

TABLE OF CONTENT

Title.....	i
Title Sheet.....	ii
Title Sheet.....	iii
Approval Sheet.....	iv
Admission Sheet.....	v
Acknowledgement.....	vi
Table of Content.....	viii
List of Figures.....	x
Abstract.....	xi
Intisari.....	xii
Chapter I: Introduction.....	1
1.1 Background of Study.....	1
1.2 Research Problems.....	5
1.3 Objectives of Research.....	6
1.4 Scope of Research.....	6
1.5 Significance of Research.....	7
1.6 Literature Review.....	8
1.7 Theoretical Framework.....	12
1.7.1 Transnational American Studies.....	12
1.7.2 Popular Culture and Cyber Culture.....	18
1.7.3 Theory of Representation.....	21
1.8 Method of the Research.....	25
1.8.1 Data and Data Collection.....	25
1.8.2 Data Analysis.....	26
1.9 Presentation.....	27



Chapter II: Online Video Game, MOBA, and Dota 2	29
2.1 The Historical Overview of Video Game	29
2.2. Online Video Game	32
2.3. Historical Overview of MOBA.....	34
2.4 Dota 2 and Its Legacy	37
Chapter III: American Dota 2 in Meeting Global Taste	45
3.1 Video Game in General as a Hybrid of Culture	46
3.2. Language as a Mode of Reaching Public	50
3.3. Cultural Diversity as a Way in Gaining Diverse Players	58
3.4. Strategy as Game Formula	64
3.4.1. Simplicity-Understandability	65
3.4.2. Workability.....	70
3.5. The Realistic Experience.....	73
3.5.1 Hero as an Avatar to Explore	76
3.5.2 Social Embeddedness	78
Chapter IV: Conclusion.....	93
Bibliography.....	99



LIST OF FIGURES

Figure 3.1	Choices in American Video Game, Dragon Age Inquisition.....	47
Figure 3.2	Tidus and Yuna from Final Fantasy X.....	48
Figure 3.3	Batrider from Dota 2.....	52
Figure 3.4	Screenshot of Empire Earth.....	67
Figure 3.5	Screenshot of Dota 2.....	69
Figure 3.6	Rank Medals in Dota 2.....	84