

# Representasi Budaya Ainu di Pulau Tsurumi dalam Game Genshin Impact = Representation of Ainu Culture on Tsurumi Island in The Video Game Genshin Impact

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## Abstrak

Dalam perkembangannya di masa kini, video game kerap memasukkan unsur-unsur kebudayaan dalam permainannya sebagai bagian dari konten promosi budaya ataupun konten atraktif yang dapat menarik perhatian para pemain game. Seperti video game Genshin Impact yang memasukan unsur-unsur kebudayaan beberapa negara populer pada negara-negara fiksinya, seperti Mondstadt sebagai representasi budaya Jerman, Liyue sebagai representasi budaya Cina, dan Inazuma sebagai representasi budaya Jepang. Penelitian ini berfokus pada analisis representasi budaya Ainu yang ada di Pulau Tsurumi, Inazuma dalam video game Genshin Impact. Penelitian ini metode kualitatif analitik melalui observasi pada video game dan studi studi pustaka untuk mengetahui budaya Ainu pada Genshin Impact dan dianalisis bentuk representasi budayanya berdasarkan teori representasi reflektif. Berdasarkan hasil penelitian ini adalah adanya representasi budaya Ainu pada konten, nama, benda, fitur dan nama-nama tempat di Pulau Tsurumi, Inazuma dalam video game Genshin Impact, yaitu Maushiro, Kanna Kapatcir, "Pirika cikappo kapatcir-kamui", serta nama-nama tempat yang ada di Pulau Tsurumi, seperti Oina Beach, Moshiri Ceremonial Site, Chirai Shrine, Mt. Kanna, Shirikoro Peak, Autake Plains, Wakukau Shoal yang mengandung unsur kebudayaan Ainu, Jepang.

.....In today's video games development, developers often include cultural elements in their games as part of promotional content to attract players. As an example, video game Genshin Impact includes cultural elements of several popular countries in its fictional countries, such as Mondstadt as a representation of German culture, Liyue as a representation of Chinese culture, and Inazuma as a representation of Japanese culture. This study will focus on analyzing the representation of Ainu culture in Tsurumi Island, Inazuma in the Genshin Impact video game. This study uses an analytical qualitative method through observation of video games and literature studies to find out the Ainu culture in Genshin Impact and analyze the form of cultural representation based on reflective representation theory. Based on the results of this study, there are representations of Ainu culture in the contents, names, objects, features and place names on Tsurumi Island (Genshin Impact). Those representations are Maushiro, Kanna Kapatcir, "Pirika cikappo kapatcir-kamui", as well as the names of places on Tsurumi Island, such as Oina Beach, Moshiri Ceremonial Site, Chirai Shrine, Mt. Kanna, Shirikoro Peak, Autake Plains, Wakukau Shoal.