

DAFTAR PUSTAKA

- Abelove, H., Barale, M. A., & Halperin, D. M. (1993). *The Lesbian and Gay Studies reader*. Routledge.
- Adamson, W. L. (1980). *Hegemony and Revolution: A study of Antonio Gramsci's political and cultural theory*. <https://ci.nii.ac.jp/ncid/BA02932432>
- Ahmed, S. (2013). On being included: racism and diversity in institutional life. *Choice Reviews Online*, 50(05), 50–2895. <https://doi.org/10.5860/choice.50-2895>
- Ahmed, S. (2014). *Cultural politics of emotion*. Edinburgh University Press.
- Angger, B. (2013). *Teori Sosial Kritis: Kritik, Penerapan, dan Implikasinya* (Cetakan Kedelapan). Kreasi Wacana Yogyakarta.
- Atkinson, J. D. (2017). *Journey into social activism: Qualitative approaches*. https://doi.org/10.26530/oapen_626395
- Banerjee, S. B. (2007). *Corporate social responsibility: The Good, the Bad and the Ugly*. Edward Elgar Publishing.
- Baran, S. (2019). *Introduction to mass communication*.
- Baran, S. J., & Davis, D. K. (2013). *Mass Communication Theory: Foundations, Ferment, and Future*. Cengage Learning.
- Baudrillard, J. (1998). *The consumer society: Myths and Structures*. SAGE.
- Behm-Morawitz, E., & Ta, D. (2014). Cultivating virtual stereotypes? The impact of video game play on racial/ethnic stereotypes. *Howard Journal of Communications*, 25(1), 1–15. <https://doi.org/10.1080/10646175.2013.835600>
- Berger, J., Packard, G., Boghrati, R., Hsu, M., Humphreys, A., Luangrath, A., Moore, S., Nave, G., Olivola, C., & Rocklage, M. (2022). Marketing insights from text analysis. *Marketing Letters*, 33(3), 365–377. <https://doi.org/10.1007/s11002-022-09635-6>
- Bérubé, A. (2011). *My desire for history: Essays in Gay, Community, and Labor History*. UNC Press Books.
- Bhagwat, Y., Warren, N. L., Beck, J. T., & Watson, G. F. (2020). Corporate sociopolitical activism and firm value. *Journal of Marketing*, 84(5), 1–21. <https://doi.org/10.1177/0022242920937000>
- Bonn, T. (2025, April 25). These companies say they support *Pride* but do they really? Katie Couric Media. <https://katiecouric.com/news/rainbow-capitalism-Pride-month/>

- Bosia, M. J., McEvoy, S. M., & Rahman, M. (2020). *The Oxford Handbook of Global LGBTQ+ and Sexual Diversity Politics*.
- Boudreau, I. (2018, November 20). League of Legends' new champion Neeko is canonically gay. *PCGames N*. <https://www.pcgames.n.com/league-of-legends/neeko-canonically-lesbian>
- Breuer, J., Kowert, R., Festl, R., & Quandt, T. (2015). Sexist Games = Sexist gamers? A longitudinal study on the relationship between video game use and sexist attitudes. *Cyberpsychology, Behavior, and Social Networking*, 18(4), 197–202. <https://doi.org/10.1089/cyber.2014.0492>
- Briscoe, F., & Gupta, A. (2016). Social activism in and around organizations. *Academy of Management Annals*, 10(1), 671–727. <https://doi.org/10.5465/19416520.2016.1153261>
- Burgess, M. C. R., Dill, K. E., Stermer, S. P., Burgess, S. R., & Brown, B. P. (2011). Playing with prejudice: The prevalence and consequences of racial stereotypes in video Games. *Media Psychology*, 14(3), 289–311. <https://doi.org/10.1080/15213269.2011.596467>
- Campbell, C., Sands, S., McFerran, B., & Mavrommatis, A. (2023). Diversity Representation in advertising. *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-023-00994-8>
- Campbell, R., Martin, C., & Fabos, B. (2019). *Media & Culture: An Introduction to Mass Communication*. Macmillan Higher Education.
- Carcasson, M. (2000). [Review of the book *Eco-Wars: Political Campaigns and Social Movements*]. *Rhetoric & Public Affairs*, 3(1), 108–110. <https://doi.org/10.1353/rap.2010.0160>
- Carlucci, A. (2013). *Gramsci and languages: Unification, Diversity, Hegemony*. BRILL.
- Casson, C., & Rössner, P. R. (2022). *Evolutions of capitalism: Historical Perspectives, 1200–2000*. Policy Press.
- Chen, E. (2013). Neoliberalism and popular women's culture: Rethinking choice, freedom and agency. *European Journal of Cultural Studies*, 16(4), 440–452. <https://doi.org/10.1177/1367549413484297>
- Chen, Z., & Yuan, M. (2019). Psychology of word of mouth marketing. *Current Opinion in Psychology*, 31, 7–10. <https://doi.org/10.1016/j.copsyc.2019.06.026>
- Chun, W. H. K. (2016). *Updating to remain the same: Habitual New Media*. MIT Press.
- Cole, C., Parada, R. H., & Mackenzie, E. (2023). A scoping review of video Games and learning in secondary classrooms. *Journal of Research on Technology*

- in *Education*, 56(5), 544–577.
<https://doi.org/10.1080/15391523.2023.2186546>
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications.
- D’Emilio, J. (2012). *Sexual politics, sexual communities: The Making of a Homosexual Minority in the United States, 1940–1970*. University of Chicago Press.
- Delanty, G., & Harris, N. (2022). *Capitalism and its Critics*.
<https://doi.org/10.4324/9781351017671>
- Dyer-Witheford, N., & De Peuter, G. (2009). *Games of Empire: Global Capitalism and Video Games*. U of Minnesota Press.
- Earl, J., & Kimport, K. (2011). *Digitally enabled social change*. In The MIT Press eBooks. <https://doi.org/10.7551/mitpress/9780262015103.001.0001>
- Eastman, J. K., Muncy, J. A., Jain, V., & Iyer, R. (2023). The Journal of Consumer Behaviour’s first 20 years. *Journal of Consumer Behaviour*, 22(5), 1282–1295. <https://doi.org/10.1002/cb.2206>
- Eisend, M., & Hermann, E. (2019). Consumer responses to homosexual imagery in advertising: A meta-analysis. *Journal of Advertising*, 48(4), 380–400.
<https://doi.org/10.1080/00913367.2019.1628676>
- Fairclough, N. (2013). *Critical Discourse analysis*. In Routledge eBooks.
<https://doi.org/10.4324/9781315834368>
- Falco, A., & Gandhi, S. (2019). The rainbow business. *Eidos*, 9(1), 104–107.
<http://xaviers.edu.in/ojs3/index.php/eidos/article/download/109/71>
- Garrett, C. D. (2021). *Rainbow Capitalism: Disney and Its Effects*.
- Gaudszun, I. C., & Elmezeny, A. (2023). For the girls, gays, and theys: *LGBTQ+* stakeholder communication and alignment of video game brands. *Frontiers in Communication*, 8.
<https://doi.org/10.3389/fcomm.2023.1167710>
- Gayming Magazine. (2023, February 10). *You searched for ubisoft*. Gayming Magazine. <https://gaymingmag.com/?s=ubisoft>
- Gillespie, T. (2019). *Custodians of the internet*. In Yale University Press eBooks.
<https://doi.org/10.12987/9780300235029>
- Girard, F., Frison, C., & Noiville, C. (2023). *The Routledge Handbook of Commodification*. In Routledge eBooks.
<https://doi.org/10.4324/9781003188742>

- GLAAD. (2024, February 27). *The State of LGBTQ Inclusion in Video Games* | GLAAD. GLAAD. <https://glaad.org/glaad-gaming/2024/1-in-5-active-gamers-are-lgbtq/>
- Gray, K. L. (2024). *Race, Gender, and Deviance in Xbox Live: Theoretical Perspectives from the Virtual Margins--10th Anniversary Edition*. Routledge.
- Happy Pride! (2024, November 22). Riot Games. <https://www.RiotGames.com/en/news/Riot-Pride-2024>
- Harvey, D. (2019). *Spaces of neoliberalization: Towards a Theory of Uneven Geographical Development*. Franz Steiner Verlag Wiesbaden GmbH.
- IGDA – International Game Developers Association. (2025). <https://igda.org/>
- IGDA. (2023). *Developer Satisfaction Survey (DSS) – IGDA*. <https://igda.org/dss/>
- ILGA World. (2024, February 26). ILGA World updates State-Sponsored Homop. . - ILGA World. <https://ilga.org/news/ilga-world-releases-state-sponsored-homophobia-december-2020-update/>
- ILGA World. (2024, February 6). *ILGA World updates State-Sponsored Homop. . - ILGA World*. <https://ilga.org/news/state-sponsored-homophobia-december-2019-decade-update/>
- Ingram, P., Yue, L. Q., & Rao, H. (2010). Trouble in store: Probes, protests, and store openings by Wal-Mart, 1998-2007. *American Journal of Sociology*, 116(1), 53–92. <https://doi.org/10.1086/653596>
- Ishani, S. (2021, December 15). Pinkwashing and Rainbow Capitalism: Woke corporates in the age of social media. *Medium*. <https://shreyaishani7.medium.com/pink-washing-and-rainbow-capitalism-woke-corporates-in-the-age-of-social-media-242ab096f010>
- Jackson, C. (2024, June 4). *Pride month 2023: 9% of adults identify as LGBT+*. Ipsos. <https://www.ipsos.com/en/Pride-month-2023-9-of-adults-identify-as-lgbt>
- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity Message Effects on Consumption Behavior: Limited Edition Product Considerations. *Psychology and Marketing*, 32(10), 989–1001. <https://doi.org/10.1002/mar.20836>
- Jenkins, H. (2006). *Convergence culture: Where Old and New Media Collide*. NYU Press.
- Jungherr, A. (2023). Digital campaigning: how digital media change the work of parties and campaign organizations and impact elections. In *Edward Elgar Publishing eBooks* (pp. 446–462). <https://doi.org/10.4337/9781789906769.00035>

- Kat., M. (2022, January 6). Disney's Rainbow collection is Rainbow capitalism - an injustice! *Medium*. <https://aninjusticemag.com/disneys-rainbow-collection-is-rainbow-capitalism-f2eaa43ff11>
- Kilzer, N. (2022). *Queer Representation and Visibility in video Games* / Nicile Kilzer. <https://netlibrary.aau.at/obvuklhs/content/titleinfo/8353437>
- King, B. G., & Soule, S. A. (2007). Social movements as extra-institutional entrepreneurs: The effect of protests on stock price returns. *Administrative Science Quarterly*, 52(3), 413–442.
- King, M. (2021, February 17). How Bugsnax became a source of wholesome queer Representation. *Rock Paper Shotgun*. <https://www.rockpapershotgun.com/how-bugsnax-became-a-source-of-wholesome-queer-Representation>
- Kohlburn, J., Cho, H., & Moore, H. (2022). Players' perceptions of sexuality and gender-inclusive video Games a pragmatic content analysis of steam reviews. *Convergence the International Journal of Research Into New Media Technologies*, 29(2), 379–399. <https://doi.org/10.1177/13548565221137481>
- Kopp, F. M. (2024). *Harassment in video Games : An observational study in an online multiplayer video game on frequency, categories, and targets*. DIVA. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1873239&dsid=4168>
- Kose, M. (2022, January 6). Rainbow capitalism: The commodification of Pride and its impact on LGBTQ+ mental health. *Medium*. <https://medium.com/inspire-the-mind/rainbow-capitalism-the-commodification-of-Pride-and-its-impact-on-lgbtq-mental-health-c0a3bb07c653>
- Kristeva, J. (2023). *Desire in language: A Semiotic Approach to Literature and Art*.
- Látal, M. (2023). *LGBTQ+ Representation in Video Games* through the Eyes of the Queer Community. *Iluminace*, 34(3), 139–163. <https://doi.org/10.58193/ilu.1742>
- Lyon Life. (2022, April 17). A show of rainbow capitalism: Disney company hypocritical about supporting LGBTQ+ rights. *Lyon Life*. <https://lyonlife.org/2022/04/17/a-show-of-rainbow-capitalism-disney-company-hypocritical-about-supporting-lgbtq-rights/>
- Marketing the Rainbow. (2021). *Coca-Cola | Marketing the Rainbow*. Marketing the Rainbow. <https://marketingtherainbow.info/case%20studies/cs-fmcg/coca%20cola>
- Microsoft. (2024, May 29). This is *Pride* – Microsoft Unlocked. *Microsoft Unlocked*. <https://unlocked.microsoft.com/Pride-stories/>

- MONAZ UTAMA, R. (2023). *Aktivisme tagar dalam kejuaraan dunia Formula Satu (Analisis wacana kritis terhadap kampanye #WeRaceAsOne)* [Bachelor's Thesis]. Universitas Andalas.
- Morris, K. (2021, July 7). 'Rainbow Capitalism': How LGBTQ+ Pride Month has turned into a marketing strategy. *Obiter Dicta*. <https://obiterdicta.co.uk/obiter-dicta/rainbow-capitalism-how-lgbtq-pride-month-has-turned-into-a-marketing-strategy>
- Mosco, V. (2009). *The political economy of communication*. SAGE.
- Mukherjee, S., & Althuizen, N. (2020). Brand activism: Does courting controversy help or hurt a brand? *International Journal of Research in Marketing*, 37(4), 772–788. <https://doi.org/10.1016/j.ijresmar.2020.02.008>
- Nakamura, L. (2020). Feeling good about feeling bad: virtuous virtual reality and the automation of racial empathy. *Journal of Visual Culture*, 19(1), 47–64. <https://doi.org/10.1177/1470412920906259>
- Neto, J. a. M., Yokoyama, K. M., & Becker, K. (2017). Studying toxic behavior influence and player chat in an online video game. *Proceedings of the International Conference on Web Intelligence*, 26–33. <https://doi.org/10.1145/3106426.3106452>
- Owusu, K., & Mathenge, T. (2017). Is gay advertising out of the closet? A look into how explicit and implicit marketing is perceived by consumers. *Lund University School of Economics and Management*. <https://lup.lub.lu.se/student-papers/record/8918587/file/8918588.pdf>
- Paano. (2023, May 1). Knowing the player and questioning the game: Challenging diversity and Representation in video Games . *OCAD University Open Research Repository*. <https://openresearch.ocadu.ca/id/eprint/4034>
- Palma, J. K. R. K. (2021). *Gender, gaming, hegemony: Inequality of the gaming community towards LGBTQ and female gamers* (Bachelor's thesis, Polytechnic University of the Philippines).
- Pisuttisarun, F. (2021, August 14). *Before you rain on rainbow capitalism*. Harvard Political Review. <https://harvardpolitics.com/rainbow-capitalism/>
- PricewaterhouseCoopers. (2024). *Saudi Arabia stands to gain US\$13.3 billion from Esports and gaming by 2030*. PwC. <https://www.pwc.com/m1/en/media-centre/2024/saudi-arabia-stands-to-gain-us13-billion-from-esports-by-2023.html>
- Pullen, C., & Cooper, M. (2010). *LGBTQ+ identity and online new media*. Routledge.
- Rainbow Rioters find their lane: Patrick Ryan. (2022). *Riot Games*. <https://www.RiotGames.com/en/news/rainbow-Rioters-find-their-lane-patrick-ryan>

- Riot Games. (2021, May 17). *Celebrating Pride with you*. Riot Games. <https://www.RiotGames.com/en/news/celebrating-Pride-with-you>
- Riot Games. (2022, May 31). *Celebrating Pride together*. Riot Games. <https://www.RiotGames.com/en/news/celebrating-Pride-together>
- Riot Games. (2023, June 1). *Celebrating Pride with the Community*. Riot Games. <https://www.RiotGames.com/en/news/celebrating-Pride-community-artists>
- Riot Games. (2024, November 22). *Happy Pride!*. Riot Games. <https://www.RiotGames.com/en/news/Riot-Pride-2024>
- Ruberg, B. (2020). *The Queer Games Avant-Garde: How LGBTQ+Q Game Makers Are Reimagining the Medium of Video Games*. Duke University Press.
- Ruvalcaba, O., Shulze, J., Kim, A., Berzenski, S. R., & Otten, M. P. (2018). Women's Experiences in eSports: Gendered differences in peer and spectator feedback during competitive video game play. *Journal of Sport and Social Issues*, 42(4), 295–311. <https://doi.org/10.1177/0193723518773287>
- Savant, S. (2021). Social Cause Marketing (Pink Capitalism) and its impact on consumers' brand preferences. *International Journal of Advance Research, Ideas and Innovations in Technology*, 7(4), 378–384. <https://www.ijariit.com/manuscripts/v7i4/V7I4-1276.pdf>
- Schneider, T. (2021, June 8). What is rainbow capitalism and why is it harmful? *LGBTQ and ALL*. <https://www.lgbtqandall.com/what-is-rainbow-capitalism-and-why-is-it-harmful/>
- Shaw, A. (2014). *Gaming at the edge: Sexuality and Gender at the Margins of Gamer Culture*.
- Sholahudin, U. (2020). Membedah teori kritis mazhab Frankfurt: Sejarah, asumsi, dan kontribusinya terhadap perkembangan teori ilmu sosial. *Journal of Urban Sociology*, 3(2), 71. <https://doi.org/10.30742/jus.v3i2.1246>
- Shorty Awards. (2020). #StopHateForProfit - The Shorty Awards. <https://shortyawards.com/13th/stop-hate-for-profit-social-campaign>
- Siswati, E. (2018). ANATOMI TEORI HEGEMONI ANTONIO GRAMSCI. *Translitera Jurnal Kajian Komunikasi Dan Studi Media*, 5(1), 11–33. <https://doi.org/10.35457/translitera.v5i1.355>
- Smialek, E., & Van Vliet, K. B. (2024). Rainbow capitalism. In *The SAGE Encyclopedia of LGBTQ Studies*. <https://doi.org/10.4135/9781071891414.n371>
- Sobande, F. (2020). 'We're all in this together': Commodified notions of connection, care and community in brand responses to COVID-19.

- European Journal of Cultural Studies*, 23(6), 1033–1037.
<https://doi.org/10.1177/1367549420932294>
- Srnicek, N. (2017). *Platform Capitalism*. Polity.
- Statista. (2024). *Esports - Saudi Arabia | Statista Market forecast*.
<https://www.statista.com/outlook/amo/esports/saudi-arabia>
- Stegeman, H. M., Poell, T., Duffy, B. E., Jokubauskaitė, E., Cotter, K., Velthuis, O., & Meisner, C. (2023). PLATFORMS AND THE PRECARIETY OF CREATOR (IN)VISIBILITY. *AoIR Selected Papers of Internet Research*.
<https://doi.org/10.5210/spir.v2022i0.12968>
- Taneja, G., & Vij, S. (2019). Dynamics of a digital advertising campaign. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3308035>
- Todd, C. (2020, February 17). Starbucks: The “Rainbow Capitalism” issue. *Charlie Todd*. <https://halfhidecharlie6.wixsite.com/charlietodd/post/starbucks-the-rainbow-capitalism-issue>
- Uke, J. (2025, February 25). 11 Most toxic gaming communities of all time. *GameTree*. <https://gametree.me/blog/most-toxic-gaming-communities/>
- Vitali, D. M. (2010, February 1). From bullies to heroes: Homophobia in video Games. *Inquiries Journal*. <http://www.inquiriesjournal.com/a?id=159>
- Wolowic, J. M., Heston, L. V., Saewyc, E. M., Porta, C., & Eisenberg, M. E. (2016). Chasing the rainbow: lesbian, gay, bisexual, transgender and queer youth and Pride semiotics. *Culture Health & Sexuality*, 19(5), 557–571.
<https://doi.org/10.1080/13691058.2016.1251613>
- Yates, J. (2022, June 7). Nike launches its bold ‘Be True’ apparel and footwear collection to celebrate Pride Month. *PinkNews*.
<https://www.thepinknews.com/2022/06/07/nike-Pride-collection-2022-be-true/>
- Yeh, L., & Ye, J. (2018). *Pink Capitalism: Perspectives and Implications for Cultural Management*. <https://www.semanticscholar.org/paper/Pink-Capitalism-%3A-Perspectives-and-Implications-for-Yeh-Ye/d85bcf45878cb059b28bcd26edcd30b784739b32>
- Yin, R. (2011). *Qualitative Research from Start to Finish*. The Guildford Press.
- Zavella, P. (2020). *The Movement for Reproductive Justice: Empowering Women of Color through Social Activism*. NYU Press.
- Zottola, A. (2024). *LGBTQ+ and feminist digital activism*.
<https://doi.org/10.1017/9781009122962>