

PENERIMAAN KHALAYAK PEREMPUAN TERHADAP GAME ONLINE
(Studi Kasus Pada Komunitas CMD Mobile Legends di Kota Bandung)

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Ilmu
Komunikasi Konsentrasi Hubungan Masyarakat Departemen Ilmu Komunikasi



oleh

Luzman Akhmad Syakir

NIM. 1405000

DEPARTEMEN ILMU KOMUNIKASI
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2019

ILMU KOMUNIKASI

Oleh

Luzman Akhmad Syakir

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan Pada Fakultas Pendidikan

© Luzman Akhmad Syakir 2019

Universitas Pendidikan Indonesia

Februari 2019

Hak Cipta dilindungi undang – undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
Dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN

LUZMAN AKHMAD SYAKIR

Penerimaan Khalayak Perempuan Terhadap Game Online
(Studi Kasus Pada Komunitas *CMD Mobile Legends* di Kota Bandung)

Disetujui dan disahkan oleh pembimbing:

Pembimbing I

Prof. Dr. Cecep Darmawan, S.Pd., S.IP., M.Si., MH

NIP. 19690929 199402 001

Pembimbing II

Tito Edy Priandono, M.Si

NIP. 19820525 201212 1 001

Mengetahui,

Ketua Program Studi Ilmu Komunikasi

Dr. Ridwan Effendi, M. Ed

NIP. 19620926 198904 1 001

**PENERIMAAN KHALAYAK PEREMPUAN TERHADAP GAME ONLINE
(Studi Kasus Pada Komunitas CMD Mobile Legends di Kota Bandung)**

Skripsi ini dibimbing oleh:
Prof. Dr. Cecep Darmawan, S.Pd., S.IP., M.Si., MH
Tito Edy Priandono, M. Si

ABSTRAK

Penelitian ini mengkaji penerimaan khalayak perempuan yang bermain Mobile Legends di komunitas CMD Kota Bandung. Peneliti memfokuskan pada sejumlah aspek; mode transparan, mode referensi, mode mediasi, mode diskusif yang terbagi menjadi analisis dan posisi. Metode yang digunakan adalah kualitatif dengan pendekatan studi kasus. Wawancara mendalam dilakukan terhadap tujuh anggota komunitas. Hasil penelitian menunjukkan lima karakteristik pemain. Pertama, Adanya kehidupan yang sesuai antara kehidupan sehari – hari pemain dan kehidupan di dunia gim. Kedua, lingkungan sekitar sangat mempengaruhi pemain untuk memainkan gim dengan bentuk kekerasan dan seksisme. Ketiga, adanya anggapan konten dari gim dapat mendidik dan tidak mendidik bagi pemain. Keempat, Pemain dapat mengungkapkan motivasinya dalam bermain dengan keterlibatan pemain dalam permainan. Kelima, Pemain dapat menyetujui dan menerima keseluruhan konten pada dirinya.

Kata kunci: Penerimaan Khalayak, Pemain Perempuan, Gim kekerasan, seksisme

**WOMEN AUDIENCE RECEPTION IN GAME ONLINE
(Case Study at CMD Comunity in Bandung)**

This undergraduate thesis has been guided by:
Prof. Dr. Cecep Darmawan, S.Pd., S.IP., M.Si., MH
Tito Edy Priandono, M. Si

ABSTRACT

This study examines the audience reception women who play Mobile Legends in the CMD community in Bandung City. The researcher focuses on a number of aspects; transparent mode, reference mode, mediation mode, discursive mode which is divided into analysis and position. The method used is qualitative with a case study approach. In-depth interviews were conducted with seven community members. The results showed five characteristics of players. First, the existence of a suitable life between the daily life of players and life in the game world. Second, the surrounding environment greatly influences players to play games with forms of violence and sexism. Third, the presumption of content from the game can educate and not educate players. Fourth, players can express their motivation in playing with the involvement of players in the game. Fifth, the Player can approve and accept the entire content on players.

Keywords: Audience reception, women gamers, violence game, sexism.

DAFTAR ISI

LEMBAR PENGESAHAN

LEMBAR PERNYATAAN

KATA PENGANTAR	i
UCAPAN TERIMA KASIH	ii
ABSTRAK	iii
ABSTRACT	iv
DAFTAR ISI	vi
DAFTAR TABEL	ix
DAFTAR GAMBAR	x
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Identifikasi Masalah	5
1.3 Rumusan Masalah	6
1.4 Tujuan Penelitian	6
1.5 Manfaat Penelitian	6
1.5.1 Manfaat Teoritis.....	6
1.5.2 Manfaat Praktis	7
1.6 Batasan Penelitian	7
1.7 Struktur Organisasi Skripsi	8
BAB II KAJIAN PUSTAKA	9
2.1 Gamer Perempuan.....	9
2.1.1 Stereotipe Perempuan Dalam Maskulinitas.....	11
2.1.2 Gaya Bermain Perempuan	13
2.2 Penerimaan Masyarakat.....	15
2.2.1 Model Michelle.....	16
2.3 Mobile Legends.....	26
2.4 Penelitian Terdahulu	27
2.5 Kerangka Berpikir	39
BAB III METODE PENELITIAN	41

3.1 Desain Penelitian.....	41
3.1.1 Metode Penelitian	41
3.1.2 Pendekatan Penelitian	43
3.2 Partisipan dan Tempat Penelitian.....	45
3.2.1 Partisipan	45
3.2.2 Tempat Penelitian	47
3.3 Instrumen Penelitian.....	48
3.4 Verifikasi Data.....	48
3.5 Teknik Pengumpulan Data	48
3.5.1 Wawancara Mendalam	48
3.5.2 Observasi	50
3.5.3 Dokumentasi	51
3.6 Penyusunan Alat Pengumpulan Data	51
3.7 Kriteria dan Keabsahan Data	62
3.7.1 Triangulasi	62
BAB IV TEMUAN DAN PEMBAHASAN	64
4.1 Gambaran Umum Komunitas CMD	64
4.1.1 Profil	64
4.1.2 Struktur Komunitas	66
4.2 Profil Informan.....	66
4.2.1 Profil Informan Utama.....	66
4.2.1.1 Informan 1 Lita.....	66
4.2.1.2 Informan 2 Ditta	67
4.2.1.3 Informan 3 Nuraini	67
4.2.1.4 Informan 4 Nurhayatun	67
4.2.1.5 Informan 5 Asyifa	67
4.2.1.6 Informan 6 Pinah	67
4.2.1.7 Informan 7 Ririn	68
4.3 Deskripsi Hasil Penelitian	68
4.3.1 Mode Transparan	68
4.3.1.1 Gim Menggambarkan Kenyataan.....	68

4.3.1.2 Kepercayaan Menggantung.....	75
4.3.1.3 Ideologi.....	81
4.3.2 Mode Referensi.....	92
4.3.2.1 Pengalaman Pribadi.....	92
4.3.2.2 Pengalaman Hidup Terdekat.....	98
4.3.2.3 Pengalaman Tambahan.....	102
4.3.3 Mode Mediasi.....	104
4.3.3.1 Estetika.....	105
4.3.3.2 Bentuk Umum.....	107
4.3.3.3 Intensionalitas.....	114
4.3.4 Mode Diskrusif (Analisis).....	121
4.3.4.1 Identifikasi.....	122
4.3.4.2 Motivasi.....	126
4.3.4.3 Implikasi.....	128
4.3.5 Mode Diskrusif (Posisi).....	130
4.3.5.1 Dominan.....	130
4.3.5.2 Negosiasi.....	132
4.3.5.3 Oposisi.....	133
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI	136
5.1 Simpulan.....	136
5.1.1 Makna Denotatif.....	136
5.1.2 Makna Konotatif.....	138
5.1.3 Evaluasi.....	139
5.2 Implikasi.....	140
5.2.1 Implikasi Akademis.....	140
5.2.2 Implikasi Praktis.....	140
5.3 Rekomendasi Penelitian.....	140
5.3.1 Rekomendasi Untuk Komunitas CMD.....	140
5.3.2 Rekomendasi Untuk Pemain Perempuan.....	140
5.3.3 Rekomendasi Untuk Akademisi.....	141
Daftar Pustaka.....	142

DAFTAR PUSTAKA

- Ali, M. (2014). *Metodologi dan Aplikasi Riset Pendidikan*. Jakarta: Bumi Aksara
- Allison, M. (2016). *Women in Gaming: A Study of Female Players' Experiences in Online FPS Gims*. The University of Southern Mississippi The Aquila Digital Community
- Beavis, C. (2007). *Would the 'real' girl remain please stand up? Gender, LAN cafés and the reformulation of the 'girl' remain*. *Gender and Education*.
- Behm, E. (2009). *The Effects of the Sexualization of Female Video Gim Characters on Gender Stereotyping and Female Self-Concept*. Article in *Sex Roles* · December 2009 DOI: 10.1007/s11199-009-9683-8
- Bogdan, & Biklen, K. (1982). *Qualitative Research for Education: An Introduction to Theory and Methods*. London: Allyn and Bacon, Inc.
- Bogdan, & Taylor, J. (1975). *Introduction to Qualitative Research Methods*. USA: A Wiley-Interscience Publication.
- Bradley, S. (2010). *Orientations to Video Gims Among Gender and Age Groups*. *Simulation & Gaming* 41(2) 238– 259
- Brehm, A. (2013). *Navigating the Feminine in Massively Multiplayer Online Gims: Gender in World of Warcraft*. Original Research Article
- Brenick, A. (2007). *Social Evaluations of Stereotypic Images in Video Gims: Unfair, Legitimate, or "Just Entertainment"?* DOI:10.1177/0044118X06295988
- Brown, M. (1997). *Gender and Video Gim Performance*. *Sex Roles*, Vol. 36, Nos. 11/12, 1997
- Braun, J. (2018). *Arcade Video Gims: Proxemic, Cognitive and Content Analyses*. To cite this article: Claude M. J. Braun & Josette Giroux (1989) *Arcade Video Games: Proxemic, Cognitive and Content Analyses*, *Journal of Leisure Research*, 21:2, 92-105, DOI:10.1080/00222216.1989.11969792
- Carr, D. (2005). *Contexts, gaming pleasures, and gendered preferences*. Institute of Education, University of London. *SIMULATION & GAMING*, Vol. 36 No. 4, December 2005 464-482. SAGE Publications, Inc

- Cassell, J., & Jenkins, H. (1998). *From Barbie to Mortal Kombat: Gender and computer games*. Cambridge, MA: MIT Press.
- Colaizzi, P. (1978). *Psychological research as a phenomenologist views it*. In: Valle, R. S. & King, M. (1978). *Existential Phenomenological Alternatives for Psychology*. Open University Press: New York.
- Creswell, J. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches*. California: SAGE Publications, Inc.
- Denzin, Norman K. & Yvonna S. Lincoln, (1998). *Strategies of Qualitative Inquiry*. Thousand Oaks: Sage Publications.
- Dietz, T.L.(1998). *An Examination of Violence and Gender Role Portrayals in Video Games: Implications for Gender Socialization and Aggressive Behavior* 38: 425. <https://doi.org/10.1023/A:1018709905920>
- Dill, K. (2007). *Video Game Characters and the Socialization of Gender Roles: Young People's Perceptions Mirror Sexist Media Depictions*. *Sex Roles* (2007) 57:851–864 DOI 10.1007/s11199-007-9278-1
- Downs, E. (2010). *"Keeping Abreast of Hypersexuality: A Video Game Character Content Analysis."* *Sex Roles* 62(11/12):721-733. (Retrieved from SocINDEX on February 4, 2015.)
- Fox, J. (2009). *Virtual Virgins and Vamps: The Effects of Exposure to Female Characters' Sexualized Appearance and Gaze in an Immersive Virtual Environment*. *Sex Roles* (2009) 61:147–157 DOI 10.1007/s11199-009-9599-3
- Fox, J. (2013). *The embodiment of sexualized virtual selves: The Proteus effect and experiences of self-objectification via avatars*. Department of Communication, Stanford University, Stanford, CA 94040, USA
- Gray, K. (2011). *Examining the Intersecting Realities of Women of Color in Xbox Live*. ARIZONA STATE UNIVERSITY
- Hartmann, T. (2006). *Gender and Computer Games: Exploring Females' Dislikes*. *Journal of Computer-Mediated Communication* 11 (2006) 910–931 ^a 2006 International Communication Association

- Hayes, E. (2007). *Gendered Identities at Play Case Studies of Two Women Playing Morrowind*. Games and Culture Volume 2 Number 1 January 2007 23-48 © 2007 Sage Publications 10.1177/1555412006294768
- Jenkins, H. (2006). *The War Between Effects and Meaning: Rethinking the Video Game Violence Debate*. Massachusetts Institute of Technology.
- Jhon, L. (2009). *Encyclopedia of communication theory*. California : SAGE Publications, Inc.
- Leonard, R. (2007). *Why Girls Play. Results of a Qualitative Interview Study with Female Video Game Players*. Hamburger Forschungsberichte zur Sozialpsychologie HAFOS
- Martins, N. (2009). *A Content Analysis of Female Body Imagery in Video Games*. Sex Roles DOI 10.1007/s11199-009-9682-9
- Michelle, C. (2009). *Re)contextualising Audience Receptions of Reality TV*. Journal of Audience & Reception Studies. Volume 6, Issue 1.
- Michelle, C. (2015). *Pleasure, disaffection, 'conversion' or rejection? The (limited) role of prefiguration in shaping audience engagement and response*. International Journal of Cultural Studies 1– 18 © The Author(s) 2015 Reprints and permissions: sagepub.co.uk/journalsPermissions.nav DOI: 10.1177/1367877915571407 ics.sagepub.com
- Michelle, C. (2007). *Modes of Reception: A Consolidated Analytical Framework*. Publication details, including instructions for authors and subscription information: <http://www.tandfonline.com/loi/gcrv20>
- Morley, D. (2006). *Unanswered Questions in Audience Research*. Department of Media and Communications, Goldsmiths College.
- Norris, K. (2004). *Gender Stereotypes, Aggression, and Computer Games: An Online Survey of Women*. CYBERPSYCHOLOGY & BEHAVIOR Volume 7, Number 6, 2004 © Mary Ann Liebert, Inc.
- Schroder, Kim. 2000. *Making sense of audience discourses. Towards a multidimensional model of massmedia reception*. Copyright © 2000 SAGE Publications London, Thousand Oaks CA and New Delhi Vol 3(2) 233–258 [1367-5494(200005)3:2; 233–258; 012364]

- Shaw, A. (2012). *Rethinking Gim Studies: A case study approach to video gim play and identification*. Critical Studies in Media Communication.
- Sherry, J. L. (2001). *The effects of violent video gims on aggression: A metaanalysis*. Human Communication Research, 27, 409-431.
- Stake, Robert E. (2005). *Case Study Methods in Educational Research: Seeking Sweet Water*. In R. M. Jaeger (Ed.) *Complementary methods for research in education*, 2nd Edition (pp, 401-414). American Educational Research Association: Washington, DC.
- Steven, G. (2016). *Decoding "The Code": Reception Theory and Moral Judgment of Dexter*. International Journal of Communication 10(2016), 5056–5078
- Tager, M. (2014). *Communication: South African Journal for Communication Theory and Research*.
- Wiebe, E. (2009). *Encyclopedia of Case Study Research*. California : SAGE Publications, Inc; 1 edition.
- Yin, Robert K. (2011). *Studi Kasus: Desain dan Metode*. Rajagrafindo Persada. Jakarta
- Yao, M. (2009). *Sexual Priming, Gender Stereotyping, and Likelihood to Sexually Harass: Examining the Cognitive Effects of Playing a Sexually-Explicit Video Gim*. Sex Roles (2010) 62:77–88 DOI 10.1007/s11199-009-9695-4

Sumber Online

<http://www.foxnews.com/tech/2013/09/12/training-simulation-mass-killers-often-share-obsession-with-violent-video-games.html>

<https://www.viva.co.id/digital/digilife/510370-survei-game-bukan-lagi-buat-para-kesepian>

http://www.scielo.org.co/scielo.php?script=sci_arttext&pid=S0122-82852010000100002