

ABSTRACT

Mobile Legends is a very popular online game, more than eleven million people have downloaded this game, MOBA type online game (Multiplayer Online Battle Arena) which has 76 playable hero characters and 28 of them are female heroes. In the online game Mobile Legends female characters become objects of commodity sales through visual design that shows the sensual side of each female hero character. Sensuality cannot escape from women in various media and this is a phenomenon that often occurs around us. The phenomenon of the sensuality of female characters and how they are represented for the purpose of increasing the attractiveness of a video game is an interesting thing to research. This research was conducted with qualitative research methods and using the constructivism paradigm. In collecting data, researchers used observation and interview methods for five main informants. The results of the study were that the results of this study could be categorized through the body shape and costume appearance used by female characters who always wear tight clothes, minimal and open clothing making the sensitive parts of the female body clearly visible, certain body parts are highlighted through the costumes worn to give sexual fantasies to the players of the Mobile Legends game.

Keywords: Representation, Sensuality of Women, Online Games