijacked by covert promotional practices of online gambling, which have become integrated into entertainment ecosystems such as the *Mobile Legends* game. This promotion does not appear in a frontal manner but rather infiltrates in subtle forms like top-ups, giveaways, and links in comment sections or during live streams. In contrast, the “Stop Judi Ya Guys” campaign, led by game influencers, emerges as a form of moral intervention grounded in digital community dynamics. The tension between these two types of representation indicates that today’s digital space is a battleground of narratives between the normalization of deviant behavior and the effort to reconstruct critical consciousness (Nguyen et al., 2022).

The core issue identified is the ambiguous interpretation of online gambling by youth, which stems from weak digital literacy and the lack of adequate content control. This phenomenon reflects a shift in the form of deviance from explicit to implicit, making it difficult to recognize by its primary targets. In this context, the strategies employed by influencers serve to fill that gap through narrative-based intervention, positioning digital campaigns not just as tools of communication but as social mechanisms to reclaim ethical space within online entertainment media.

Through the lens of Robert Entman’s framing theory, these findings can be interpreted via the first two core elements: defining problems and diagnosing causes. Informants in this study tend to see online gambling as an inherent part of gaming culturesomething no longer viewed as problematic. In contrast, influencers frame online gambling as a moral and economic crisis that threatens the future of the younger generation. They diagnose its causes as low digital awareness and the lack of community-based education. This contrast reveals a perception gap between passive digital consumers and active digital narrative producers (Wu, 2023).

Regarding making moral judgments and suggesting remedies, the influencers’ framing is more explicit in offering solutions and ethical assessments. The phrase “stop judi ya guys” is not merely a prohibition, but a symbolic form of collective appeal, repeatedly delivered within a casual context. Unlike the informants who generally respond neutrally or unreflectively, the influencers construct a moral narrative intentionally designed to blend into the communication

dynamics of gaming communities. This illustrates that framing not only shapes perception but also drives action through emotional engagement and symbolic repetition.

From the perspective of Everett Rogers' Diffusion of Innovation theory, the "Stop Judi Ya Guys" campaign represents a process of social innovation diffusion, in which influencers act as opinion leaders. They communicate messages during the knowledge and persuasion stages using platforms familiar to younger audiences. The active responses in the comment sections indicate that the process of decision and implementation is underway, albeit not always linearly. In this context, the dissemination of anti-gambling values occurs not through formal education, but via the internalization of values within the everyday interactions of digital communities (Cheng et al., 2024).

The implications of this study are significant in the fields of public communication and digital literacy. Governments and educational institutions need to consider influencer-based campaigns as potential partners in effectively conveying moral messages. Platforms such as YouTube and TikTok can serve as tools of social transformation when filled with contextual, relatable, and participatory content. In addition, policy interventions are needed not only to prohibit harmful content but also to facilitate community-driven campaigns such as those led by Bkent, R7, and Windah Basudara.

The novelty offered by this study lies in its understanding that moral campaigns need not be formal or institutional. Digital campaigns wrapped in organic, casual, and emotional communication styles can build stronger and more relevant public awareness, especially among digital-native generations. Furthermore, the use of moral narratives within gaming communities represents a new model of ethical value integration into entertainment spaces—an approach rarely addressed in existing digital campaign literature. Thus, this study shows that framing strategies in digital campaigns do more than shape opinion; they redefine ethical meaning within digital space.

Influencers have succeeded in creating counter-framing against deviant practices not in a patronizing way, but through persuasive invitations. This provides an important insight: digital narratives can become revolutionary tools for value transformation in society. Ultimately, this discussion bridges toward the conclusion that the fight against online gambling does not rely solely on regulation and censorship, but also on the power of community-based narratives formed from within.

CONCLUSION

This study stems from concerns over the widespread infiltration of online gambling practices into youth digital spaces through popular entertainment media such as Mobile Legends and live streaming platforms. The covert nature of this representation illustrates a silent yet effective normalization process, driven by weak digital literacy, the absence of content regulation, and the symbolic framing of deviance as part of everyday interaction. Amid the dominance of permissive narratives around online gambling, the digital campaign "Stop Judi Ya Guys" emerges as a form of moral resistance initiated by gaming influencers, framing gambling as a threat to the younger generation's future. This campaign strategy not only voices rejection but also embeds alternative values through a narrative, participatory, and contextual approach that fosters emotional connection with its community.

By integrating Robert Entman's framing theory and Everett Rogers' diffusion of innovation theory, this study demonstrates that the strength of digital campaigns lies in their ability to organically shape social meaning from within digital communities themselves. Influencers act as opinion leaders who not only deliver messages but also promote the internalization of values and attitude change through authentic communication styles. These

findings affirm that community-based counter-narrative strategies have significant potential to intervene in contemporary social issues such as online gambling. Therefore, the success in combating the spread of digital deviance is not solely determined by formal regulation, but also by the power of narrative, community engagement, and the dissemination of values through channels trusted by young audiences.

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