

ABSTRACT

Sitepu Septia Resti, Registration Number 2193220004, Ambivalent Sexism in Valorant Video Games Content: A Pragmatic Analysis, English Literature Program, Universitas Negeri Medan, 2023.

Sexism happens often when gender considered a matter in a video game. Using a descriptive qualitative method and the theory by Glick and Fiske, this study examines and explain the reason how the ambivalent sexism utterance realized in the Valorant content by female streamers. Videos from three different person were downloaded and categorized depending on their ambivalent sexism type of content. The analysis used theory on ambivalent sexism in order to understand the experience that 3 female streamers were going through in game. There were 11 benevolent sexism utterances and 21 hostile sexism utterances targeted to the streamers found in the total of 20 videos. It was found that hostile utterances are spoken more than the kind words in the form of benevolent sexism utterance.

Keywords : ambivalent sexism, female streamers, valorant, gaming culture, women in video games, utterance.

