

INTISARI

Kemunculan Kimi Hime sebagai perempuan *youtuber gaming* memberikan nuansa baru bagi para *gamer* maupun *youtuber*. Tampilan tubuhnya yang seksi saat membagikan pengalaman, trik dan tips mengenai *game* terkhusus *game online* di YouTube merupakan ciri khas yang membuat Kimi Hime semakin tenar. Namun, performa tubuhnya tersebut mengundang pro-kontra dari masyarakat dan pengguna YouTube. Dengan menggunakan pendekatan gender penelitian ini bertujuan untuk mengetahui bagaimana penampilan tubuh Kimi Hime menjadi bagian identitas yang ditampilkan dan upaya Kimi Hime dalam menanggapi pro-kontra atas penampilan tubuhnya serta mempertahankan eksistensi di ruang siber. Melalui unggahan konten *gaming* tahun 2018 dan 2019 di *channel Kimi Hime*. Metode studi kasus yang digunakan untuk menganalisis judul, *thumbnail* dan isi konten video *channel Kimi Hime* menunjukkan hasil analisis bahwa sensualitas tubuh Kimi Hime dalam konten *gaming* yang ditampilkan dalam konsep *kawaii* dan *innocent sexy* menunjukkan diverifikasi atau keragaman konsep ‘cantik’ di Indonesia. *Porn-chic* yang disajikan dalam *channel* YouTube-nya menunjukkan bahwa Kimi Hime tidak hanya mengulang wacana dominan tentang objektifikasi tubuh perempuan tapi juga melakukan negosiasi atas definisi tersebut. Posisi gender Kimi Hime di ranah *gaming* dan ruang siber tidak sepenuhnya terpinggirkan tapi juga memiliki kapasitas untuk berdaya. Inilah strategi Kimi Hime dalam membentuk dan mempertahankan identitas dirinya di ruang siber.

Kata kunci: Tubuh, Kimi Hime, identitas perempuan, *porn-chic*, YouTube.

ABSTRACT

The appearance of Kimi Hime as a female gaming YouTuber provides a new nuance for gamers and YouTubers. Her sexy body appearance when sharing experiences, tricks and tips about games, especially online games on YouTube, is a characteristic that has made Kimi Hime even more famous. However, the performance of his body invited pros and cons from the public and YouTube users. By using a gender approach, this study aims to determine how Kimi Hime's body appearance is part of the identity she displays and Kimi Hime's efforts in responding to the pros and cons of her body appearance and maintaining her existence in cyberspace. Through uploading gaming content in 2018 and 2019 on the Kimi Hime channel. The case study method used to analyze the titles, thumbnails and content of Kimi Hime's channel video content shows the results of the analysis that the sensuality of Kimi Hime's body in the gaming content that is displayed in the concept of kawaii and innocent sexy shows the verification or diversity of the concept of 'beautiful' in Indonesia. The porn-chic presented on her YouTube channel shows that Kimi Hime not only repeats the dominant discourse on the objectification of the female body but also negotiates the definition. Kimi Hime's gender position in the realm of gaming and cyberspace is not completely marginalized but also has the capacity to be empowered. This is Kimi Hime's strategy in shaping and maintaining his identity in cyberspace.

Keywords: Body, Kimi Hime, female identity, porn-chic, YouTube.