

Table of Contents

Cover Page	i
Inside Cover Page	ii
Inside Title Page	iii
Declaration Page	iv
Dedication Page	v
Approval Sheet	vi
Acknowledgement	vii
Epigraph	ix
Table of Contents	x
List of Figures	xii
Abstrak	xiii
Abstract	xiv
CHAPTER I	1
1.1 Background of the Study	1
1.2 Statement of the Problem	8
2.3 Objective of the Study	8
2.4 Significance of the Study	8
2.5 Definition of Key Terms	9
CHAPTER II	11
2.1 Theoretical Framework	11
2.1.1 Theory of Consumer Culture	11
2.1.2 Reception Analysis	15
2.2 Review of Related Studies	18
CHAPTER III	21
3.1 Research Approach	21
3.2 Population and Sampling	21
3.3 Scope and Limitation	22
3.4 Data Source	23
3.5 Technique of Data Collection	24

3.6 Technique of Data Analysis	26
CHAPTER IV	27
4.1 Production of Consumption	27
4.2 Modes of Consumption	37
4.3 Consuming Dreams, Images, and Pleasure	44
4.4 Interpretation of Findings	50
CHAPTER V	54
Appendice	62