CHAPTER II

THEORETICAL REVIEW

In this chapter will explain extend the ideas used for this research. It will focus to three points. First is correlation between stereotype and video game. Second, it attempts stereotype of third wave feminism that include heroine character identified in video game. The research use theory of Female Action Heroes Proposed by Knight (2010) and Virtual Character Design by Sloan (2015). Knight mentioned that the presentation of female hero is based on the reflection of male hero which involves in four areas: body, attitude, and abilities; Sloan clarified about the concepts design of heroine character that implemented with stereotype. Third is the role of stereotype by Richard Dyer (1999) explained the expression of values as the impact of stereotype in video game.

2.1. Stereotype and Video Game

Stereotype is one the phenomena that emerge from various factors, such as social life, cultural, spiritual and even psychological signs. For cultural and social life stereotypes, it could be part of general moral order by society in specific area. While spiritual and psychological signs is defined stereotype (Harre and Langenhove, 1994: 361-370). By locating stereotype in cultural and social life, stereotype is assumed as concept idea of perception, thought, and belief that has already implemented by particular person or group. The perception of stereotype

is recognized based on people consideration. That perception can be broadly as assumption that taken from some factors, as Potter and Wetherell in Harre and Langenhove (1994: 361) have pointed out the three basic assumptions about phenomena of stereotype:

(1) The assumption of the inevitability of biased categorization

(2) The assumption that categories have a fixed structure

(3) The assumption that categories are preformed and enduring

Based on the quotation above, the first point could be indicate to religion rules, the second indicate to physiological, and the third indicate to cultural rules. When people try to accept something, they will do have some learns and experiences in their social life, such as religion, culture, and their communion. Thus, the assumption can be the rules that copied to become represent in society.

Nowadays, stereotype have been represented in media such video game. Stereotype in video game illustrated about social events, such as mixed group, social moral, and concept featuring male and female character in video game (Deskins, 2013: 22). Some previous studies have found stereotypes in video game such as racism, classism, sexism, and other social divisions. Therefore, video games have been much contributed to display stereotypes through many aspects. The prominent to identify stereotype is character as the first viewpoint in video game. In video game, character is the agent and perception of the players which is commonly referred to as the protagonist of the game (Domsch, 2013: 94). There is possibility that stereotypes may appear differently on each character. That is because the concept characters design allowing existing freely in video game.

2.2. Stereotype of Character Heroine in Video Game

Video game has offered many possibilities to augment the phenomena lead to stereotype. Before entering 20th century, female character in action video game initially portrayed as weak, unintelligent, and needing to be rescued (damsel in distress) (Knight, 2010: xvi). The proposing female character as subordinate was the expectation of society at that time for socially acceptable. Then, beyond 19th century, the stereotype also slightly shifted to female character who appears to be a hero. That is when female characters in video games underwent burgeoning movement who embraced concepts of femininity, ambition, and independence. Traditionally, the presentations of hero have to involve toughness in four areas: muscular and barrel-chested physique, brave attitude, aggressive action, and gain power authority (Knight, 2010: xiii-xiv). The three indicators are attitude, action and authority; Female hero requires to ideal appearance as the indicator to be attractive. It meant that when men hero epitomized with tough physical, female hero instead were deemed to be virtuous.

Female action hero has characteristics in both traditional concepts of femininity and the portrayal of traditional male action hero. The appearance of female action heroes are reflected spirit of third-wave feminism that advocates looking good and being powerful, as found in some video games, Adlin (2006: 25) said one of the phenomenal is Lara Croft in Tomb Rider video game. Lara has been known as a powerful female character in video game, because of her capabilities to operate weapons and her performance in some dangerous events, represent her masculine personality. Nevertheless, the figure with sexy appearance

and white skin is the most prominent feminine characteristic of her. The portrayal of femininity could be targeted as an object that represents sexual desire for male gaze. Meanwhile her masculine image is portrayal of her personality who independent, adventurous, agile, and skillful. Hence the figure has been perpetuated in most contemporary video game with some new additional attributes such high heels as attractiveness.

To clarify the identification of stereotype in female character hero, Knight (2010: viii) proclaimed the appearance as the main indicator of stereotype, associate to the anatomical cues, like body, facial features, costume, hairstyle, voice, behavior, and movement. About appearance, it would be explain in detail based on the division below:

2.2.1. Body

Body is divided into body proportion and body type. Body proportion is based on age (Sloan, 2015: 5). Because, the rate of age can define a character appear as child, adolescent, or adult. Typically, child or adolescent in rating age 8 to 14 would be upper 100 cm, while adult women would be 160 cm. Typically, the proportion for character heroine approximately 160-170 cm. If character heroine is depicted short under 160 cm, the impression would be look like a kid.

Differ to proportion, body type does not pursue to age. Body type is determined for character appearance, it is known as Somatotype or category of body physique form. Commonly, the body type is divided into three (Sloan, 2015: 6-8):

- Ectomorph: the body type that designate to characters who are typically a thin muscle tone, small bones, light build, and low fat. The shoulders are likely narrow and have long limbs or be taller than average.
- Mesomorph: the body type that designed to characters for more solid built with bigger bones, strapping shoulders, typical easy to build muscle, limited body fat, and have athletic body.
- Endomorph: the type that assigned to characters who have quite fat body proportion, mostly shorter, rounder and chubby face, but could be stockier and may have strong arms and legs.

Based on the characteristics above, usually the body type of character heroine is mesomorph or ectomorph as attraction concerns. Mesomorph will be seen as a character that able to show the impression of independent and credibility in fight. Although always compared with ectomorph, ectomorph is quite tend to give impression as weak character because thin body. Meanwhile, endomorph can also presented who has heavy body, but the impression will seems like too slow to move.

2.2.2. Facial Features

Commonly, facial features of male and female character are determined through biological factors or sex. The facial shape for child is round and small. For male adult, the facial shape is wide on jaw and chin, while for female adult will be look smaller and thin on her jaw and chin. Even though in video game it does not a rule to create male character to look pretty or handsome heroine, it becomes a selling point. Furthermore, facial feature for character heroine has to be

symmetry. Based on previous studies have shown that symmetry is chosen as the strong indicator for attractiveness (Sloan, 2015: 14). Symmetry fundamentally is proportions that emphasize the smooth line of cheek jaw and form a small chin. Moreover, pointed nose, her eyebrow shapes, eye, and small mouth can show the attractiveness of character heroine's beauty.

2.2.3. Costume

The other aspects are costume. In some video game the costume may not effectively to show female character as powerful heroine. Since the selection of clothing is still significant to represent female character as to show female heroes are depicted (Knight, 2010: ix). Sometimes, the costume design is made to reveal the femininity, such as skirts, dress, blouses, low-cut, tight leather, high heels, and other reveal outfits. Thus, it is implicitly as attractiveness point.

2.2.4. Hairstyle

For the subsequent selection, in video game, many stereotypes have also surfaced the attributes to women based on the appearance of hairstyling. The creation for character's hairstyle is selectable such as long or short, wavy or straight. Female heroes that commonly have longer hair regard to reveal her feminine side. However, if the short hairstyling curly, that would be also determine as attractive in different style. Since hairstyling also plays a role in determining the attractiveness and overall physical beauty of women. Besides, hair style associated with emotional, behavioral, and personality. Moreover, the hair color such as very dark or light is such a crucial factor that relevant to the

character design. For female character, the color is selectable depend on the character personality since color components has potential connotations (Sloan, 2015: 36) as the following:

Hue	Type	Potential Connotations
Magenta	Warm	Sweetness, playfulness, romance, freedom, uplifting
Red	Warm	Power, love, passion, energy, sex, anger, danger
Orange	Warm	Joy, creativity, fun. Warmth, Enthusiasm
Yellow	Warm	Cheerfulness, sunshine, joy, remembrance, intellect
Green	Cool	Nature, healing, health, growth, fertility, harmony, envy
Cyan	Cool	Relax, peace, fresh, femininity, imagination, tranquility
Blue	Cool	Stability, depth, trust, strength, peace, masculinity
Purple	Cool	Royalty, wealth, power, ambition, dignity, influence

Table 2.1. Hues and Potential Meanings

All of colors above actually can provide for male and female character. However, based on the previous research of Cunningham and Macrae (2011), they said that the current investigation explored extent which culturally transmitted color associated to stereotype. Then, they found result that pink is for female and blue is for male based on the impressions, behavior, and thought of male and female targets. Pink is between light red color and the light magenta. Pink is considered to be more feminine color than blue, since it is look tender and beautiful. Besides that, according to Manning (2011: 47) female hero with black

and long hair is natural stimuli color that attractive, intelligent, happy, confident, trustworthy, and feminine.

2.2.5. Voice

Voice is one of fundamental creation of female hero that perhaps not too reflect her as character heroic, but still important to depict her as heroic female character. As Panja (2009) stated that the characteristic of female's voice is high pitch type. Female's voice has more frequency components and one octave higher than men. Therefore, when female hero is screaming, the intensity tone would be higher and strong. If the pitch of voice is lower and heavier, the voice would be close to the ratio of male voices. According to Biemans (2000: 28), the voice that considered female stereotype is soft, graceful, and friendly. If female hero raising her voice, it cannot considered being feminine.

2.2.6. Behavior

Behavior will most closely identify through the plot in video game. There would be many character behavior based on the implication of her personality, like, wise, brave, cool or femme fatale. The Femme fatale of character heroine is one of female power ability use to subdue her opponent, especially man (Markus, 2013: 179). Furthermore, the behavior also can be contradictive. For instance, if her representation as damsel in distress but in some occasion she becomes heroic, it could be the factor of game play and game narrative (Domsch, 2013: 13). Because, sometimes in some video game, character heroine look subordinate, but still present her be able to fight.

2.2.7. Movement

Movement is also one of fundamental concept of character design. It is one of internalized process about how female character thinks, feel, and act that would be presented clearly in the performance. The movement can also relate to strength and abilities to be able engage in battle. When it comes to the battle performance, character heroine will present her skillful movement in the fight.

In virtual character design, those aspects can also serve to represent ideas of mixed race identity (Sloan, 2015: 63). Mostly, game designer use that ideas to make main female character look attractive that has particular uniqueness of characteristics. As Sims (2012: 63) mentioned that mixed race is a person who inherent certain characteristics from different ethnic. One factor more prominent in physical appearance of mixed race is facial feature which includes the combination of skin color, hair color, texture and length, eye shape and color, thick/ thin lips and pointed or pug nose. That is look interesting to see the beauty of female character look with mixed race concept, for instance mixed race between Caucasian and Asian showed the beauty of 'Eurasian'. As Nakashima clarify that mixed race can also denote about beauty (1992: 162-180); or Mediterranean race as one of the sub races into which the Caucasian was categorized in the late 19th to mid-20th centuries (Murji and Solomos, 2005: 215). As Gundle (2007: 301) stated that there was link to specific kind of feminine beauty to Mediterranean woman that have dark hair and olive skin were recognizably different from other national stereotypes, such as America, French, and England. Therefore, reminding that mixed race is not solely consider to

present the particular character heroine design, however it is assumed as the quality of female character hero to perform in the game.

2.3. The Impact of Stereotype to Character Heroine in Video Game

The stereotype has an impact either to character heroine in video game. It has an impact to the values of the character heroine presentation. The value is intended as an idea to be shared constantly such a mode characterization that immediately recognizable as Dyer (1999: 3) said that the stereotypes are the effective tools to proclaim social perceptions so the character can spontaneously accepted. Especially the representation in video game that has aesthetic visual, the presentation of female hero must be has value of third wave feminism. Thus, people would consider and redefine the stereotype to the value of female character heroism to appear should look like.