DAFTAR PUSTAKA

Alnasuan, A. 2016. Color Psychology. *American Research Journal of Humanities and Social Scienes*, 1-6.

Aristotle. (1982). *Poetik.* Ditzingen: Reclam.

Aryani, D. I., Santosa, I., & Zpalanzani, A. 2013. Kajian Transformasi Visual Desain Karakter Eevee pada Game Pokemon Series Generasi I-V. *ITB Journal Visual Art 7 Design Vol. 5. No. 2*, 155-175.

Barthes, R. 1968. *Elemets of Semiology.* New York: Hilland Wang.

Barthes, R. 1985. *The Fashion System.* London: Jonathan Cape.

Baudrillard, J. 1990. *Seduction.* New York: St Martins Press.

Bohyun, K. 2015. Game Mechanics, Dynamics, and Aesthetics. *Library Technology Reports*, 17-19.

Bolter, J. D., & Grusin, R. 1999. *Remediation: Understanding New Media.* London: MIT Press.

Campbell, R., Martin, C. R., & Fabos, B. 2016. *Media & Culture: Mass Communication in a Digital Age (Tenth Edition).* Boston: Bedford/St. Martin's.

Cantallops, M. M., & Sicilia, M. A. 2018. MOBA games: A literature review. *ELSEVIER: Entertainment Computing*, 128-138.

Casvean, T.-M. 2016. An Introduction to Video Genre Theory: Understanding Videogame Genre Framework. *Athens Journal of Mass Media and Communications, Volume 2, Issue 1*, 57-68.

Coward, R., & Ellis, J. 2016. *Language and Materialism: Developments in Semiology and the Theory of the Subject (Routledge Library Edition: Semantic and Semiology).* London: Routledge.

Crawford, G., Gosling, V. K., & Light, B. 2011. *Online Gaming in Context: The social and cultural significance of online games.* Milton Park, Abingdon, Oxon: Routledge.

Creswell, J. W. 2007. *Qualitative Inquiry and Research Design Choosing Among Five Approaches.* USA: Sage Publication.

Darmaprawira, S. 2002. *Warna-Teori dan Kreativitas Penggunaanya.* Bandung: Penerbit ITB.

Denzin, N. K., & Lincoln, Y. S. 2009. *Hanbook of Qualitative Research.* Yogyakarta: Pustaka Pelajar.

Ekawardhani, Y.A., Santosa, I., Ahmad, H.A., & Irfansyah, I. (2020). Modifikasi Karakter Visual dalam Film Animasi Indonesia. Harmonia: Jurnal Penelitian dan Pendidikan Seni, 20 (2), 167-175

Gere, C. 2008. *Digital Culture.* London: Reaktion Book Ltd.

Gomez, M. T. 2012. The S Words: Sexuality, Sensuality, Sexual Expression and People with Intellectual Disability. *Springer: Sexuality and Disability, Vol. 26, No. 4*, 237-245.

Haake, M., & Gulz, A. 2008. *Visual Stereotypes and Virtual Pedagogical Agents.* Sweden: Lund University, Departement of Design Sciences, LTH.

Hall, S. 1997. Representation: Cultural Representations and Signifying Practices. *Sage*, 1-12.

Hosch, W. L. 2018. *Electronic strategy game.* Retrieved from Encyclopaedia

Britannica: https://www.britannica.com/topic/electronic-strategy-game

Hu, Y., Parde, C. J., Hill, M. Q., O'Toole, A. J., & Mahmood, N. 2018. First

Impressions of Personality Traits From Body Shapes. *Sage Journals:*

Psychological Science, Vol. 29, Issue 12, 1969-1983.

Hyun-Ju, O. 2004. A Study on the Formative of The Game Character. *The Korea*

Contents Association, Vol. 2, No. 2 , 109-118.

Ji-Hun, L. 2017. A Study on the Effect of Character Story Originality, Character

Attractiveness and Affinity on Character Product Reference. *Journal of*

Korean Entertainment Industry Association, Vol. 11, No. 6, 47-56.

Jin, D. Y. 2016. *New Korean Wave: Transnational cultural power in the age of*

social media. Urbana: University of Illionis Press.

Jin, D. Y., & Yoon, T.-J. 2017. The Korean Wave: Restrospect and Propect.

International Journal of Communication, 2241–2249.

June, L. 2013. *For Amusement Only: the life and death of the American arcade*.

Retrieved from The Verge:

https://www.theverge.com/2013/1/16/3740422/the-life-and-death-of-the-

american-arcade-for-amusement-only

Jung, S. 2010. *Korean Masculinities and Transculturel Consumption: Yonsama,*

Rain, Oldboy, Kpop Idols. Hon Kong: Hong Kong University Press.

Jung-Nam, K., Woong-Nam, K., & Jung-Hyeon, K. 2013. The Scenario and

Planning that decides the fate of games. *ebizbooks*, 588.

Kim, Y. S., & Kim, H. S. 2008. Study on The Character design Development with Cultural and Symbolic Image. *Korea Society of Design Trend, Vol. 1, No. 18*, 39-48.

League of Legends, V. 2017. *The complete guide to creating visual effects within league of legends.* https://nexus.leagueoflegends.com/wp-content/uploads/2017/10/VFX_Styleguide_final_public_hidpjqwx7lqyx0p jj3ss.pdf (diakses pada 15 September 2020): Riot games.

Lee, & Hee-Eun. 2006. Seeking the 'Others' with Us: Discourses on Korean-Ness in Korean Popular Music. *Medi@sia: Global Media/Tion In and Out of Context*, 128-45.

Lee, D., & Schoenstedt, L. J. 2011. *Investigating the Impact of Game Features and Content on Champion Usage in League of Legends.* New York: ResearchGate.

Lee, H.-E. 2006. Seeking 'Others' within Us: Discourses on Korean-Ness in Korean Popular Music. *Medi@sia: Global Media/Tion In and Out of Conext*, 128-145.

Lehdonvirta, V. 2009. Virtual item sales as a revenue model: Identifying atributes that drive purchase decision. *Electronic Commerce Research, 9(1)*, 97-113.

Lennon, S. J., & Kim, K. J. 2015. *The Role of Dress in Sexual Objectification*. Retrieved from Bloomsburry Fashion Central: https://www.bloomsburyfashioncentral.com/products/berg-fashion-library/article/bibliographical-guides/the-role-of-dress-in-sexual-objectification

Liang, J. 2017. A Study on Game Art Character Design and Traditional Culture. *International Conference on Arts and Design, Education and Social Science (ADESS)*, 18-22.

Lin, H., & Sun, C. T. 2011. Cash trade in free to play online games. *Games and Culture, 6(3)*, 270-287.

Livingston, I. J., Gutwin, C., Mandryk, R. L., & Birk, M. 2014. *How Players Value their Characters in World of Warcraft.* Maryland: ACM.

Lundwall, C. 2017. *Creating Guidlines for Game Character Designs.* Skelleftea: Lulea University of Technology.

Macedo, T., & Vieira, M. d. 2017. Far beyound the piels: consumption and material culture experience in League of Legends. *Comun, Midia Consumo*, 146-169.

Maestri, G. 2001. *Posing Digital Character.* Retrieved from Peachpit: https://www.peachpit.com/articles/article.aspx?p=22797

Manninen, T., & Kujanpaa, T. 2007. The Value of Virtual Assets-The Role of Game Characters in MMOGs. *International Journal of Business Science and Aplied Management, 2(1)*, 21-33.

Marder, B., Gattig, D., Collins, E., Pitt, L., Kietzmann, J., & Erz, A. 2019. The Avatar's new clothes: Understanding why player purchase non-functional items in free-to-play games. *ELSEVIER: Computers in Human Behaviour*, 72-83.

Mirzoeff, N. 1998. *The Visual Culture Reader.* London: Routledge.

Montemurro, B., & Gillen, M. 2013. How clothes make the woman immoral: Impression given off by seualized clothing . *Clothing and Textile Research Journal, 31*, 167-181.

Muhammad, W. A. 2012. THE HALLYU (THE K-POP/KOREAN POP WAVES) PHENOMENON AND ITS IMPACT IN INDONESIA. *Jurnal Masyarakat & Budaya, Volume 14. No. 1*, 201-212.

Piliang, Y. A. 2019. *Srmiotika dan Hipersemiotika: kode, gaya, dan matinya makna.* Yogyakarta: Cantrik Pustaka.

Potter, J., & McDougall, J. 2017. *Digital Media, Culture and Education.* London: Macmillan Publishers Ltd.

Putra, M. P., Jonemaro, E. M., & Arwani, I. 2018. Penerapan Mechanics Dynamics Aesthetics Framework pada Game Pengenalan Wisata Kota Malang. *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer, Vol. 2, No. 5*, 2086-2091.

Rampley, M. 2005. *Exploring Visual Culture.* Edinburgh: Edinbutgh University Press Ltd.

Riot Games. 2021. *Summoner's Rift*. Retrieved from leagueoflegends: https://euw.leagueoflegends.com/en-gb/how-to-play/

Rose, G. 2016. *Visual Methodologies An Introduction to Researching with Visual Materials 4th Edition.* London: SAGE Publication Ltd.

Ryan, M.-L. 2006. *Avatars of Story: Electronic mediations.* Minneapolis: University of Minnesota Press.

Saussure, F. 1983. *Course in General Linguistics.* London: Duckworth.

Schroter, F., & Thon, J.-N. 2014. Video Game Character. *DIEGESIS 3.1*, 40-77.

Seo, B.-H., & Kim, M.-J. 2008. A Study on East Asian Costume Beauty, Affected by Religion. *Journal of the Korean Society of Costume, Vol. 58, No. 2*, 93-106.

Silverman, K. 1983. *The subject of Semiotics.* New York: Oxford University Press.

Smardon, R. 1986. *Foundations of Visual Project Analysis.* New York: John Wiley and Sons, Inc.

Spradley, J. P. 1980. *Participant Observation.* Florida: Harcourt Brace Jovanovich College.

Storm, S. 2018. *League of Legends Review*. Retrieved from PC GAMER: https://www.pcgamer.com/league-of-legends-review/

Sun, J. 2011. *Korean Masculinities and Transcultural Consumption: Yonsama, Rain, Oldboy, K-pop idols.* Hongkong: Hongkong University Press.

Sun, Y. 2017. *Motivation to Play Esports: Case of League of Legends.* Columbia: University of South Carolina.

Supandi, F. P., Mansoor, A. Z., & Ramadina, S. P. 2017. Kajian Desain Karakter Dalam Fame Overwatch Dalam Kerangka Metode Perancangan Manga Matrix. *Wimba, Journal Komunikasi Visual & Multimedia Vol. 8 No. 1*, 82-96.

Szymanski, D. M., Moffit, L. B., & Carr, E. R. 2011. Sexual objectification of women: advances to theory and research. *The Counseling Psychologist, 39(1)*, 6-38.

Thomas, A. 2019. *The Sexualized Messages Dress Codes are Sending to Students*. Retrieved from The Pudding: https://pudding.cool/2019/02/dress-code-sexualization/

Thon, J.-N. 2014. Subjectivity across Media: On Transmedial Strategies of Subjective Representation in Contemporary Feature Films, Graphic Novels, and Computer Games. *Marie -Laure Ryan/Jan-Noel Thin(Eds.), Storyworlds across Media. Toward a Media-Concious Narratology*, 67-102.

Tsukamoto, H. 2012. *Super manga Matrix.* Harper Design.

Utami, L. S. 2014. Eksploitasi Seksualitas Dalam Koreografi di Korean Pop Music Video Studi Semiotika Pada "Marionette" dan A.D.T.O.Y"). *http://repository.untar.ac.id/*, http://repository.untar.ac.id/427/1/1978-4298-1-PB.pdf.

Wagonner, Z. 2009. *My avatar, my self: Identity in video role-playing games.* London: McFarland & Company.

Wardani, D. P. 2018. Representasi Sensualitas Perempuan dalam Music Video Girlband Stellar yang Berjudul "Sting" dan "Crying". *JURNAL_Fis.K.70*, http://repository.unair.ac.id/76389/3/JURNAL_Fis.K.70%2018%20War%20r.pdf.

West, N. 1996. Lexicon A to Z: Simulation (Sim). In J. S. Bint, *Next Generation* (p. 41). New York: Imagine Media.

Widagdo. 2011. *Desain dan Kebudayaan.* Bandung: peneribit ITB.

Yan, X. 2016. Research on the Design of Game Character with the Chinese Traditional Culture Characteristics. *International Journal of Business and Social Science Vol. 7 No. 4*, 260-264.

Yee, N. 2008. Maps of digital desire: Eploring topography of gender and play in online games. *Book MIT Kafai*, 83-98.

Young-Sik, K., & Hong-San, K. 2008. Study on the character design development with cultural and symbolic image. *Korea Society of Design Trend, Vol. 18, No. 18*, 39-48.

Young-Suk, L. 2015. Development and Proposal of Korean Character Based on Story of Shim Cheong as a Motif. *Journal of Korea Multimdia Society, Vol. 18, No. 12*, 1578-1585.