

TABLE OF CONTENTS

COVER PAGE	i
COVER PAGE IN INDONESIAN	ii
TITLE PAGE	iii
APPROVAL SHEET	iv
<i>PERNYATAAN BEBAS PLAGIAT</i>	v
ACKNOWLEDGEMENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
<i>INTISARI</i>	xii
ABSTRACT	xiii
 CHAPTER I INTRODUCTION	 1
1.1 Background of the Study	1
1.2 Research Questions	6
1.3 Objectives	6
1.4 Literature Reviews	6
1.5 Theoretical Framework	13
1.6 Methods of Research	17
1.6.1 Methods of Collecting the Data	18
1.6.2 Methods of Analyzing the Data	19
1.7 Presentation	20
 CHAPTER II THE HISTORY OF BARBIE AS AN AMERICAN POPULAR PRODUCT	 22
 CHAPTER III THE STRUCTURE OF BARBIE IN AMERICAN DISCOURSES	 42
3.1 The Face of American Dream	43
3.2 The Reflection of Idealized American Women	58

CHAPTER IV THE SOCIAL PRACTICE OF BARBIE AS AN AMERICAN POPULAR PRODUCT	72
4.1 Customer's Taste in Constructing Barbie's Culture	73
4.2 Barbie's Customers' Practices in Reflecting Consumption	90
CHAPTER V CONCLUSION	105
BIBLIOGRAPHY	112