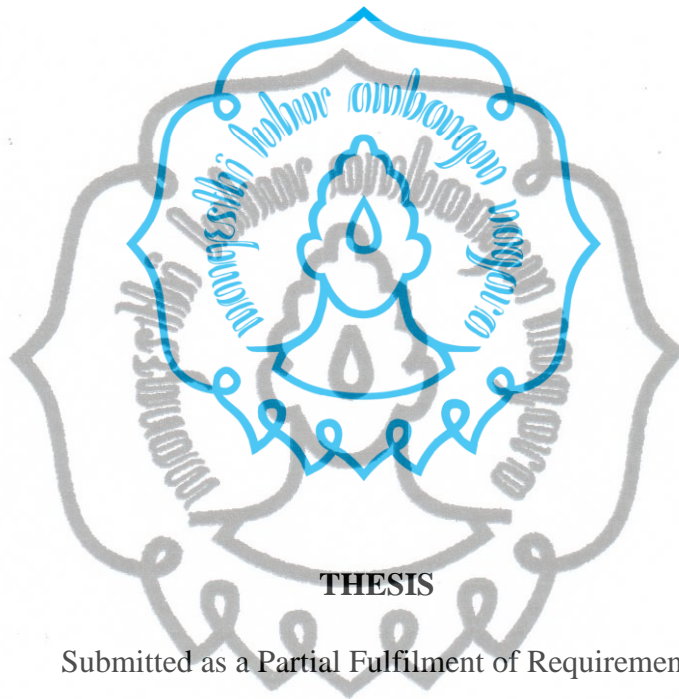


**DATING WHILE GAMING: THE INFLUENCE OF
AMERICAN CULTURE IN HAGO DATING CHATROOM'S
MECHANICS**



THESIS

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

Written by:

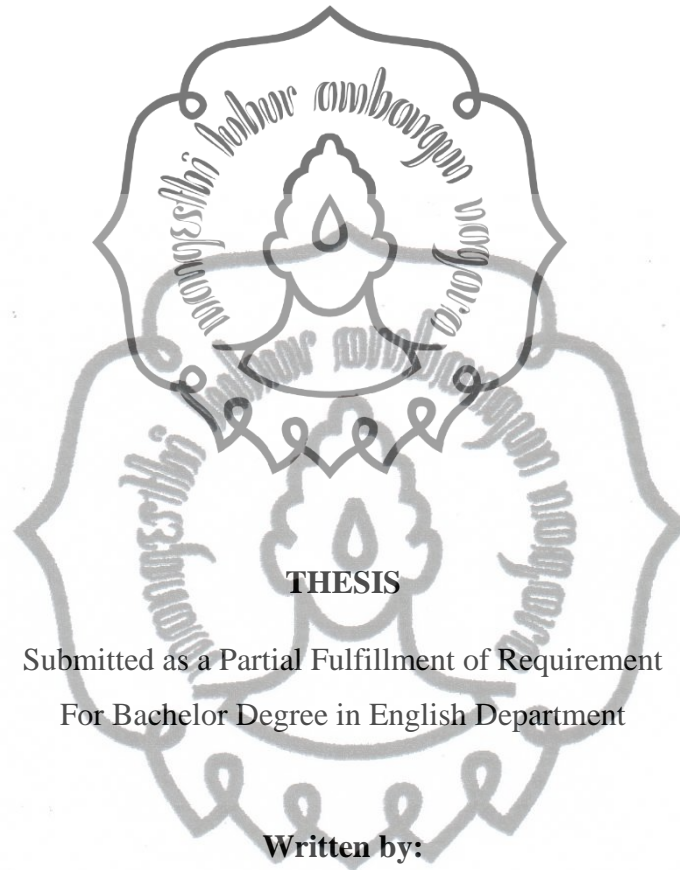
Catteleya Kinanti Puspitasari

B0316011

**FACULTY OF CULTURAL SCIENCES
UNIVERSITAS SEBELAS MARET
SURAKARTA
2021**

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APPROVAL OF THESIS SUPERVISOR

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By:

CATTELEYA KINANTI PUSPITASARI
B0316011

Approved to be examined before the Board of Examiners
Faculty of Cultural Sciences
Universitas Sebelas Maret

Thesis Consultant



Dra. S.K. Habsari, M.Hum, Ph.D.
NIP 196703231995122001

The Head of English Department
Faculty of Cultural Sciences, Universitas Sebelas Maret



Dr. Fitria Akhmerti Primasita, S.S., M.A.
NIP. 196912161998022001

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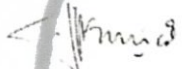

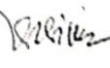
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DATING WHILE GAMING: THE INFLUENCE OF AMERICAN CULTURE IN HAGO DATING CHATROOM'S MECHANICS

By:

CATTELEYA KINANTI PUSPITASARI
B0316011

Accepted and approved by the Board of Examiners
Faculty of Cultural Sciences
Universitas Sebelas Maret
On January 28, 2021

Position	Name	Signature
1. Chair Person	Dr. Fitria Akhmerti Primasita, S.S., M.A. NIP 196912161998022001	
2. Secretary	Karunia Purna K, S.S., M.Si. NIP 198211242009122002	
3. First Examiner	Dra. S.K. Habsari, M.Hum, Ph.D. NIP 196703231995122001	
4. Second Examiner	Dra. Susilorini, M.A. NIP 196506011992032002	

Dean of Faculty Cultural Sciences
Universitas Sebelas Maret


Prof. Dr. Warto, M.Hum.
NIP 19610925 198603 1 001



STATEMENT OF ACADEMIC INTEGRITY

Name : Catteleya Kinanti Puspitasari

Students Number : B0316011

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



Catteleya 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)



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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, Ditifas 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!

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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. Wardo, M.Hum.
2. Head of English Department, Faculty of Cultural Sciences, Universitas Sebelas Maret, Dr. Fitria Akhmerti Primasita, S.S., M.A.
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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

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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

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