

ABSTRACT

Genshin Impact is a game that represent sensuality of female character where the female character sensuality become a commodity to attract players and earning a profit. This research are made for knowing the representation of sensuality and the meaning of sensuality with using Roland Barthes Semiology. In analyzing the sensuality of female characters, researcher used three step of roland barthes semiology which is connotation, denotation, and myth. From the denotation step, this game want to attract player by showing tight clothing as a charm. in conotation step this game purpose is to attract player by showing tight clothing as a charming. In myth step this study found that the purpose of the sensuality that showed in Genshin Impact as a addiction fot thee player so the player feel comfortable when playing Genshin Impact so players will spend their money for the character they wanted. The conclusion in this study are female sensuality in game is use as an attractiveness and to earning profit also an addiction to players so they feel comfort when playing Genshin Impact

Keywords : representation, sensuallity, female characters,Genshin Impact Game, Roland Barthes Semiology