

REPRESENTASI AGENDA WOKE DALAM PERUBAHAN VIDEO GAME UBISOFT DALAM INDUSTRI GAME PERIODE 2020-2024

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Abstrak

Woke merupakan agenda gerakan sosial yang menuntut keadilan dan kesetaraan, kini berkembang menjadi narasi keberagaman, kesetaraan, dan inklusif (DEI), termasuk LGBTQ+. Penelitian ini membahas representasi agenda woke dalam transformasi konten video game Ubisoft selama periode 2020–2024. Penelitian ini menggunakan pendekatan kualitatif dengan analisis konsep gerakan transnasional dan teori *discursive power*, untuk menganalisis bagaimana agenda woke direpresentasikan dalam kebijakan dan konten game Ubisoft serta pergerakan transnasional yang didukung oleh Employee Resource Groups (ERG) sebagai komunitas pekerja pada perusahaan Ubisoft. Penelitian ini menggunakan sumber data literatur dan *internet-based research*. Hasil penelitian menunjukkan bahwa Ubisoft menggunakan kekuatan diskursif dalam membentuk opini publik dan memasukkan nilai-nilai woke ke dalam narasi permainan, karakter, serta kebijakan internal perusahaan. Dalam hal ini, ERG sebagai pemangku kepentingan dalam Ubisoft turut berkontribusi dalam menyebarkan konten-konten woke melalui komunitas-komunitas cabang mereka yang ada pada beberapa negara sebagai pergerakan transnasional. Namun, respon publik terhadap representasi tersebut bervariasi. Di satu sisi mendukung nilai-nilai yang dibawa woke, namun di sisi lain menimbulkan resistensi dari komunitas gamer yang merasa nilai-nilai tradisional dan kualitas gameplay terabaikan. Penelitian ini memberikan kontribusi dalam studi hubungan internasional kontemporer, terutama mengenai bagaimana aktor non-negara seperti Ubisoft turut membentuk wacana sosial-politik melalui industri game.

Kata Kunci: Agenda woke, Ubisoft, video game, *discursive power*, representasi, gerakan transnasional

REPRESENTATION OF WOKE AGENDA IN UBISOFT VIDEO GAME CHANGES IN THE GAME INDUSTRY PERIOD 2020-2024

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Abstract

Woke is a social movement agenda that demands justice and equality, which has now evolved into a narrative of diversity, equity, and inclusion (DEI), including LGBTQ+ issues. This study examines the representation of the woke agenda in the transformation of Ubisoft's video game content during the period 2020–2024. The research employs a qualitative approach using the conceptual framework of transnational movements and the theory of discursive power to analyze how the woke agenda is represented in Ubisoft's game content, company policies, and the transnational movement supported by Employee Resource Groups (ERGs) as worker communities within Ubisoft. This study utilizes literature review and internet-based research as data sources. The findings show that Ubisoft employs discursive power to shape public opinion and embed woke values into its game narratives, character development, and internal company policies. In this context, ERGs, as stakeholders within Ubisoft, contribute to disseminating woke content through their branch communities across various countries as part of a transnational movement. However, public responses to such representations vary. On one hand, they support the values promoted by the woke agenda, but on the other hand, they generate resistance from gaming communities who feel that traditional values and gameplay quality have been overlooked. This study contributes to contemporary international relations scholarship, particularly in understanding how non-state actors like Ubisoft play a role in shaping socio-political discourse through the video game industry.

Keywords: Woke agenda, Ubisoft, video games, discursive power, representation, transnational movements.