

ABSTRAK

Dominasi laki-laki atas industri *gamenet* membuat perempuan menjadi subyek yang signifikan tatkala mereka masuk ke dalamnya. Ditandai beberapa industri *gamenet* berlomba-lomba untuk menarik *gamer* perempuan. Besarnya dukungan dari subyek-subyek terkait (*gamer* perempuan dan laki-laki), membuat pemilik modal memanfaatkan keberadaan *gamer* perempuan untuk meraup keuntungan. Dengan dasar masalah tersebut, penelitian ini bertujuan untuk mengetahui bagaimana komodifikasi *gamer* perempuan oleh Supernova Cybercafe, Ambassador Esports, dan Poseidon iCafe.

Metode penelitian yang digunakan adalah studi studi kasus dengan pengumpulan data primer berupa wawancara mendalam terhadap masing-masing pemilik atau pengelola Supernova Cybercafe, Ambassador Eports, dan Poseidon iCafe. Sedangkan data sekunder diperoleh dari wawancara dengan *gamer* perempuan (sebagai komoditas) dan *gamer* laki-laki (subyek dominan) dalam industri *gamenet*. Kemudian dianalisis menggunakan teknik analisis Miles dan Huberman (2005) yaitu reduksi data, penyajian, penarikan dan verifikasi kesimpulan.

Hasil penelitian menunjukkan terdapat dua bentuk komodifikasi *gamer* perempuan yang dilakukan oleh Supernova Cybercafe, Ambassador Esports, dan Poseidon iCafe, yaitu melalui promosi “Free Play for Ladies” dan *brand ambassador*. Dua bentuk tersebut kemudian dianalisis menggunakan teori komodifikasi Mosco (1996). Melalui kacamata ekonomi politik, peneliti mendapati bahwa praktik komodifikasi *gamer* perempuan dalam industri *gamenet* di Indonesia menjadi isu signifikan seiring dengan bagaimana nilai tukar *gamer* perempuan dimanfaatkan oleh para pemilik modal industri *gamenet* demi mendapatkan keuntungan.

Kata Kunci: studi kasus, ekonomi politik, komodifikasi, *gamer*, perempuan, industri *gamenet*.

ABSTRACT

Male dominance over the gamenet industry has raised women as a significant subject when they decided to be included into it. It is marked by several gamenets compete with another to attract female gamers. Some subjects (female and male gamers) that relate to this case give a major support so that capitalists take the advantages to reap some profits from female gamer's existence. Based on this issue, this research aims to describe the commodification of women gamers which is done by Supernova Cybercafe, Ambassador Esports, and Poseidon iCafe.

Using qualitative and study case method, this research takes the primary data from the owners of Supernova Cybercafe, Ambassador Esports, and Poseidon iCafe by doing in-depth interviews. Then the secondary data was obtained from women gamers (as commodities) and also male gamers (as dominant subject) by doing interview as well. Moreover, data is analyzed using Miles and Huberman analysis techniques that consists some process such as reduction, presentation, withdrawal, and verification of conclusion.

The result shows that the commodification of women gamer in Supernova Cybercafe, Ambassador Esports, and Poseidon iCafe have various forms, which are the promotion named "Free Play for Ladies" and brand ambassador. They are analyzed by using Mosco's (1996) commodification theory. Through the perspective of political economy, researcher found that the practice of commodification of women gamer in gamenet industry in Indonesia become a significant issue along with how the exchange value of women gamer is utilized by capital owners to get a profit.

Keywords: *case study, political economy, commodification, gamer, women, gamenet industry*