

## Project Avarosa: Representasi Gender Dalam Tim E-Sports Jerman = Project Avarosa: Gender Representation In German E-Sports Team

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920519722&lokasi=lokal>

---

### Abstrak

Peningkatan minat masyarakat urban Jerman terhadap olahraga digital eSports menimbulkan kesadaran masyarakat urban Jerman terhadap isu kesetaraan gender dalam bidang eSports. Tim eSports profesional Jerman ternama “SK Gaming” melaksanakan program “Project Avarosa” yang bertujuan meningkatkan kesetaraan gender dalam dunia eSports. Penelitian ini secara kualitatif menganalisis representasi gender perempuan dan nonbinary dalam video dokumentasi program “Project Avarosa” menggunakan teori representasi oleh Stuart Hall. Tujuan dari penelitian adalah untuk memahami kesetaraan gender menurut video dokumentasi, menyelidiki unsur yang merendahkan representasi gender dalam video dokumentasi, serta menyediakan bentuk representasi alternatif sebagai solusi yang dapat meningkatkan kesetaraan gender dalam eSports. Hasil penelitian memperlihatkan representasi gender perempuan dan nonbinary dalam video dokumentasi yang memberdayakan, namun tidak dapat menyelesaikan isu kesetaraan gender, serta mengandung unsur eksploitasi. Dinilai kesetaraan gender dalam video dokumentasi perlu perbaikan.

.....The rise of interest towards eSports game within the German urban society has prompted the call for gender equality in the eSports sector. Famous German professional eSports team “SK Gaming” launched a program called “Project Avarosa” which purpose is to recruit more women and nonbinary eSports athletes to be introduced to the wider audience of eSports community, by doing so lifting minorities out of gender inequalities. This research qualitatively analysed the representation of women and nonbinary eSports athletes through a series of “Project Avarosa” documentation video by utilizing Stuart Hall’s representation theory. The purpose of this research is to understand the form of gender equality according to the documentation video, investigating the undermining element found within the documentation video, and providing an alternative solution to a better representation that could improve gender equality inside the eSports’ sphere. Result of analysis shows an empowerment of women and nonbinary gender, albeit possesses exploitation element as well as the prospect of continuous inequality conflict. It is determined that the image of gender equality based on the documentation video requires improvement.