

ABSTRACT

Otaku is a word to describe peoples who loving Japan's pop culture such as anime, manga or game. Many of them doing their hobbies too seriously and giving all of their time just for it. Sometimes, they are not leaving their room. This is the reason why nerd or antisocial become main image of otaku. Many media made otaku stories because otaku become social issue in Japan such as anime or manga. It's not rare to see otaku become main hero in several stories. For example in Kami nomi zo shiru sekai, this anime shows a single otaku who really love girl games and 2D girls. Not like real otaku, this main hero doesn't hide his interest against girl games and always seen carrying PFP wherever he goes. He hated real girls and assumed real world is a crappy game. This research is aimed to describe the representation of otaku's figure from an anime titled Kami nomi zo shiru sekai. This research is using a semiotic theory from Roland Barthes that has several levels of significance such as denotation, connotation and myth. This research is using two primary convention based on behaviour and mindset against girl games and 2D girls. This research shows that otaku from anime Kami nomi zo shiru sekai has one opposite thing from real otaku such as his visualization. But when it come to hobbies, they has same interest and behavior.

Keyword : *semiotics, Barthes, otaku, anime, girl game, Kami nomi zo shiru sekai*