

ABSTRACT

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The presence of characters in the game makes the games as a medium for presenting small worlds. Game became one of the ways to convey a message to audiences that are considered as target in particular the users of the game. The characters in game are supported through the roles of each character role as the “protagonist, an antagonist, minor, and foil”. In the character of the game Grand Theft Auto IV, the character has not been able to walk without influence from other characters so that, in each of the characters have the strengths and weaknesses of its own and lead to a link between character. Grand Theft Auto IV game is one of the game a lot of a negative way to get power and wealth through in a way that instantly. This affects of his players and an act of violence as can be seen through a visualization displayed by the character of a minor to the character of the protagonist in the scenes, namely the character can do manslaughter, theft, even doing a scene of sexuality. In the handling of the message is shown through a visualization on the character of the Grand Theft Auto IV game is done through a process of semiotics that is to interpret signifier and signified of visualization displayed by the character. Signifier and signified of the next be interpreted through the metaphor of visual which revealed the presence of a figurative metalanguage that appear through the visuals provided by minor characters towards the protagonist character in doing scenes in game. So, visuals shown on the character the protagonist as opposed to all the rules set. This well ease the player in interpret something and make the players to have a freedom in making something.

Keyword: Character, Grand Theft Auto IV, Semiotic, Visual Metaphor