

**AMERICAN CONSUMERISM IDEOLOGY PORTRAYED IN
PLANTS VS ZOMBIES VIDEO GAME**

THESIS

BY

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ABSTRAK

Murti, Wahyu Rinaras Widya. 2013. **Perwujudan Ideologi Konsumerisme Amerika dalam *Plants Vs. Zombies* Video Game**. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Dr. Sugeng Susilo Adi, M.Hum. (II) Fredy Nugroho S., S.S., M.Hum.

Kata kunci: Kajian Budaya, Amerika, Konsumerisme, Game

Konsumerisme dalam masyarakat Amerika tidak terlepas dari ideologi mereka yang terkenal yaitu, The American Dream (Life, liberty, dan pursuit of happiness). Hal inilah yang membuat masyarakat Amerika memiliki kebebasan untuk hidup lebih baik dari yang lain dan mewujudkan kebahagiaan mereka. Kebahagiaan seringkali terpuaskan oleh hasrat kebendaan yang membuat masyarakat Amerika menjadi masyarakat yang konsumtif. Di dalam skripsi ini penulis ingin mengungkapkan konsumerisme pada masyarakat Amerika yang terwujud dalam permainan *Plants vs. Zombies*. Teori yang digunakan adalah teori kajian budaya, karena teori ini sesuai sebagai pendekatan untuk menganalisa perwujudan konsumerisme masyarakat Amerika yang digambarkan dalam permainan *Plants vs. Zombies*.

Hasil temuan menunjukkan bahwa aturan atau cara main permainan ini mengharuskan pemain untuk terus membeli. Beberapa zombie merepresentasikan masyarakat Amerika, selain itu zombie itu sendiri menggambarkan keinginan manusia yang tidak pernah terpuaskan. Untuk para peneliti selanjutnya, penulis menyarankan untuk menganalisa permainan tersebut dari sudut pandang berbeda seperti menggunakan semiotik dengan menitikberatkan hubungan tanaman dan zombie. Sehingga para peneliti selanjutnya bisa menggunakan teori kapitalisme atau ekokritisisme. Pilihan lainnya adalah menganalisa hubungan antara setiap karakter tanaman dan zombie terhadap masyarakat Amerika dengan menggunakan pendekatan psikologis.

ABSTRACT

Murti, Wahyu Rinaras Widya. 2013. **American Consumerism Ideology Portrayed in *Plants vs. Zombies* Video Game**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Dr. Sugeng Susilo Adi, M.Hum; Co-supervisor: Fredy Nugroho S., S.S., M.Hum.

Keywords: Culture Studies, America, Consumerism, Game.

Consumerism in American society can not be separated from their ideology, namely the American Dream (life, liberty, and pursuit of happiness). This makes American people have their freedom to live better than others American society and bring their happiness into reality. Often, happiness satisfied by material desire that makes American people become consumptive society. In this thesis the writer wants to elaborate consumerism in American society portrayed in *Plants vs. Zombies* video game. The writer uses cultural studies to analyze this thesis because it is suitable to analyze American consumerism portrayed in *Plants vs. Zombies* video game.

Research findings show that rules of this game, *Plants vs. Zombies* game are aimed to led the player to keep on plants and upgrading their plants to defeat the zombies. Some zombies represent American society. In addition, the zombies themselves portray humans desire that is never satisfied. For the next researcher, the writer suggests to analyze this game from different view. The next researcher may use semiotic by focusing on plants and zombies relation. Another choice is analyzing the characters of plants and zombies character by using psychological approach.

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