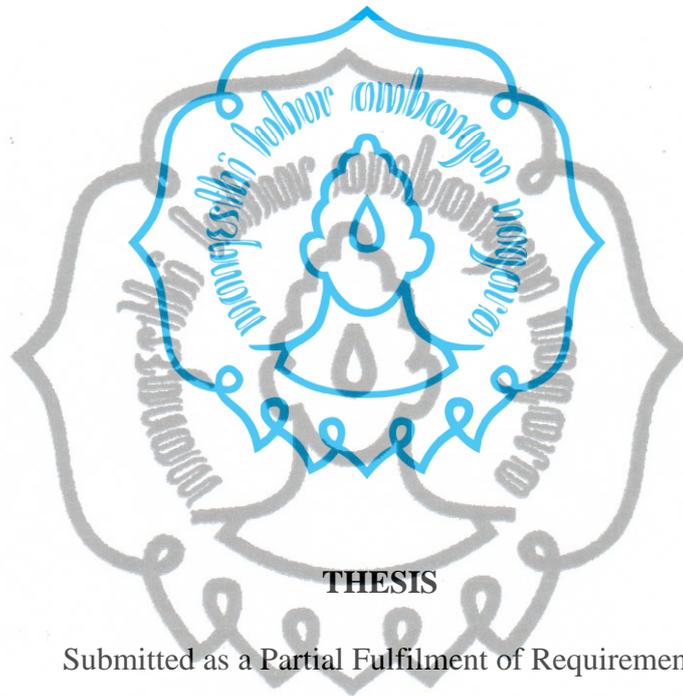


**DATING WHILE GAMING: THE INFLUENCE OF
AMERICAN CULTURE IN HAGO DATING CHATROOM'S
MECHANICS**



THESIS

Submitted as a Partial Fulfilment of Requirement
For Bachelor Degree in English Department

Written by:

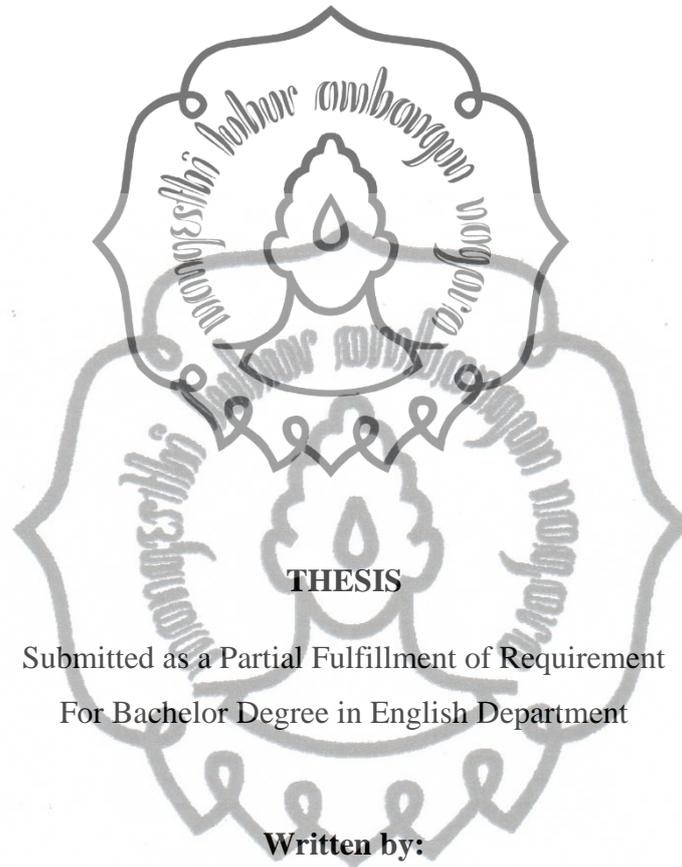
Catteleya Kinanti Puspitasari

B0316011

**FACULTY OF CULTURAL SCIENCES
UNIVERSITAS SEBELAS MARET
SURAKARTA
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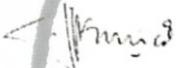
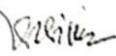
APPROVAL OF THE BOARD EXAMINERS

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The researcher hereby states that the thesis *Dating While Gaming: The Influence of American Culture in Hago Dating Chatroom's Mechanics* is neither plagiarism nor work written by others. All the statements that do not belong to the researcher are written in quotations, citations, and bibliography as well.

If the statement is proven dishonest and untrue, the researcher is willing to take the responsibility and to accept the consequence, including the cancellation of the academic title.

Surakarta, January 28, 2021



Cateleya Kinanti Puspitasari

MOTTO

"It's been my experience that you can nearly always enjoy something if you make up your mind firmly that you will. Of course, you must make up your mind firmly. I've made up my mind to enjoy this drive" (Anne Shirley, Anne with an E)

"Dance off, Bro!" (Peter Quill, Guardian of The Galaxy Vol. 1)

"Is there a limit?" (Josh, Lets Game It Out)



commit to user

DEDICATION

Alhamdulillahirabbil'alamin. In the name of Allah SWT whose affection is abundant for all creatures, thank you for all the blessing, By His grace, I can finally finish this thesis. I proudly present this thesis for:

My Mom and Dad, thank you for the support. I cannot express my gratitude in words.

My Annoying Sisters, who have always been there to support me with their annoying attitude.

Tante Heni, Om Agus, Naura and Her Cats, thank you for your support for me during my stay in Solo.

Eyang, Uti and Other Relatives, who always pray for me.

My Boyfriend, who always supports me. Thank you!

Member of group "ahklakless" or Amstud 2016, who always support each other. Thank you for the laugh, I enjoy the journey! You all rock!

My Thesis Advisor, Sri Kusumo Habsari, who supports and motivates me to finish this thesis. I am really grateful for your dedication to help me.

All of My Dearest Friends in English Department 2016, Donat, (Up)normal, Kojek Enak, Zombie, Ditfas Kemendag, KKN Borobudur 2nd Batch, Press Div Edcom, My Seniors and Juniors in English Department and many more who I cannot mention one by one. Thank you for your support and wishes for me.

Hago, the developers, players and the company. Thank you for your uniqueness. This thesis is dedicated to you.

Other parties who supported me from the beginning, thank you very much. The last but not least, **Me, Myself and I**. You are incredible!

ACKNOWLEDGEMENT

In the name of God whose affection is abundant for all creatures, giving me the most unimaginable strength, health, and opportunity to finish this thesis, entitled **“Dating While Gaming: The Influence of American Culture in Hago Dating Chatroom’s Mechanics”**.

This research thesis was arranged and submitted as a partial requirement for S1-Degree in English Department, Faculty of Cultural Sciences, Universitas Sebelas Maret, Surakarta. This thesis might not be finished well without any guidance and highest appreciation for those whom written below,

1. Dean of Faculty of Cultural Sciences, Universitas Sebelas Maret, Prof. Dr. Wanto, M.Hum.
2. Head of English Department, Faculty of Cultural Sciences, Universitas Sebelas Maret, Dr. Fitria Akhmerti Primasita, S.S., M.A.
3. Dra. Sri Kusumo Habsari, M.Hum., Ph. D., my thesis advisor who always brings her suggestions, patience, and supports in every aspect so that I am motivated to finish my thesis
4. The thesis examiners
5. Hago Application, The Developers, The Players and The Company.
6. Other names whom I cannot mention here.

This research has not been perfect due to my incapability in many aspects. However, I wish this research can be beneficial for the readers and the science development.

Surakarta, January 28, 2021



Catteleya Kinanti Puspitasari

TABLE OF CONTENT

| | |
|--|-------------|
| THESIS APPROVAL..... | iii |
| THESIS APPROVAL..... | iv |
| STATEMENT OF INTEGRITY..... | v |
| MOTO | vi |
| DEDICATION..... | vii |
| ACKNOWLEDGEMENT..... | viii |
| TABLE OF CONTENT..... | ix |
| ABSTRACT..... | x |
| LIST OF PICTURES..... | xi |
| CHAPTER I | |
| INTRODUCTION..... | 1 |
| 1.1.Research Background..... | 1 |
| 1.2.Scope of Research..... | 5 |
| 1.3.Research Questions..... | 6 |
| 1.4.Research Objectives..... | 6 |
| 1.5.Significance of the research..... | 7 |
| CHAPTER II | |
| LITERATURE REVIEW..... | 8 |
| 2.1. Online Dating..... | 8 |
| A. Online Dating in America..... | 8 |
| B. Online Dating in Asia..... | 10 |
| 2.2. Game Culture..... | 12 |
| A. Game Culture in America..... | 12 |
| B. Game Culture in Asia..... | 13 |
| 2.3. Dating Game..... | 14 |
| 2.4. Game Narrative..... | 15 |
| 2.5. Gender Roles and Stereotypes..... | 18 |
| CHAPTER III | |
| METHODOLOGY..... | 19 |

| | |
|---|-----------|
| 3.1. Research Design..... | 19 |
| 3.2. Data and Source of Data..... | 19 |
| 3.3. Data Collection and Data Analysis Technique..... | 20 |
| 3.4. Theoretical Approach..... | 22 |
| CHAPTER IV | |
| FINDING AND DISCUSSION..... | 25 |
| 4.1. Participant Observation..... | 25 |
| A. Hago Platform..... | 25 |
| B. Hago Dating Chatroom..... | 28 |
| 4.2. Narrative in Hago Dating Chatroom..... | 40 |
| 4.3. Game Narrative in Hago Dating Chatroom..... | 45 |
| A. Game as A Product of American Culture..... | 45 |
| B. Mechanic of Game Aspects..... | 49 |
| C. Dynamic of Game Aspects..... | 52 |
| D. Aesthetic of Game Aspects..... | 54 |
| 4.4. Dating Narrative in Hago Dating Chatroom..... | 56 |
| A. Dating as A Product of American Culture..... | 56 |
| B. Mechanic of Dating Aspects..... | 58 |
| C. Dynamic of Dating Aspects..... | 60 |
| D. Aesthetic of Dating Aspects..... | 63 |
| CHAPTER V | |
| CONCLUSION AND RECOMMENDATION..... | 65 |
| 5.1. Conclusion..... | 65 |
| 5.2. Recommendation..... | 66 |
| BIBLIOGRAPHY..... | 67 |

ABSTRACT

Catteleya Kinanti Puspitasari. B0316011. Dating While Gaming: The Influence of American Culture in Hago Dating Chatroom's Mechanics. Thesis: English Department Cultural Sciences Faculty Universitas Sebelas Maret

Hago Dating Chatroom became a widespread discussion among Indonesian youngsters at the end of 2018 due to the combination of gaming and dating in Hago Dating Chatroom. Thus, this research aimed to analyze how does Hago Dating Chatroom combines gaming and dating aspects and the influence of the American cultural aspects in Hago Dating Chatroom's mechanics design. This research applied a descriptive qualitative research design for collecting and analyzing the data. The primary data were taken from Hago Application, Hago Dating Chatroom. While the secondary data were taken from Hago's official page in Play Store using participant observation. The data were analyzed using the MDA framework to look at how the game design was developed continuing American values of game play and how the game mechanic was constructing combining dating and gaming aspects. From the analysis conducted, the mechanics of Hago Dating Chatroom was developed taking American culture of gaming. Some elements showed similarities with the formula of American TV Shows such as "The Dating Game" and "Take Me Out". Since Hago is the product of Chinese company, some aspects of the game shows elements of Asian, especially in the concept of designing the game for socialization. It makes the game become the "girl game," matching female preferences. Thus, female players become active players in Hago Dating Chatroom. However, they are represented as gifts and rewards in dating activity, an element of American dating culture.

keyword: Americanization; game design; Chinese game; dating; gaming; gender roles; gender stereotypes

LIST OF PICTURES

| | |
|--|----|
| Picture 1. Hago Square..... | 26 |
| Picture 2. Hago Multi-Video Chatroom..... | 27 |
| Picture 3. Hago Text Chatroom..... | 27 |
| Picture 4. Hago Dating Chatroom..... | 27 |
| Picture 5. Hago Games Chatroom..... | 27 |
| Picture 6. Hago Karaoke Chatroom..... | 27 |
| Picture 7. Hago Dating Chatroom elements..... | 28 |
| Picture 8. Hago Dating Chatroom panels for hosts..... | 29 |
| Picture 9. Typical background of Hago Dating Chatroom..... | 31 |
| Picture 10. Tournament background of Hago Dating Chatroom..... | 31 |
| Picture 11. Love Heart Gift..... | 32 |
| Picture 12. Perfume Gift..... | 32 |
| Picture 13. Flower Crown Gift..... | 32 |
| Picture 14. Handbag Gift..... | 32 |
| Picture 15. Couple Rings Gift..... | 32 |
| Picture 16. Flower Gift..... | 32 |
| Picture 17. Roses Gift..... | 32 |
| Picture 18. Love Letter Gift..... | 32 |
| Picture 19. Lollipop Gift..... | 32 |
| Picture 20. Firework Gift..... | 32 |
| Picture 21. Firework Gift..... | 32 |
| Picture 22. Praise Gift..... | 32 |
| Picture 23. Kiss Gift..... | 33 |
| Picture 24. PK Swords Gift..... | 33 |
| Picture 25. Global Trophy Gift..... | 33 |
| Picture 26. Level Information in profile page..... | 33 |
| Picture 27. Daily Mission's Level..... <i>commit to user</i> | 34 |
| Picture 28. Daily Mission Progress..... | 35 |

| | |
|--|----|
| Picture 29. Daily Mission Tasks..... | 35 |
| Picture 30. Hago Global Mission July 2020 with Global Family Tournament Theme..... | 35 |
| Picture 31. Hago Global Mission February 2020 with Valentine Theme... | 35 |
| Picture 32. Hago Global Mission Mei 2020 with Bingo Theme..... | 36 |
| Picture 33. Hago Global Mission August 2020 with Summer Theme..... | 36 |
| Picture 34. Hago Popular Host Mission..... | 36 |
| Picture 35. Hago Content Channel Competition..... | 36 |
| Picture 36. Special Rules and Regulation..... | 38 |
| Picture 37. Popular Dating Chatroom Title..... | 39 |
| Picture 38. Hago Dating Chatroom Icon or Logo..... | 50 |
| Picture 39. Hago Dating Chatroom Background..... | 50 |
| Picture 40. Daily Mission uses Pink Background..... | 50 |
| Picture 41. Representation of female preferences in a relationship, Couple Rings..... | 51 |
| Picture 42. Representation of female preferences in a relationship, Wedding..... | 51 |