

<b>ACKNOWLEDGEMENTS</b>	<b>2</b>
<b>ABSTRACT</b>	<b>5</b>
<b>ABSTRAK</b>	<b>5</b>
<b>CHAPTER I: INTRODUCTION</b>	<b>6</b>
1.1 Research Background	6
1.2 Research Question	8
1.3 Research Objectives	9
1.4 Research Significance	9
1.4.1 Academic Significance	9
1.4.2 Social Significance	10
1.5 Research Novelty	10
<b>CHAPTER II: LITERATURE REVIEW</b>	<b>12</b>
2.1 Theoretical Framework	12
2.1.1 The Aesthetics of Hypersexualism	12
2.1.2 Psychosexual Expressions	14
2.1.2.1 Psychosexual Indicators in Anime	17
2.1.3 Fetishism: From Freud to Fan Service	18
2.1.3.1 Fetishism Indicators in Anime	19
2.1.4 Structuring Meaning: Saussurean Semiotic and Visual Theory	20
2.1.4.1 Identifying the Sign	22
2.1.4.2 Breaking Down the Signifier & Signified	22
2.1.4.3 Analyze Sign's Meaning	22
2.1.4.4 Denotation vs. Connotation	24
2.1.5 Cinematography	25
2.1.6 Anime in the Film Industry	26
2.1.6.1 Historical Evolution of Anime in the Film Industry	26
2.1.6.2 Anime as a Playground of Sexuality, Power, and Resistance	27
2.1.6.3 The Internationalization of Anime in the Film Industry	28
2.2 Conceptual Framework	29
<b>CHAPTER III: METHODOLOGY</b>	<b>31</b>
3.1 Research Methodology	31
3.2 Research Subject	31
3.3 Data Collection Technique	32
3.3.1 Primary Data	32
3.4 Data Analysis Technique	33
3.4.1 Surface Observation	34
3.4.2 Contextual Embedding	34
3.4.3 Character Interpretation	34
3.4.4 Indicator Correlation	34
<b>CHAPTER IV: FINDINGS AND DISCUSSIONS</b>	<b>35</b>
4.1 Yumeko Jabami: Perfect Embodiment of Hypersexualism	36

4.1.1 Yumeko Jabami Representing Hypersexualization	37
4.1.1.1 Hypersexualization (Season 1 Episode 2 [20:00] #2 Frame)	37
4.1.1.2 Hypersexualization (Season 1 Episode 11 [9:58] #1 Frame)	38
4.2 A “Touch” of Psychosexualism in Kakegurui	42
4.2.1 Yumeko Jabami Representing Psychosexual	42
4.2.1.1 Psychosexual (Season 1 Episode 2 [5:40] #1 Frame)	43
4.2.1.2 Psychosexual (Season 1 Episode 2 [5:40] #2 Frame)	44
4.2.1.3 Psychosexual (Season 1 Episode 2 [5:40] #3 Frame)	45
4.2.1.4 Psychosexual (Season 2 Episode 8 [4:20] #2 Frame)	46
4.2.2 Midari Ikishima Representing Psychosexual	47
4.2.2.1 Psychosexual (Season 1 Episode 4 [10:18] #2 Frame)	47
4.3 New Discovery: Transfer of Fetishism	49
4.3.1 Yumeko Jabami Representing Fetishism	49
4.3.1.1 Fetishism (Season 1 Episode 2 [20:00] #1 Frame)	50
4.3.1.2 Fetishism (Season 1 Episode 2 [20:00] #3 Frame)	51
4.3.1.3 Fetishism (Season 1 Episode 2 [20:00] #4 Frame)	52
4.3.2 Midari Ikishima Representing Fetishism	53
4.3.2.1 Fetishism (Season 1 Episode 4 [10:18] #1 Frame)	53
4.3.2.2 Fetishism (Season 1 Episode 4 [10:18] #3 Frame)	54
4.3.3 Yumeko Jabami & Kaede Manyuda Representing Fetishism	55
4.3.3.1 Fetishism (Season 2 Episode 8 [4:20] #1 Frame)	56
4.3.3.2 Fetishism (Season 2 Episode 8 [4:20] #3 Frame)	57
4.4 Broader Media and Cultural Reflection on Hypersexuality, Psychosexuality, and Fetishism	60
4.4.1 Hypersexualization in Global Media and Its Real-World Effects	61
4.4.2 Psychosexual Themes in Global Media and Indonesian Society: Signs of Repression and Desire	62
4.4.3 Fetishism in Indonesian Popular Culture: Signs of Desire and Power	63
<b>CHAPTER V: CONCLUSION</b>	<b>66</b>
5.1 Conclusions	66
5.2 Limitations	68
5.3 Suggestions	68
<b>BIBLIOGRAPHY</b>	<b>70</b>