# A semiotic analysis and capitalization in PUBG mobile games

**Indirayanti**
English Literature Department
Faculty of Literature, Culture, and Communication
Unversitas Ahmad Dahlan
Email: indirayanti1234@gmail.com

**Abstract**. This research is entitled "a semiotic analysis and capitalization in PUBG Mobile Games". The aims of this research are to find out the type of semiotic signs contained in the PUBG mobile game using Charles Sanders Peirce's Semiotic Approach and classify them into capital components using Pierre Bourdieu's approach. This research is a qualitative descriptive method to describe the process of discovering signs and the semiosis process in the PUBG mobile game. Data was taken from the researcher himself and PUBG mobile YouTubers or streamer (Bang Alex). The researcher collected data using the documentation method, the researcher recorded while playing PUBG and watched several videos from streamers or YouTubers that fit the data needs after that took pictures in the video. After the data was collected, the data was analysed and qualified according to the type of semiotic sign followed by classifying the capital components contained in the video game. The results of this research show 19 photos consisting of 40 icons, 57 indexes, and 13 symbols in the image. The researcher concluded that semiosis can provide clues to the hidden meaning in the PUBG mobile game and monetization in the PUBG mobile game.

**Keyword**: Semiotics, Charles Sanders Peirce, Pierre Bourdieu, Game, Monetization

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