

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

**UNDERGRADUATE THESIS**

**SEXUAL OBJECTIFICATION OF FEMALE CHARACTERS FOUND IN  
ARKNIGHTS VIDEO ADVERTISEMENTS: A MULTIMODAL  
DISCOURSE ANALYSIS**



**By**

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree  
of English Department Faculty of Humanities Universitas Airlangga**

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**2022**

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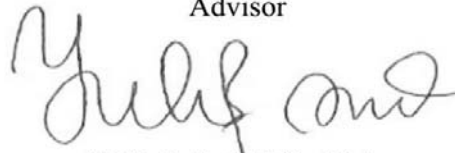
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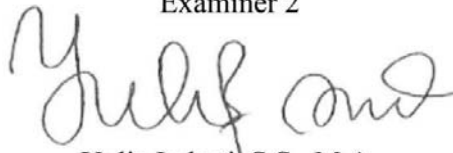
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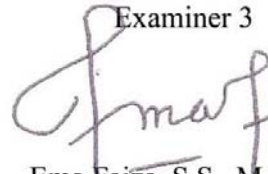
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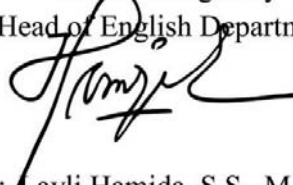
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**ABSTRAK**

Iklan seringkali digunakan untuk mempromosikan produk atau jasa kepada calon pembeli. Untuk menarik perhatian pembeli, iklan harus memuat pesan atau ide mengenai produk yang diiklankan kepada penonton. Penggambaran perempuan sebagai objek seksual sering kali ditemui dalam iklan. Banyak iklan menggunakan penampilan fisik dan daya tarik seksual perempuan untuk menarik perhatian penonton. Meskipun pada masa kini representasi perempuan mulai berubah, namun masih banyak ditemukan objektifikasi seksual pada perempuan dalam beberapa iklan. Penelitian ini menganalisis dua video iklan dari *mobile game* Arknights untuk menemukan elemen multimodal yang digunakan dalam iklan tersebut. Penelitian ini juga menganalisis bagaimana elemen-elemen multimodal yang ditemukan membentuk objektifikasi seksual terhadap karakter-karakter perempuan dalam *mobile game* tersebut. Data untuk penelitian ini diambil dengan menggunakan metode *purposive sampling*. Teori yang digunakan untuk menganalisis mode verbal dalam penelitian ini adalah *transitivity system* dari Halliday (2004). Sedangkan mode visual dalam penelitian ini akan dianalisis menggunakan kerangka teori visual grammar dari Kress dan van Leeuwen (2006). Hasil dari penelitian ini menunjukkan bahwa objektifikasi seksual yang ditemukan di kedua video iklan Arknights adalah *body-ism*, pandangan seksual, dan komentar seksual terhadap karakter-karakter perempuan dalam gim Arknights.

**Kata Kunci:** iklan, multimodal, objektifikasi seksual

**ABSTRACT**

Advertisements are used to promote products or services to potential customers. In order to attract potential customers, advertisers need to be able to convey and deliver the idea of the products to the viewers. Depicting women as sexual objects in advertisements is common in advertisements. Many advertisements are emphasizing the physical appearance and sexual appeal of women to gain audiences. Even though in recent years women's representation has changed, sexually objectified women can still be found in some advertisements. This study examines two video advertisements of Arknights' mobile game to find the multimodal elements used in the video advertisements and how the multimodal elements construct the sexual objectification of the female characters. The data for this study were chosen using the purposive sampling technique. This study used the transitivity system by Halliday (2004) to analyze the verbal modes and the grammar of visual design framework by Kress and van Leeuwen (2006) to analyze the visual modes using the ideational, interpersonal, and textual metafunctions. This study found that the sexual objectification that occurred in the two video advertisements is sexualized gazing, body-ism, and sexual commentaries toward the female characters.

**Keywords:** advertisement, multimodality, sexual objectification