

## TABLE OF CONTENTS

INSIDE COVER PAGE.....	i
INSIDE TITLE PAGE .....	ii
DEGREE REQUIREMENT .....	iii
DECLARATION .....	iv
DEDICATION PAGE.....	v
APPROVAL PAGE .....	vi
ACKNOWLEDGMENTS .....	vii
EPIGRAPH .....	ix
TABLE OF CONTENTS .....	x
LIST OF FIGURES .....	xii
LIST OF APPENDICES .....	xiii
ABSTRAK .....	xiv
ABSTRACT .....	xv
CHAPTER I .....	2
INTRODUCTION .....	2
1.1 Background of the Study.....	2
1.2 Statement of the Problems .....	11
1.3 Objectives of the Study .....	11
1.4 Significance of the Study .....	11
1.5 Definition of Key Terms .....	12
CHAPTER II.....	13
LITERATURE REVIEW.....	13
2.1 Theoretical Framework .....	13
2.1.1 Consumer Culture .....	14
2.1.2 Virtual Consumption.....	15
2.2 Review of Related Studies .....	19
2.2.1 Virtual Items and Issue of Consumption .....	19
CHAPTER III .....	28
RESEARCH METHOD.....	28

3.1 Research Approach .....	28
3.2 Data Sources.....	28
3.3 Population .....	29
3.4 Sampling .....	30
3.5 Scope and Limitation .....	29
3.6 Technique of Data Collection .....	29
3.7 Technique of Data Analysis .....	33
CHAPTER IV .....	35
RESULTS AND DISCUSSION .....	35
4.1 Findings.....	35
4.1.1 The Response of Informants Relates to Rainbow Six: Siege .....	35
4.1.2 How The Players of Rainbow Six Siege Consume and Perceive The Value of In-Game Items .....	42
CHAPTER V.....	54
CONCLUSION .....	54
REFERENCES.....	57
APPENDIX .....	60