

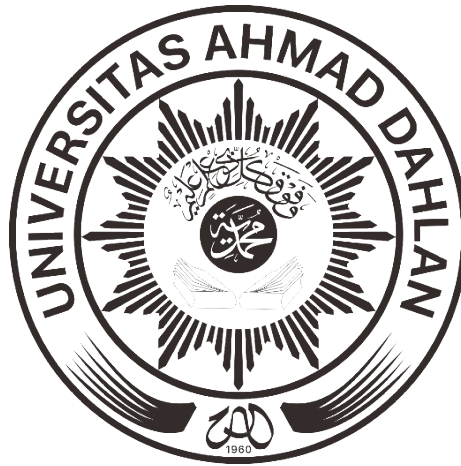
REPRESENTATION OF FEMALE IN LEAGUE OF LEGENDS (WILD RIFT) VIDEO GAMES CHARACTERS: A SEMIOTIC ANALYSIS

An Undergraduate Thesis

Submitted as a Partial Fulfillment of the Requirements

to Obtain *Sarjana Sastra* Degree English

Literature Department



By

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ENGLISH LITERATURE DEPARTMENT

FACULTY OF LITERATURE, CULTURE, AND COMMUNICATION

UNIVERSITAS AHMAD DAHLAN

JANUARY 2024


APPROVAL PAGE

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An Undergraduate Thesis

Submitted as a Partial Fulfillment of the Requirements to achieve *Sarjana*
Sastra Degree in English Literature Department
Faculty of Literature, Culture, and Communication
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RATIFICATION PAGE

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**This Undergraduate Thesis has been examined on May 27 2024
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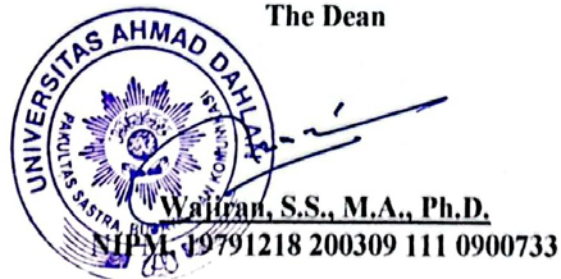
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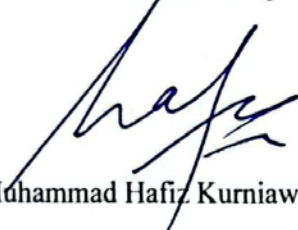
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Ijlal Thufail Fadhlurrahman

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Bismillahirrohmanirrohim, Alhamdulillahirabbil‘alamin first of all the researcher would like to express his highest gratitude to Allah SWT for blessing, love, opportunity, health and mercy to complete this undergraduate thesis. This undergraduate thesis entitled “REPRESENTATION OF FEMALE IN *LEAGUE OF LEGENDS (WILD RIFT) VIDEO GAMES* CHARACTERS: A SEMIOTIC ANALYSIS” is submitted as the final requirement in accomplishing undergraduate degree at English Literature Department in the Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan. Herewith, the researcher expresses the greatest thanks to the honorable consultant, Dr. Muhammad Hafiz Kurniawan, S.S., M.A., who guided patiently to finish this Undergraduate Thesis.

Therefore, I would like to convey my gratitude to:

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2. Wajiran, S.S., M.A., Ph.D. as the Dean of Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan
3. Drs. Maftukhin, M.Hum, as the Head of English Literature Department Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan.

The researcher realizes that this undergraduate thesis is far from the word perfect, thus suggestions from all the readers are welcome and will be appreciated. The researcher hopes that this research can help people who are interested in linguistics especially on the semiotics

Yogyakarta, 29 May 2024

The Researcher



Ijlal Thufail Fadhlurrahman

MOTTO

"Well, I've Done All I Can Do." - (Patrick Star)

"If you believe in yourself, with a tiny pinch of magic, all your dreams can come true" - (SpongeBob)

"Those who want their dreams to come true must stay awake" – (Squidward)

"Remember time is money, if you waste your time then you waste your money"
– (Mr. Crab)

DEDICATION PAGE

With great pride I dedicate this simple work to:

1. To my mother, whose unwavering love, sacrifices, and encouragement have been my constant source of strength and inspiration.
2. To my father who has left me without being able to see what I have achieved, which is a source of encouragement to finish on time.
3. To my brother, for his endless support, laughter, and understanding. Your companionship has been a pillar of support throughout this journey.
4. My Best Duo Dwi Rizki Rahmah where we struggling to work on a thesis together, thesis guidance together, revision together, everything about our thesis is always together, always encouraging each other and helping me in this thesis.
5. To my friends, who have stood by me through thick and thin, offering words of encouragement and moments of respite.
6. To my professors and mentors, for their invaluable guidance, wisdom, and patience.
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TABLE OF CONTENTS

TITLE	i
APPROVAL PAGE	ii
RATIFICATION PAGE.....	iii
STATEMENT OF WORK ORIGINALITY	iv
PERNYATAAN.....	v
PERNYATAAN PERSETUJUAN AKSES	vi
PERNYATAAN TIDAK PLAGIAT	vii
ACKNOWLEDGEMENT	viii
MOTTO	ix
DEDICATION PAGE.....	x
ABSTRACT	xiv
INTISARI	xv
CHAPTER I.....	1
INTRODUCTION.....	1
A. Background of the Study	1
B. Problem Formulation	3
D. Scope of the Study	4
E. Review of Related Studies	4
F. Method Of Research	8
1. Data and Source of Data	9
2. Method and Technique of Collecting Data	9
3. Method and Technique of Analyzing Data	10
G. Significance of the Study.....	11
H. Presentation.....	11
CHAPTER II	12
THEORETICAL APPROACH & FRAMEWORK.....	12
A. Theoretical Approach	12
B. Theoretical Framework.....	14
CHAPTER III	22
ANALYSIS	22

a. Denotation and Connotation meaning of Verbal and Visual Signs in the Two Female Characters in League of Legends (Wild Rift).....	22
b. Myth of Verbal and Visual Signs in the Two Female Characters in League of Legends (Wild Rift).....	49
CHAPTER IV.....	57
CONCLUSION AND SUGGESTION	57
A. Conclusion.....	57
B. Suggestion	58
REFERENCES.....	60

Table of Figures

Figure 1. Barthes' Order of Signification (Barthes, 1972, p113)	16
Figure 2 Denotation and Connotation of "Curvy is the ideal body type.....	23
Figure 3. Denotation and Connotation meaning of Women body attract sensual attention.....	26
Figure 4. Denotation and Connotation meaning of Women are manipulative	28
Figure 5. Denotation and Connotation meaning of women are temperamental ...	30
Figure 6. Denotation and Connotation meaning of weak and powerless.....	33
Figure 7. Denotation and Connotation meaning of Korean like beauty is desired by women.....	35
Figure 8. Denotation and Connotation meaning of strong and magical	39
Figure 9. Denotation and Connotation meaning of friendly and embracing leader	41
Figure 10. Denotation and Connotation meaning of A brave superhero	43
Figure 11. Final battle against Queen Beryl (pokemonwe.com)	45
Figure 12. Denotation and Connotation meaning of Skilled in male-dominated work	47
Figure 14. Retro outfit (wildrift.leagueoflegends.com)	53
Figure 15. Arcade Miss Fortune (wildrift.leagueoflegends.com)	53
Figure 16. Star Guardian Ahri (wildrift.leagueoflegends.com)	55

ABSTRACT

This research analyze how female are represented in the popular online game League of Legends (Wild Rift). This research is interesting to analyze because League of Legends (Wild Rift) one of the most popular and widely played online multiplayer games globally with more than 48 million downloads in play store, it holds substantial influence within the gaming community. By using semiotics because Semiotics can convey the message contained in the game character through the signs found. This research aims to find how are female representation in League of Legends (Wild Rift) Characters.

Previous research has shown that women are often only placed as side characters and tend to be represented with negative stereotypes created by game developers. In this war-themed game, two female characters Miss Fortune dan Ahri are choose as the object who are designed based on various references, including women. The researcher used qualitative methods and Roland Barthes' semiotic model in this study, viewing League of Legends (Wild Rift) characters as signs and texts that can be analyzed to understand the representation of women.

The results showed that women are represented with a high level of sensuality, characterized by an unattainable ideal body shape and revealing clothing. However, women are also portrayed as capable of doing things that are usually associated with men, such as leadership and expertise in combat.

Keywords: *Semiotics, Game online, League of legends (Wild Rift), Gender, Representation, Female characters*

INTISARI

Penelitian ini menganalisis bagaimana perempuan direpresentasikan dalam game online populer League of Legends (Wild Rift). Penelitian ini menarik untuk diteliti karena League of Legends (Wild Rift) merupakan salah satu game multiplayer online yang paling populer dan banyak dimainkan secara global dengan lebih dari 48 juta unduhan di play store, game ini memiliki pengaruh yang cukup besar di dalam komunitas game. Dengan menggunakan semiotika karena semiotika dapat menyampaikan pesan yang terkandung dalam karakter game melalui tanda-tanda yang ditemukan. Penelitian ini bertujuan untuk menemukan bagaimana representasi perempuan dalam karakter League of Legends (Wild Rift).

Penelitian sebelumnya menunjukkan bahwa perempuan seringkali hanya ditempatkan sebagai karakter sampingan dan cenderung direpresentasikan dengan stereotip negatif yang diciptakan oleh pengembang game. Dalam game bertema perang ini, dua karakter perempuan, Miss Fortune dan Ahri, dipilih sebagai objek penelitian yang didesain berdasarkan berbagai referensi yang ada, termasuk referensi tentang perempuan. Peneliti menggunakan metode kualitatif dan model semiotika Roland Barthes dalam penelitian ini, dengan melihat karakter-karakter League of Legends (Wild Rift) sebagai tanda dan teks yang dapat dianalisis untuk memahami representasi perempuan.

Hasil penelitian menunjukkan bahwa perempuan direpresentasikan dengan tingkat sensualitas yang tinggi, ditandai dengan bentuk tubuh ideal yang tidak dapat dicapai dan pakaian yang terbuka. Namun, perempuan juga digambarkan mampu melakukan hal-hal yang biasanya diasosiasikan dengan laki-laki, seperti kepemimpinan dan keahlian dalam berperang.

Kata kunci: *Semiotika, Game online, League of Legends (Wild Rift), Gender, Representasi, Karakter perempuan*