

Abstrak

Perkembangan industri game telah menciptakan budaya visual (*visual culture*) bagi pemain game. Budaya visual membentuk relasi antara penonton dan tontonan yang bersifat politis. Relasi tersebut menciptakan apa yang disebut dengan *gazing* “cara pandang”. Pada awal kemunculannya karakter perempuan dihadirkan dan cenderung digambarkan secara *male gaze*. Namun seiring perkembangan gerakan feminis, game-game setelah tahun 90-an akhir cenderung menggambarkan karakter perempuan sebagai karakter yang aktif. Meskipun tidak dapat dipungkiri penggambaran fisik dan kostum karakter perempuan masih relatif lebih sensual dibandingkan dengan karakter laki-laki. Game online *Mobile Legends* merupakan game yang syarat akan penggambaran gender. Penelitian ini bertujuan untuk melihat bagaimanakah representasi gender dalam game online *Mobile Legends* melalui *Role* hero dan 7 elemen representasi dari sebuah karakter seperti *Name*, *Physical Apperance*, *Costume*, *Voice*, *Animation* dan narasi penokohan. Penelitian ini menggunakan metode analisis isi kualitatif dan teori yang digunakan dalam penelitian ini adalah teori representasi oleh Stuart Hall, teori *male gaze* oleh Laura Mulvey, dan teori gender oleh Robert Stoller. Hasil dari penelitian ini menunjukkan bahwa karakter heroism masih relatif stereotip, namun dalam representasi maskulinitas dan feminitas dalam game ini lebih cair, terdapat karakter laki-laki yang digambarkan feminin dan sebaliknya. *Gazing* dalam penokohan karakter pada game ini terdapat kecenderungan penggambaran *female gaze* pada karakter laki-laki, meskipun jumlahnya tidak signifikan.

Kata kunci: *Game Online, Gazing, Representasi, Gender*

Abstract

The game industry development has created a visual culture for gamers. Visual culture forms the relationship between the audience and the spectacle that is political in nature. The relationship creates what is called gazing "perspective". At the beginning of the appearance of female characters are presented and tend to be described in a male gaze. But along with the development of the feminist movement, games after the late 90s tended to portray female characters as active characters. Although it cannot be denied that the physical portrayals and costumes of female characters are still relatively more sensual compared to male characters. Mobile Legends online game is a game that is a requirement for gender depictions. This study aims to see how gender representation in the Mobile Legends online game through Role hero and 7 elements of representation of a character such as Name, Physical Appearance, Costume, Voice, Animation and characterization narrative. This study uses qualitative content analysis methods and theories used in this study are representation theory by Stuart Hall, male gaze theory by Laura Mulvey, and gender theory by Robert Stoller. The results of this study indicate that the character of heroism is still relatively stereotypical, but in the representation of masculinity and femininity in this game is more fluid, there are male characters who are described as feminine and vice versa. Gazing in characterizations in this game there is a tendency to depict female gaze in male characters, although the number is not significant.

Keyword: Online Game, Gazing, Representation, Gender.