

ABSTRACT

Mobile game marketers often infuse the game advertisements they create with the elements of women sexualization to reach their marketing goals, and State of Survival is one of the existing mobile games to practice it. This research analyzes the form of sexualization of women in this mobile game advertisement using Stuart Hall's Representation Theory as a theoretical guideline and John Fiske's Semiotics as an analytical tool in this descriptive qualitative study. Other supporting theories include women sexualization in media and video games and in-game advertisements. The significance in this study lies in its capability to describe the phenomenon of women's sexualization in the game advertisement in each video. Using Stuart Hall's Representation Theory, the author identifies the representation of women sexualization in State of Survival game advertisements using three different approaches. First approach uses the Reflective Approach with Reality Level analysis from John Fiske's Semiotics to identify the elements that prove the existence, such as the character's appearance and their behavior. This research step shows that the narrative, character's appearance, clothes, behaviors, background sounds, and environment have a significant role to identify the women's sexualization representation by their suggestive natures. Second approach uses the Intentional Approach with Representation Level analysis from John Fiske's Semiotics to identify the connections of each element using camera techniques applied in the advertisements. This research step found that the camera techniques such as shot sizes, movements, and angles helps the suggestive elements identified in the previous steps to stand out more. The representation level also discusses the connection between the existing elements in order to decipher hidden meanings that the element shows. The last approach uses the Constructive Approach with the Ideological Level from John Fiske's Semiotics to connect all the common threads of the findings in previous research steps to prove that State of Survival game advertisements represents the phenomenon of women sexualization. The research shows that women's sexualization in State of Survival advertisement comes in different ideas, such as sexual harassment, use of underaged girls in sexually suggestive scenes, and women's submissiveness in sexual intercourse, which all of them leads to a certain phenomenon where women characters in games are made in order to satisfy heterosexual male gamers.

Keywords: *Representation, Sexualization of Women, Semiotic Analysis, State of Survival Mobile Game Advertisements, In-Game Advertisements*