**ABSTRAK**

Pertumbuhan *Gamer* Konsol dan PC di Indonesia berlangsung pesat dan telah memiliki *market* besar. Jumlah pemain yang semakin melonjak mendorong pertumbuhan industri video *game* tanah air yang mulai melangkah menjadi produsen (*developer video game).* Namun, masih sering banyak ditemui produk video *game* tanah air belum memiliki penulisan karakter antagonis yang cukup menarik dan memuaskan para *gamer* tanah air. Skripsi ini bertujuan untuk menganalisis peran tokoh antagonis Anton Castillo dalam video game Far Cry 6 bagi gamers dengan menggunakan studi pentad analysis dan dramatisme Kenneth Burke. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa dokumentasi dan studi pustaka. Data yang diperoleh kemudian dianalisis dengan menggunakan konsep pentad analysis yang terdiri dari lima elemen, yaitu act, agent, agency, scene, dan purpose, serta konsep dramatisme yang meliputi substant, identification, consubstantion, order of hierarchy, dan scapegoating. Hasil penelitian menunjukkan bahwa daya tarik tokoh antagonis Anton Castillo bagi gamers dipengaruhi oleh berbagai faktor, antara lain: (1) act, yaitu tindakan-tindakan yang dilakukan oleh Anton Castillo sebagai pemimpin Yara yang berusaha mempertahankan kekuasaannya dengan cara-cara kejam dan brutal; (2) agent, yaitu karakteristik pribadi Anton Castillo yang memiliki karisma, kecerdasan, keberanian, dan loyalitas terhadap keluarga dan negaranya; (3) agency, yaitu alat-alat yang digunakan oleh Anton Castillo untuk mencapai tujuannya, seperti senjata, tentara, propaganda, dan teknologi; (4) scene, yaitu latar belakang sosial, politik, ekonomi, dan budaya Yara yang menjadi tempat berlangsungnya konflik antara Anton Castillo dan para pemberontak; (5) purpose, yaitu tujuan atau motif yang mendorong Anton Castillo untuk bertindak sebagai antagonis, yaitu untuk menjaga stabilitas dan kemakmuran Yara sesuai dengan visinya. Penelitian ini memberikan kontribusi bagi pengembangan ilmu komunikasi, khususnya dalam bidang studi media dan budaya populer.

**Kata Kunci : Pentad Analysis, Dramatisme, Video *Game*, Tokoh Antagonis, Totaliterisme, Far Cry 6**

# ABSTRACT

*The growth of Gamer Consoles and PCs in Indonesia is taking place rapidly and already has a large market. The increasing number of players has encouraged the growth of the country's video game industry which is starting to move towards becoming a producer (video game developer). However, it is still often found that Indonesian video game products do not have written antagonist characters that are sufficiently interesting and satisfying for Indonesian gamers. This thesis aims to analyze the appeal of the antagonist Anton Castillo in the video game Far Cry 6 for gamers using pentad analysis and Kenneth Burke's drama studies. This research uses qualitative methods with data collection techniques in the form of observation, interviews and documentation. The data obtained was then analyzed using the pentad analysis concept which consists of five elements, namely action, agent, agency, scene, and goal, as well as the concept of drama which includes substantiation, identification, and consubstantion. The research results show that the attraction of the antagonist Anton Castillo to gamers is influenced by various factors, including: (1) act, namely the actions carried out by Anton Castillo as the leader of Yara who tries to maintain his power using cruel and brutal methods; (2) agent, namely the personal characteristics of Anton Castillo who has charisma, intelligence, courage and loyalty to his family and country; (3) agency, namely the tools used by Anton Castillo to achieve goals, such as weapons, soldiers, propaganda and technology; (4) scene, namely the social, political, economic and cultural background of Yara where the conflict between Anton Castillo and the rebels takes place; (5) goal, namely the goal or motive that drives Anton Castillo to act as an antagonist, namely to maintain the stability and welfare of Yara in accordance with his vision. This research contributes to the development of communication science, especially in the field of media and popular culture studies.*

**Keywords:** *Damatism, Pentad Analysis, Video Game, Antagonist, Villain, Far Cry*