

## ABSTRAK

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### **REPRESENTASI KARAKTER KADITA YANG DIGAMBARKAN SEBAGAI SOSOK RATU LAUT SELATAN DALAM GAME ONLINE MOBILE LEGENDS**

(xvi + 113 halaman: 53 gambar; 8 tabel; 2 lampiran)

Kata Kunci : Representasi, Film Pendek, Karakter *Game*, Semiotika, Ratu Laut Selatan

Moonton, selaku *developer game* Mobile Legends dikenal sering menghadirkan karakter dalam *game* yang merepresentasikan tokoh asli ataupun legenda yang berasal dari berbagai Negara. Salah satunya adalah karakter Kadita yang merupakan representasi dari sosok Ratu Laut Selatan yang berasal dari Indonesia. Melihat tokoh-tokoh legenda atau pahlawan yang sudah diangkat Moonton sebelumnya, semuanya memiliki citra yang positif di Negaranya. Akan tetapi, Legenda Ratu Laut Selatan merupakan sosok yang fenomenal di Indonesia. Hal ini dikarenakan sosok ini masih dipandang abu-abu bagi masyarakat Indonesia. Yaitu tidak sepenuhnya positif dan juga tidak sepenuhnya negatif. Oleh karena itu, penelitian ini dilakukan untuk mengetahui bagaimana karakter Kadita direpresentasikan sebagai sosok Ratu Laut Selatan dalam *game* Mobile Legends berdasarkan film pendek Kadita.

Metodologi penelitian yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan metode analisis semiotika Roland Barthes. Sedangkan metode pengumpulan data penelitian dilakukan dengan observasi dan dokumentasi data primer yaitu hasil *screenshot* dari potongan *scene* film pendek karakter Kadita. Hasil penelitian ini menunjukkan tiga representasi dari karakter Kadita, yaitu ditinjau dari konsep *storytelling*, *three-dimensional characters*, dan akulturasi budaya. Melalui hasil analisis pada film pendek Kadita tersebut maka dapat menunjukkan representasi karakter Kadita dalam *game* Mobile Legends.

Referensi : 75 (1984-2020)

## **ABSTRACT**

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### **REPRESENTATION OF KADITA CHARACTER DESCRIBED AS A QUEEN OF THE SOUTH SEA IN THE ONLINE GAME OF MOBILE LEGENDS**

(xvi + 113 pages: 53 pictures; 8 tables; 2 attachments)

Keywords: Representation, Short Film, Game Character, Semiotics, Queen of the South Sea

Moonton, as the developer of Mobile Legends game, is known to often present in-game characters that represent real figures or legends from various countries. One of them is the character Kadita which is a representation of the figure of the Queen of the South Sea who comes from Indonesia. Seeing the legendary figures or heroes that Moonton had previously released, all of them have a positive image in their country. However, the Legend of the Queen of the South Sea is a phenomenal figure in Indonesia. This is because this figure is still considered as a gray figure by the Indonesian people. Which is neither completely positive nor completely negative. Therefore, this research was conducted to find out how Kadita's character was represented as the Queen of the South Sea in the Mobile Legends game based on the short film Kadita.

The research methodology used in this research is a qualitative approach with Roland Barthes' semiotic analysis method. While the research data collection method was carried out by observing and documenting the primary data, namely the results of screenshots from the short film scene of the Kadita character. The results of this study indicate three representations of Kadita's characters, namely in terms of the concept of storytelling, three-dimensional characters, and cultural acculturation. Through the results of the analysis on the Kadita short film, it can show the representation of Kadita's character in the Mobile Legends game.

Reference: 75 (1984-2020)