

ABSTRAK

Penelitian ini mengkaji representasi sensualitas karakter perempuan dalam game *Mobile Legends: Bang Bang* menggunakan analisis semiotika Roland Barthes dan konsep sensualitas Reichert dan Lambiase. Penelitian ini bertujuan menganalisis representasi sensualitas pada tataran denotasi, konotasi, dan mitos melalui dua indikator, yaitu *nudity* dan *physical attractiveness*. Penelitian menggunakan metode kualitatif deskriptif. Data diperoleh melalui observasi tidak langsung, dokumentasi berupa *screenshot* karakter dan *skin*, *voice line*, *lore*, serta studi pustaka. Objek penelitian terdiri atas lima karakter perempuan, yaitu Rafaela *Flower Fairy*, Freya *Christmas Carnival*, Odette *Virgo*, Kagura *Water Lily*, dan Pharsa *Indigo Aviatrice*. Hasil penelitian menunjukkan bahwa pada tataran denotasi, sensualitas ditampilkan melalui tingkat keterbukaan kostum, penegasan siluet dan proporsi tubuh, pose, ekspresi, warna, serta atribut karakter. Pada tataran konotasi, tanda-tanda tersebut menghasilkan makna kelembutan, feminitas, kekuatan, keanggunan, spiritualitas, dan misteri. Pada tataran mitos, adaptasi folklor peri Eropa, mitologi Nordik, kisah *Swan Lake*, simbol *Virgo*, tradisi *Shinto*, dan simbolisme burung menjadi legitimasi simbolik yang menaturalisasi standar perempuan ideal. Berdasarkan konsep Reichert dan Lambiase, *physical attractiveness* ditemukan lebih dominan dibandingkan *nudity*. Sensualitas tidak hanya dibangun melalui tubuh dan kostum, tetapi juga melalui perpaduan tanda visual, verbal, naratif, mitologis, dan budaya.

Kata kunci: representasi, sensualitas, karakter perempuan, *Mobile Legends*, semiotika Roland Barthes.

ABSTRACT

This study examines the representation of female sensuality in Mobile Legends: Bang Bang using Roland Barthes' semiotic analysis and Reichert and Lambiase's concept of sensuality. It aims to analyze sensuality at the denotative, connotative, and mythic levels through two indicators: nudity and physical attractiveness. This study employed a descriptive qualitative method. Data were collected through non-participant observation, documentation consisting of character and skin screenshots, voice lines, lore, and literature review. The objects comprised five female characters: Rafaela Flower Fairy, Freya Christmas Carnival, Odette Virgo, Kagura Water Lily, and Pharsa Indigo Aviatrix. The findings show that, at the denotative level, sensuality is represented through varying degrees of costume exposure, emphasized body silhouettes and proportions, poses, facial expressions, colors, and character attributes. At the connotative level, these signs convey softness, femininity, strength, elegance, spirituality, and mystery. At the mythic level, adaptations of European fairy folklore, Norse mythology, Swan Lake, Virgo symbolism, Shinto traditions, and bird symbolism provide symbolic legitimacy that naturalizes ideals of female beauty. Based on Reichert and Lambiase's concept, physical attractiveness was found to be more dominant than nudity. Sensuality is therefore constructed not only through the body and costume but also through the integration of visual, verbal, narrative, mythological, and cultural signs.

Keywords: representation, sensuality, female characters, Mobile Legends, Roland Barthes' semiotics.